

On Demand Books and the Espresso Book Machine® launch SelfEspressSM

*New self-publishing platform provides writers with easy to use
end-to-end creation and printing of their book.*

January 14, 2015 (New York, NY) – On Demand Books (“ODB”), creators of the patented Espresso Book Machine® (“EBM”) technology, is pleased to announce SelfEspressSM, ODB’s new online self-publishing platform.

From writing and design to printing and distribution, SelfEspress provides the self-published author with a user-friendly, do-it-yourself toolset, guiding the creator through every step of the publication process. Now book design, file creation and printing are easier than ever, and authors can also create eBook versions of their work in the process.

“SelfEspress offers a wide range of cloud-based tools that can help any writer bring their book to life, from the first-time author to a seasoned professional,” said Lauren Lung, COO of ODB. “The site’s powerful writing and cover creation tools enable authors to collaborate with people as they write, and turn their finished work into a professional looking paperback or eBook with just a few clicks of the mouse. Once published, the author can print copies immediately at any of our retail partner locations, taking the complexity out of the publication process.”

With publication fees starting as low as \$59, authors can use SelfEspress to create any type of book, from a personal family history to an epic novel. By streamlining the file creation process and linking directly with EBMs, SelfEspress makes it easier than ever to create and order one’s own book from a local EBM retailer. SelfEspress offerings include:

- Writing and Design tools to create a professional looking book interior and cover, allowing an author to collaborate with others throughout the whole process. Writers can also choose from a variety of Author Services if they want additional help from publishing professionals.
- The toolset automatically handles the file conversion process, generating print-ready, fully formatted files for paperback and eBook. Once published, authors can easily order print copies from an EBM location or share their eBook with the world.
- Projects can be Private so the book can only be ordered by the author, while also providing the option to offer the book for sale in the SelfEspress Marketplace, via EBMs worldwide, and through other online distribution partners.

For more details go to www.selfespress.com.

About the Espresso Book Machine

The EBM is the only digital-to-print at retail solution on the market. Within minutes, the EBM can produce a bookstore quality paperback with color cover, in any standard trim size, at point of sale. The content is fed to the machine via EspressoNet®, On Demand Books' growing digital network of titles. These titles are available through partnerships with Google, Lightning Source, HarperCollins, Hachette, Penguin, Macmillan, McGraw Hill, and others, and include content from publishers like Random House, W.W. Norton, Simon & Schuster, and now SelfEspresso!

Like iTunes for books, EspressoNet retrieves, encrypts, transmits and catalogues books from a multitude of English and foreign language content providers (including public domain, in-copyright, and self-published). People can also use the EBM to print their own work, whether they have a private project or want to offer their book for sale, and they can print as many or as few copies as they need at any given time. In this way, the EBM technology offers bookstores, libraries, and universities the opportunity to become community self-publishing centers, providing a new distribution platform for self-published authors. The EBM also improves efficiency and sustainability by eliminating shipping, returns, and the pulping of unwanted books.

About On Demand Books, LLC

On Demand Books was co-founded 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, Europe, the Middle East, Asia, Africa and the Caribbean. Made in the USA, Espresso Book Machines are environmentally friendly green machines. For more information, go to www.ondemandbooks.com.

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