

Today's abundance of new publications calls for **unique book marketing**. Mobile book marketing with Mobilebooks stands out against conventional campaigns like advertisements, show cards, posters and decorations.

.Advertise your New Publications via a Mobile Phone Sample Chapter!

Mobilebooks are a marketing instrument giving your new publications a modern aura readers are sure to notice. This medium reaches customers in a **highly personal way** - always at hand and always accessible. It enables you to reach a completely new reading public. Sample chapters on mobile phones are ideal for browsing, en route or at home.

Mobile sample chapters can both **easily and cost-efficiently** be integrated into **existing forms of advertisement** – ad stickers on posters, ads, the web, or directly on book covers. Dissemination of Mobilebooks is made easy by Bluetooth transference, the download link, the QR code, SMS orders or the Mobilebook 'send to a friend' function.

.Additional Attractive Benefits

The Mobilebook transforms your sample chapter into a **'real, aesthetic, independent product'** attaining all marketing goals: alertness, emotion, recognition, dissemination without wastage. Functions, design and content can be adjusted to your trademark and publisher profile.

Using **additional features** your Mobilebook can be 'bound' to a small, digital book. Information on author and content can also be integrated. In addition, the interactive characteristics of the mobile medium provide the possibility of accessing a response channel via SMS, service number or Email. Furthermore, they permit viral dissemination using the 'send to a friend' function and provide access to mobile web pages.

.Your Advantages

- + Mobile marketing with a real and independent product
- + **Viral dissemination** of your trademark
- + Effective **positioning** of your title
- + **Straightforward integration** into existing forms of advertisement
- + **Interactive** characteristics
- + Reaching **new target groups**
- + Immediate **proximity to readership**



“A good story. Anytime. Anywhere.”

Possibilities of Dissemination

Dissemination of Mobilebook sample chapters is both **simple and cost-efficient**. Mobilebooks can either be downloaded from the web, installed via the download link or transferred directly to your mobile phone via Bluetooth. A simple, media convergent solution to your book marketing problems.

QR-Code

QR codes with download links to sample chapters can be placed anywhere and are easily integrated into existing advertisement campaigns.

SMS-Shortcode

The SMS shortcode enables quick and easy transference of sample chapters to mobile phones. Shortcodes can be advertised in diverse print materials (ads, catalogs, etc.).

NFC

You can activate the Downloadlink to sample chapters with a NFC (Near Field Communication) compatible Mobile Phone by touching the NFC tag.

SMS-Push Link

Using the SMS-Push Link mobile phone numbers can be entered in the web. The Mobilebook download link is then sent to your mobile phone.



mobilebook™

Mobile Web

Mobilebooks can be ordered directly and disseminated via existing web pages. Mobilebooks also permit the use of interactive connections and Web 2.0 features.

Bluetooth Hotspot

Bluetooth Hotspots at book fairs or in book shops automatically send Mobilebooks to mobile phones. A simple and attractive form of advertisement enabling you to reach new target groups.

Bluetooth Terminal

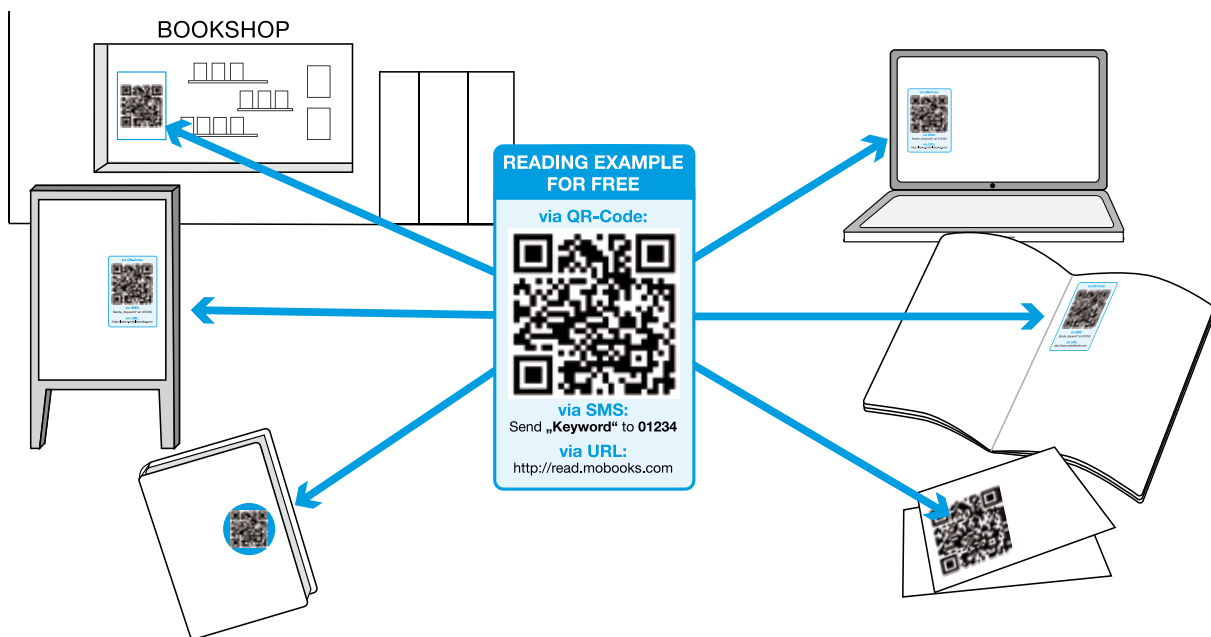
The Bluetooth Terminal enables you to choose among various Mobilebooks which are then transferred onto your mobile phone.

