



News Release

Somatic Digital Announces Technology License Availability

By Joining Partner Program, Print and Digital Content Owners Can Build Business Around the *eTouchBook*™ Technology

CINCINNATI, OH. (PRWEB) – May 28, 2008 – Somatic Digital, a developer of innovative products for the publishing and print industries, announces its Partner Program now includes a non-exclusive license to the award-winning [Touch User Interface \(TUI\) technology](#). Created by Somatic Digital, the TUI technology is embedded in its turnkey *eTouchBook Suite*. Licensees are free to use the TUI technology intellectual property as they wish, so long as they agree to allow Somatic Digital to capture the interactive data from the deployed platforms.

The *eTouchBook Suite* of hardware and software tools enable publishers to manage and directly link their print and digital assets. This creates a hybrid media distribution experience. As a result, a new ecosystem of transactions, analytics, and interactivity arise from turning the regular printed page into a touch screen. Now, the printed page can also be a portal to the digital world.

Jason E. Barkeloo, Founder & President explains, "Imagine building a printed scrapbook of an event, uploading videos of the same event to YouTube™, then sending the scrapbook to a family member who simply touches the pages to retrieve the videos and present them on a computer." Barkeloo adds, "The flexibility of this Program means anyone with print and digital assets can create their own interactive books, magazines, flyers, or just about anything with print. Barkeloo concludes that, "Early market feedback about enabling anyone to inexpensively create and monetize their own hybrid, *eTouchBook*-based products is very promising. We hope our Partner Program members will relieve the market demand by providing more channels of distribution."

As part of this announcement, Somatic Digital is offering the inaugural certification program scheduled for Monday, 28 July 2008, **free-of-charge** to all Licensees, including the Developer-level Partners who generally pay \$295.00. The non-Partner Program member fee is \$395.00. Seating priority goes to Partner Program members based upon their order of registration.

More information on the three available Partner Programs is at:
<http://somaticdigital.com/products/partnerprogram>.

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 inexpensively.

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

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