



**For immediate release**

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**THE BAD VERSION LITERARY MAGAZINE NOW AVAILABLE ON ESPRESSO BOOK MACHINES**

New York, NY (May 31, 2012) – The Bad Version, an open, accessible print quarterly for the young and curious, has joined On Demand Books’ growing Espresso Book Machine (EBM) network, expanding what bookstores and libraries can offer through EBM’s “digital-to-print at retail” sales channel.

“We are terrifically excited about working with On Demand Books to distribute The Bad Version through their Espresso Book Machine,” says Sanders Bernstein, President of The Icarus Project, the nonprofit that publishes The Bad Version. “At The Icarus Project, we are dedicated to innovating the form of the literary magazine in The Bad Version, and joining with On Demand Books, who are dedicated to innovating the way readers are able to get their reading materials, is a natural progression from that. On Demand Books’ extensive network of machines at more than 50 locations worldwide will allow more readers than ever before to pick up a copy of The Bad Version while supporting their local booksellers at the same time. We look forward to a long and fruitful relationship with On Demand Books.”

“Having EBMs print more than just books is something we’ve been considering for a while, and quality literary magazines like The Bad Version are a natural fit for our technology. We’re excited that our EBM operators will now have more diverse product to offer their customers and that we can support emerging young literary magazines and voices,” says Dane Neller, CEO of On Demand Books.

The EBM is the only digital-to-print at-retail solution on the market today. With the push of a button, a title can be printed with a full-color cover, bound, and trimmed to any standard size. In a matter of minutes, it emerges from the EBM as a bookstore-quality paperback book, which the customer can pay for and walk out the store with right there and then.

Content from publishers is fed to the EBM via EspressNet, On Demand Books’ growing digital network of titles (currently numbering over seven million). Much like an iTunes for books, EspressNet retrieves, encrypts, transmits, and catalogues books from a multitude of English and foreign language content providers, including public domain, in-copyright, and self-published titles. Through the SelfServe software, writers can format, design, edit, and upload their books for printing through the EBM, and for inclusion in EspressNet. SelfServe will soon also be able to convert print files to the ePub format suitable for e-readers.

The EBM provides a new sales channel for publishers, and vastly increases the availability of titles for physical bookstores, significantly reducing loss of sales due to books being out-of-stock. In addition, the EBM technology offers libraries and bricks-and-mortar retailers the opportunity to become community self-publishing centers, providing a new distribution platform for self-published

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authors. And of course the EBM improves overall efficiency and environmental sustainability by eliminating shipping and the return and pulping of unwanted books.

### **About On Demand Books**

On Demand Books was cofounded in 2003 by Jason Epstein, former Editorial Director of Random House; Dane Neller, former CEO of Dean & DeLuca; and Thor Sigvaldason, former technology consultant at PricewaterhouseCoopers. Espresso Book Machines have been placed in bookstores, libraries, universities, and other locations in the USA, Canada, the UK, the Middle East, Asia, Australia, and the Caribbean. In September 2010, On Demand Books and Xerox announced a partnership whereby Xerox will market, sell or lease and service the Espresso Book Machine worldwide. Made in the USA, Espresso Book Machines are environmentally efficient, reducing production, shipping, and waste. For more information, go to [www.ondemandbooks.com](http://www.ondemandbooks.com).

### **About The Bad Version**

Launched in November 2011 *The Bad Version* is a new take on the literary-cultural magazine. Its name comes from the collaborative art of screenwriting, where the first attempt at a scene, that wild idea that gets the process going, is called a “bad version.” Likewise, this magazine is dedicated to beginnings: to pieces that are taking risks, trying to broach new ideas, experimenting with new forms, starting new conversations. With each piece—fiction, poetry, or essay—followed by a short response that offers an alternate perspective on the subject at hand, *The Bad Version*’s novel structure immediately immerses the reader in an active dialogue, which continues on the website ([www.thebadversion.com](http://www.thebadversion.com)).

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