News Release

Somatic Digital Announces Certification Program

Program to Certify Publishers, Consultants, Authors, and User-Generated Content Developers on the *eTouchBook Suite*™ of Tools is Established

CINCINNATI, OH. (PRWEB) – May 27, 2008 – Somatic Digital, a developer of innovative technology-based products for the publishing and print industries, announces the establishment of a certification program for 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. It provides publishers with the ability to create a hybrid media distribution experience. This enables a new ecosystem of transactions, analytics, and interactivity by turning the regular printed page into a touch screen. As a result, the printed page becomes a portal to the digital world.

"Currently, print and digital assets are managed separately. We show publishers how to unleash the *eTouchBook* ecosystem and manage their print and digital assets in a single workflow." said Jason E. Barkeloo, Founder & President. Barkeloo concludes that, "*eTouchBook Suite* certification enables publishers to expand the content and services they deliver to their readership."

This 1-day "train-the-trainer" instructor-level certification course for the *eTouchBook Suite* is currently offered only once a year at the Company headquarters. It is **free-of-charge** to Partner Program members and includes online supplemental support.

Upon successful completion of this course, the selected attendees are permitted to create their own user-level certification programs. They may also be invited back to the Center as user-level certifying instructors. Only the Center is authorized to certify instructor-level certification.

David A. Krauth, co-Founder & Vice President of Software Engineering, is the lead instructor for this inaugural course. David is the chief architect of the *eTouchBook* software infrastructure including the tools, design and interface metrics, and communication protocols. He is a leading expert in the world about the Touch User Interface (TUI) technology.

The instructor-level certification covers:

1. *eTouchBook*™ hardware platform - This publisher-branded platform makes the printed page sensitive to the reader's touch; basically making the printed page a touch screen.

2. *eTouchBook Client*™ software - This publisher-branded application runs on the computer. It

manages the TUI databases that control the links and routes the pathways to the digital experience launched from the printed page and serves as a browser window hosting the digital experience. As part of the non-exclusive license, software developers can increase its functionalities.

3. *BookDesigner Web Service™* - Through a web browser and Internet connection a content developer can dynamically build and test TUI databases before they are deployed out to the *eTouchBook Client* on their readership's computers.

4. Business Development - Implementing the *eTouchBook* ecosystem to maximize revenues with a focus on *TouchThrough™* analytics products derived from the interactivity data of deployed *eTouchBooks*.

WHO: Partner Program members* (**free**); non-Partners ($395.00)

WHAT: 1-Day, Instructor-level Certification Program

WHERE: Somatic Digital, 347 Stanley Ave., Suite C, Cincinnati, OH 45226

WHEN: Monday, 28 July 2008, 9AM - 4PM EST

RESERVATIONS: Required for this very limited seating event and can be made by contacting Somatic Digital at: 888.322.5121 or 513-322-1638.

*Partner Program members are given priority.

About Somatic Digital

Somatic Digital, LLC is a developer of the Touch User Interface (TUI) technology and the tools for implementing the technology into publishing workflows. The TUI technology creates a "touch screen" experience with the regular printed page. By connecting paper directly to services and digital content that can reside on optical media, the Internet, or hard-drives, an entire ecosystem is created around the ordinary printed page. Through its unique licensing product (Partner Program), entrepreneurs, marketers, publishers, and anyone wishing to create products around linking print and digital assets are able to do so very inexpensively.

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

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