

PRESS RELEASE

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UK Media Distributor (TMD) and Digital Content Developer (Eden Interactive) Join Forces to Launch New Fragmentation and Curation Platform at BEA

Bindworx.com has been described as offering readers ‘mash-up for books’ but this new digital services and ecommerce platform offers much more to publishers including unique insight and new market opportunity.

Bindworx puts customers in the driving seat giving them precise control over the content they buy, how they buy it, and the ability to choose between digital or physical format.

At Bindworx.com consumers can not only purchase eBooks in full, by chapter, page or paragraph, they can also drag and drop content portions from different publications into a new, personalised compilation with maximum value from the first ‘page’ to the last.

For a truly personalised creation, enriched by their imagination, customers can upload their own multi-media content and interleave it with pre-published content, licensed blog content and media from the Bindworx library.

The end-product can be bought and downloaded as an eBook (DRM) or printed via the Bindworx Print-on-Demand service for same-day shipping.

Gareth Mulholland, co-founder of Bindworx and CEO of Eden Interactive Ltd says “By responding to consumer desire, which includes greater control over what they buy and how it’s delivered to them, publishers will find a wave of new revenue opportunities as customers curate and promote the content they and their networks know has untapped value.”

Unlocking Value from Existing Content

Publishing partners involved during the launch phase will benefit from real-time insights including detailed sales reports, ‘heat mapping’ of content and market gap analysis. This data enables participating publishers to revive and repurpose topical backlist content to meet latent consumer demand.

Ken Munro, co-founder and CEO of Trust Media Distribution is confident that many publishers recognise that the old ways of doing business are becoming increasingly marginalised. “The consumer demand for control has transformed industries such as music and travel. The change in publishing is similarly inevitable. Early adopters who participate enthusiastically and are willing to transition rapidly from outmoded business models will gain an enduring advantage in this exciting new marketplace.

Those who hand over the keys to the consumer will not only survive, but thrive, and reap the reward of the extraordinary market insights available through the Bindworx platform.”

Bindworx Ambassador Programme

Bindworx tight social media integration leverages the potent mix of social recommendation, highly relevant content and a micro-payment model that removes cost barriers for the consumer.

Through the ‘Bindworx Ambassador Programme’ an army of subject matter experts, including booksellers, bloggers and social influencers will profit by curating intensely relevant pre-published content for their specific audience. They are the booksellers of the future, leveraging peer-to-peer recommendation on a global scale.

Bindworx Services - Enrichment and Curation

“Converting your Business”

To address the demand for high quality digitisation and conversion services, and to ensure that publishers gain maximum ROI from the digitisation process, Bindworx has formed a services division which works with publishing partners. Its primary focus is to maximise return on investment from digitised content.

Bindworx Services provides a rich suite of services from high-quality eBook conversion, managed fragmentation and subsequent meta-data enrichment, to expert curation and distribution across multiple platforms including Bindworx.com.

The services are not only for traditional book content. Fragmentation, enrichment and curation is available across all media including still images, audio and video, creating opportunities for additional revenue in the new digital marketplace.

About Bindworx Ltd

“Infinitely Personal”

Bindworx Ltd, is a joint venture between Eden Interactive of Chester and Trust Media Distribution of Carlisle.

The company brings together the software development & digital marketing expertise of Eden Interactive Ltd, owner of Eden.co.uk the UK’s largest Christian etailer and



the publishing and distribution expertise of Trust Media Distribution, the UK's leading Christian distributor.

Bindworx.com, which operates under its guiding principle of "infinitely personal", is a multi-platform solution that satisfies consumer desire to buy only the content they want; in the format they want it. Content including eBooks, music, images and video will be available to purchase in portions and re-compile into an infinite range of new publications that match the personal requirements of each consumer, institution or user group.

Bindworx is currently being trialled by a number of international publishers and will launch to consumers during the week of Book Expo America in New York at the end of May.

For more information about Bindworx.com contact Jo Pountney at jo.pountney@bindworx.com or on +44 1244 911 202, or visit the Bindworx stand DZ1779C at BEA, 30 May to 1 June 2013.

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Notes to Editors

About Eden Interactive Ltd

Eden Interactive Ltd has 14 years experience in online marketing, software development, mentoring and consultancy. The company is based in Chester, UK. Using their considerable hands-on experience developing successful ecommerce sites such as Eden.co.uk the team at Eden Interactive Ltd have developed Bindworx.com into a platform that puts the customer in the driving seat while maximising digital revenue for publishers.

www.eden.co.uk

About Trust Media Distribution Ltd

Distributing from a purpose-built 65,000 sq ft warehouse in Carlisle, Trust Media supplies books, Bibles, music, DVDs and a wide range of card and gift products to the Christian market. Operating a same-day-despatch service Trust Media are able to ship orders received as late as 4pm (electronic) and 2.30pm (manual entry). Trust Media's expertise in logistics and advanced data analysis capabilities, with a personal and flexible service, ensure publishers receive a bespoke supplier-focused distribution service. This expertise and innovation has been harnessed in the development and planned future direction of Bindworx.

www.tmdistribution.co.uk