

# SMEs Muscle in On Corporates' Online Territory with Free Digital Content on-Demand Publishing Software

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17 September 2007 – Small businesses, start-up companies and budding entrepreneurs can now compete with their larger rivals for an online presence, thanks to a free, on-demand, digital content publishing tool from YUDU Media. YUDU Publishing Freedom allows users to convert printed documents in seconds, transforming them in to professional digital content, which can then be published online and shared with existing and prospective customers around the globe. The content takes the form of a digital edition, allowing readers to consume the information in an easy-to-read format.

Traditionally, SMEs have lacked the funding and in-house resources to self-publish digital content. YUDU Publishing Freedom makes getting content on to the internet extremely simple and fast; and because the tool is completely free, it is accessible to all companies and individuals.

Richard Stephenson, Chairman, YUDU Media, comments: “Traditionally, large-scale publishing has been beyond the budgets of SMEs and individuals. YUDU Publishing Freedom finally puts an end to this stranglehold and redresses the balance.

“Smaller organisations can use YUDU Publishing Freedom to ensure they occupy a significant online space, empowering them to produce digital content to a standard that has until now been unattainable because of prohibitive costs.”

“The possibilities for YUDU Publishing Freedom are endless – any business or entrepreneur that uses printed material, or produces written or creative design material, can convert it easily in to vibrant, digital content that can be shared globally with the online community quickly and effortlessly.”

<http://publishing.yudu.com/A2ehw/Freedom.release>

## About YUDU Media

YUDU Media is a privately held company with offices in London, Boston and Clitheroe, Lancs. YUDU Media is dedicated to bringing innovative solutions to the media industry to help companies grow and make money in the online world.

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