Send to a friend

The 'send to a friend' function enables viral dissemination of Mobilebook sample chapters. Simple and easy and only a click away.

.Mobile Tagging, SMS-Shortcode & Mobile Web

Mobile Tagging codes the download link as a **QR code** (quick response code) which can **easily be disseminated** (stickers, posters, bookmarks, internet,...). Photographing this code with your mobile phone gives you direct access to the download link. No need to enter a long URL. SMS-shortcodes can be disseminated both **easily and cost-efficiently** and enable you to order Mobilebooks directly via SMS - suitable for print media, radio and podcasts.



.Bluetooth Hotspot and Terminal

Direct transfer of Mobilebooks via Bluetooth is an optimal POS solution. Hotspots and terminals enable **innovative distribution** at fairs, events, congresses or in stores and restaurants – simple and extremely effective. Mobilebooks are transferred to mobile phones 'over the air'.



Use Cases

1) Sample chapters via Bluetooth

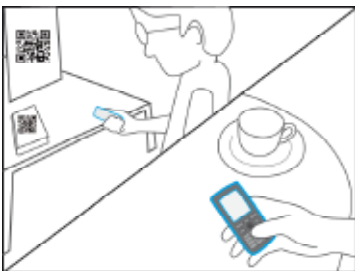


Literary critic Magda M strolls through the Leipzig book fair. She wants to keep herself posted on both publishing trends and current publications. In front of a booth is a sign. **'Free sample chapter on your mobile phone!'** Next to it is the Bluetooth sign. A publisher is offering the first chapter of a recently published crime novel as a free sample chapter.

Magda **activates Bluetooth** on her mobile phone. She confirms the installation and the download begins. The Mobilebook is **installed automatically**.

The Mobilebook opens. A highly aesthetic cover appears on the display followed by an imprint containing company name and logo. Then the text itself. Magda is delighted with the excellent quality, high quality typeface and immediately begins reading. In the Mobilebook menu she finds the author's bio as well as other relevant info. 'Ingenious book marketing,' Magda concludes.

2) Mobile Tagging and Mobilebooks



A sunny Saturday morning in May. Oliver is on his way to a shopping mall. Passing a bookstore, he wants to find out whether there are any new books by his favorite author. On a shelf in the middle of the bookstore Oliver finds what he is looking for. The new cover looks great. Next to the books Oliver discovers **a poster advertising the title. Get the sample chapter to read on your mobile phone right now!**

Underneath the title is a **QR code** and info on how to order the sample chapter via SMS. On each book jacket is a sticker with the QR code.

Oliver has a program for reading QR codes on his mobile phone. He photographs the code and receives a link to download a **free Mobilebook sample chapter**. Within several seconds the Mobilebook is on his mobile phone. It's been installed automatically.

In the meantime, Oliver is taking a short break in a coffee shop and having an espresso. He begins reading the Mobilebook sample chapter. He also finds info on the author and a list of shops where the book is available. Oliver is delighted

Consultation & Information

Mobilebooks™ and Mobile Brochures can be used in a great variety of ways. We consult with you on customizing our product to your individual requirements and customizing it to **your business and marketing strategies**.

You are cordially invited to meet with us to learn about the basics of Mobile Publishing, Mobile Marketing and such spe-

cialized topics as mobile copyright, distribution systems and billing.

To help you visualize how your content, trademark and designs will appear on the small screen, we will produce a dummy run for you.

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