



HP BookPrep

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BookPrep is an Internet-based platform that enables on-demand printing of books.

Based on imaging and printing technology from HP Labs, it automatically de-skews and crops the scanned texts of books, cleaning and brightening the crease and page corners for consistent coloration. The result is a high-quality and print-ready PDF. Going well beyond just digitally scanning books, BookPrep significantly improves the digital publishing workflow and reduces the high upfront investment of formatting virtual book assets, ensuring that works can be available for online and print-on-demand distribution.

When combined with commercial digital presses, such as HP Indigo, BookPrep enables publishers to digitize their existing titles and economically print and bind books on demand. Their inventory, thus, becomes virtual. Consumers will be able to buy a traditional bound copy of the book or a digital copy for use with an eReader.

This new business model will allow publishers to offer out-of-print titles and take advantage of the so-called “long-tail” phenomenon now employed by other types of digital media, such as music services. “Long-tail” refers to a business model where distribution and inventory costs allow companies to realize significant profits from selling small volumes of hard-to-find items to many customers, instead of only selling large volumes of a reduced number of popular items.

Longer term, the BookPrep platform will provide consumers access to a wide array of print and digital content – newspapers, blogs, magazines, books, event schedules, special interest articles and friends’ recommendations – that they can discover using their favorite social networking platform, personalize, “mashup” and print.

BookPrep is being piloted with Applewood Books Inc. of Carlisle, Mass., publishers of the United States’ living past and creators of Foodville (www.foodville.com), a community-based, social retailing website for cooking and food enthusiasts. It also is available on the HP IdeaLab at www.hp.com/idealab.

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