



Ebook online store “Lit.ge” and Iota-reader (E-ink device)

Project review

17 Nov. 2011

Main field of the project

- EBooks Online retailing
- Ebooks online producing and publishing
- Branding, supporting and retailing E-ink devices



Goals

- Help and encourage to increase amount of Georgian ebooks
- Popularization of ebooks and E-ink devices
- Supporting to defend Authors Rights
- Increase amount of ebooks devices on the market
- Simplify and increase transparency of the processes for the authors connected to publishing books and getting incomes from them
- Simplify the process of buying Georgian ebooks for the readers.



Organization

Executing company “literacy” ltd

Business-owners:

UGT Ltd - With its 200 employees and 14-years of experience is a leader system-integrator company of the region in the field of information and communication technologies

Portal Literatura.ge - the most comprehensive Georgian literary portal, more than 1000 authors registered on this portal, more than 7 000 works and over 11 000 registered readers.



Components of the Project

- Web-Portal, on-line ebook store



- Iota reader – Eink reading device



Achieved results – lit.ge

- Online library and retailer Lit.ge has another function (except offering buyers e-ink devices and ebooks) – that is opportunity to create personal online library and to subscribe periodicals.
- All the books (in ePub format) on this online retailer are ciphered and it is impossible to rewrite them on other devices.
- It is developed special Windows application for lit. ge users, that gives them possibility to read books on their Personal Computers and Note-books. It is planned to launch also IOS Android application in nearest future.



Achieved results – lit.ge

- In order to subscribe for any book on the portal as well as for any service plastic card and Pay-box (OSMP) can be used.
- Database, web-site, accounts, windows application and users rights are protected with Modern Security Standards. In order to avoid non-sanctioned use of book-contents it is also developed Custom DRM.



Achieved results – Iota reader



**Absolutely Georgian interface,
menu, touch-screen keyboard**

Full Support for Georgian Fonts

Integrated Custom DRM

Device synchronized with lit.ge

Up to 100 free Georgian Books



Reeder - General Features

Text

- ✓ Search in Georgian (through text and through dictionary)
- ✓ Simple and quick regulation of the size and form of the fonts
- ✓ Smart regulation of Line Spacing
- ✓ Making notes using Multi-language keyboard
- ✓ Making notes and sketches using stylus

Books

- ✓ Function of making folders and organizing library in Reader
- ✓ Buying and free downloading of more than 200 Georgian and thousands of foreign-language books on Lit.ge
- ✓ Iota-books are twice cheaper than paper-based books



Reeder - General Features

Internet Navigation

- ✓ Wifi support
- ✓ Online Trailer adapted specially for Iota-reader and comfortable to buy and download books

Screen

- ