

Online e-publishing experts: all text books to be put online

Submitted by: YUDU Media

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Award winning digital publishing provider, YUDU Media (<http://pro.yudu.com>), has come out in agreement with California Governor Arnold Schwarzenegger's decision (<http://news.bbc.co.uk/1/hi/world/americas/8090450.stm>) and declared that all text books should be put online now.

The e-publishing company, which produces eBooks and digital publications for some of the world's leading educational publishers and establishments, says that versions of nearly all text books will be online by 2020 on current trends anyway.

The company states that Schwarzenegger's decision is backed up by both the research and cost equations.

Launching its new education eBook entitled 'Enhancing Education through Technology' (<http://content.yudu.com/A18m02/YUDULearning/resources/index.htm?referrerUrl=>), YUDU Media's CEO Richard Stephenson says: "it is not just education providers who save money, but also the students. With a 2005 US Government Accountability Office report putting the average cost of textbooks at \$900 per year, it is estimated each student will save \$100's each year by putting text books online."

Stephenson continues, "recent research also shows conclusively that readers prefer electronic sources as the top method of finding out more information on any given topic. Combined with eBooks environmentally-friendly credentials, the technology makes a stunning case for any education professional."

YUDU Media's new education eBook shows how education professionals can use the technology to its fullest potential. Alongside embedded video and other rich media content, the eBook demonstrates features designed to assist students including a contextual search tool, online page highlighter, page tabs and digital bookmarking.

The user-friendly publications let students instantly print pages with one click, zoom and even save for offline reading. They also allow for a parallel text-only version that can integrate with screen readers for the blind.

Lisa Moore, Marketing Manager of YUDU Media, says: "this technology is useful not just for text books but also prospectuses, syllabuses, theses – essentially any material or collateral published in an educational environment. We feel strongly that eBooks can not only cut costs in education but also seriously transform the learning experience."

-ENDS-

For further information please contact Jeremy Walters on 07931 381209 or jeremy.walters@yudu.com

Notes to Editors

Education Digital Edition

The Education Digital Edition can be found at: www.yudu.com/prolearning

About YUDU Media

YUDU Media is an award winning provider of innovative digital publishing solutions for magazines, newspapers, catalogues and books, helping companies and individuals all over the world benefit from the growth in online publishing and reading. With offices in London, Lancashire and Boston, MA, YUDU offers advanced professional publishing with YUDU Pro (<http://pro.yudu.com>) and free publishing at YUDU.com (<http://www.yudu.com>), the eLibrary and marketplace that also allows publishers to promote, share and sell their publications and other digital content with the world.

Education Pedigree

YUDU Media will be supplying eBooks to Canadian schools from 2010 onwards. The company already supplies eBook technology to Brigham Young University USA, Bronx Community College USA, Texas Tech University USA, London College of Communication, London South Bank University, McGraw-Hill Ryerson School Division, Skoldo, Middlesex University, Lancaster University, London Business School, QS (MBA tour guides), University of Cumbria & Kumon Education UK.

The company also recently produced the digital teaching resource for Peace One Day (<http://www.peaceday.org>) which is available free to all educational establishments across the globe in order to advance active learning in the areas of conflict resolution, human rights and the link between sustainability and peace.

Sales & Marketing Email Contact:

prolearning@yudu.com