

# Digital Publishing is Publishing



## Distribution

Helping protect, diversify, market, promote and increase your revenue streams

**DX Inspection™ and DX Review™** - removing waste from the inspection copy and publicity review processes and importantly not substituting a digital replacement but providing an 'end to end' process offer that can close the marketing loop and offer publishers significant hard benefits.

**Widgets** - in partnership with Gardners Books we have created a range of 'View Inside™' and 'Hear Inside™' widgets that exploit our DX Reader technology to cover the distribution of XML, epub, PDF, illustrated copy and audio widgets. We also provide the administration tools to effectively manage them.

**ViewPlus™** - This super widget acts as a 'trojan horse' and will radically change how marketing and bibliographic information is both distributed and accessed through a single point.

**Digital Asset Distribution** - a digital repository that automates and manages distribution of formatted and DRM secure digital content and context to digital aggregators, 'Print on Demand' and other third party suppliers. The DAD can hold both digital content and associated digital marketing collateral such as podcasts, videos and links to 3rd party digital materials.

**Drop Ship Distribution** - presentation, sale and distribution of digital content in DRM secure, branded eContent **ebookstore** and **elibrary** portals that support all channels.

**Online Hosting and Distribution** - presentation, sale and distribution of digital content in DRM secure, branded eContent **ebookstore** and **elibrary** portals that support direct channels. **DX Reader™** (See over for some of our proven distribution features)

We Deliver Value and Choice to Publishers

In this fast-changing digital world, we help the Publisher maximize opportunities as they arise through a number of proven and leading edge offerings:

### Publishing Solutions that:

- Create, develop, manage and publish your Intellectual Property
- Transform your content to leverage digital opportunities
- Protect, diversify and increase your revenue streams

*"The strategy we adopted has enabled us to now offer one of the most comprehensive digital collections and make it available through all the appropriate digital channels. Whichever way the market evolves Taylor & Francis is now able to not only respond at speed but also offer both quality content and supporting digital marketing materials. The relationship we have with VCIL has been and continues to be pivotal to the digital development of our collection and leveraging its value in the market."*

Christoph Chesher  
Group Sales Director  
Taylor & Francis Group

*"Our aim is to ensure all our high street retailers can participate in selling eBooks, audio downloads alongside physical books, and utilise the newly developing extended bibliographic information and internet trading experiences which are increasingly available to support more traditional selling opportunities"*

Bob Jackson  
Commercial Director  
Gardners Books

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## Distribution Features

**eCompile™** is an eBook compiler service that allows users to create customized eBooks in the Adobe eBook Reader format. With eCompile they can browse and buy content of reference from a range of eBooks at cost-effective prices, organize them and create multiple customized reference eBooks, thus buying only the pages or chapters requisite for your research needs

**eSubscribe™** provides flexible, cost-effective, online access to an extensive catalogue of intellectual content in the versatile DX Reader electronic format. Now users can subscribe to content of their choice for an elected time-frame, without incurring prohibitive costs. What's more, they can add value to your subscription with the 'DX Reader Research Book' which enables you to add chapters or pages from your subscribed books, create your own notes, annotations etc. and create a rich, comprehensive information resource.

**ePrint** is a digital-to-print service that enables users to purchase print access to content. With ePrint, they can scale their purchases to cost-effective advantage, i.e. they can print an entire eBook, selective chapters or even single pages as determined appropriate by their reference needs.

**eCopy** prevents copyright infringements and ensures legitimate usage of authentic content, copying text or any other means of data transfer is not currently endorsed. eCopy is a cost-effective text reproduction service that allows the Ctrl C and Ctrl V operations for copying and pasting text. With eCopy users obtain a working soft copy of the page, which they can modify and print.

**My Wallet** is a users personal online account that can be used to finance their micropurchases at an eBookstore. It is a cost-effective, extremely convenient payment option and can be used to pay for their micropurchases.

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*"We are very excited about Biz/ed premier: it offers students and libraries tremendous breadth of information, plus a wealth of features to make online learning more productive and enjoyable. 24x7 convenience alleviates the burden of travelling to the library and searching for textbooks, leaving more time for productive learning"*

Tom Davy  
CEO  
Cengage Learning EMEA.

*"Working with Value Chain has been a pleasure. The development process has been well managed, on time and on budget. Response to corrections in testing has been swift and to the point."*

*"We have a number of development projects still under way and Value Chain is a good partner to work with as they bring to the process not only technical expertise but also an understanding of the business opportunities connected with different solutions."*

Jesper Holm  
Managing Director  
Ebog.dk

*"Digital Engineering Library is a next-generation research tool that puts an unmatched selection of engineering material at the user's fingertips,"*

Scott Grillo  
VP-Digital Product Development  
Mc Graw Hill Education



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