

Why ongoing publishing revolution will affect your business?

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Stephen King is the horror story novelist who, together with his publisher Simon and Shuster, Recently made his novel "Riding the Bullet" available in electronic format for only US\$2.50. He Has since made another book "The Plant" able to be downloaded in installments (minus the Publisher) at his website so does this herald the death of books, Newspapers and magazines in paper form? Well not quite but...

The reality of publishing is that it is incredibly more efficient to send bits and bytes via a Communications line than physically printing information and distributing it via normal methods. But most people would say "I'd far rather read a physical book or newspaper than one of those Electronic versions"

Electronic paper aims to display electronic text on thin, flexible sheets that look and feel like Paper the sheets are filled with millions of microscopic capsules that show either dark or light Images in response to electrical charges the latest technology touted by iridium Looks to micro-machine structures on glass that mimics the interference Patterns seen on butterfly wings other companies such as E-Ink, MIT's Media Lab, Xerox and />Many others are pushing hard to make electronic or digital paper commercially available in two To three years time

Presently most PC screens have resolutions of 70-80 pixels per inch (pip) and are therefore Harder to read than good quality print on paper which equates to around 300ppi but what About a future where:

- The electronic reading resolution was better than the printed type.
- Your electronic reader was actually a piece of almost paper-thin material that you could roll or Fold up and take anywhere.
- You could store 50 normal size books on this electronic reader downloadable from the Internet at a fraction of today's paperback prices
- Your electronic reader could be configured to receive and store the overnight news, ready for You when you wake in the morning, or read the book or news aloud
- Your reader relied on a wireless Internet connection so that it could receive information from Any location

Would you still read off paper?

Another key point about digital text is that it offers ways to present information that go way beyond what paper can accomplish. Thatch museum in San Jose, California has a wonderful Section entitled the Future of Reading and something that caught my eye was the Speeder Reader this is an experiment in RSVP reading (Rapid Serial Visual Presentation) where words are presented one at a time on a screen Using RSVP some people can read 2000 words per minute, compared with most people's reading rate that averages about 300 words per minute The electronic books and readers available now include the Rocket ebook Pro and the Soft Book However these are merely

Early examples of the way that we will receive information in the future

If you are involved in any industry that publishes information or news then it is obvious that some real heavy strategic thinking is required.

For all other businesses this ongoing publishing revolution will affect you in many ways that you haven't thought of yet

About the Author

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