



## News Release

### **Revolutionary eTouchBook™ Platform and Tools Is Announced**

#### **Printed Pages Are Linked To The Digital Environment With New Touch User Interface (TUI) Technology**

CINCINNATI, OH. (PRWEB) – May 20, 2008 – Somatic Digital, a developer of innovative technology-based products for publishers, announced the release and availability of its new comprehensive product suite – collectively called the *eTouchBook Suite*™.

The *eTouchBook Suite* of hardware and software platform tools enable publishers and content owners to manage and directly link their print and digital assets.

The *eTouchBook Suite* provides publishers, for the first time, with the ability to create a hybrid media distribution experience that enables a new ecosystem of transactions, analytics, and interactivity. By turning the regular printed page into a touch screen, it can become a portal to the digital world.

"We developed a turn-key solution for publishers. Publishers can now create a portal to the digital environment from their printed pages," said Jason E. Barkeloo, Founder & President. Barkeloo concludes that, "With the *eTouchBook Suite* publishers now have an ecosystem to deliver content and services. This will reinvigorate their print business while leveraging their digital assets into a single product offering for their customers."

The *eTouchBook Suite* is comprised of the:

1. *eTouchBook* hardware platform – This publisher-branded platform makes the printed page sensitive to the reader's touch. It basically makes the printed page a touch screen. With a USB connection, when the printed pages are touched, the computer is able to retrieve and display the digital content or launch the communication application.
2. *eTouchBook Client* software – This small publisher-branded application runs on the computer and serves two primary functions. First, it manages the TUI databases that control the links and routes the pathways to the digital experience launched from the printed page. The second function of the \*eTouchBook\* \*Client\* is to serve as a browser window hosting the digital experience.
3. *BookDesigner Web Service* – Through a web browser and Internet connection a publisher can dynamically build and test TUI databases before they are deployed out to the \*eTouchBook\* \*Client\* on their readership's computers.

The *eTouchBook Suite* is offered through Somatic Digital's non-exclusive licensing Partner Program: <http://somaticdigital.com/products/partnerprogram>.

According to David A. Krauth, co-Founder & Vice President, Software Engineering, "Using modern, cross-platform tools and methodologies, we have created a dynamic set of tools for our users." Krauth concludes, "Our *eTouchBook Suite* is designed to allow publishers and authors to quickly and intuitively produce immediate results."

### **About Somatic Digital**

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Somatic Digital, LLC is a developer of the Touch User Interface (TUI) technology. This technology creates a "touch screen" out of the printed page by connecting paper directly to digital content that can reside on optical media, the Internet, or hard-drives. It enables a bridge over the digital divide because it eliminates barriers that previously prevented people from connecting to digital content. With the press of a finger, stylus or pointer, a physically, visually, or hearing impaired student can gain access to digital content.

For more information, please visit the Somatic Digital's web site at <http://SomaticDigital.com>

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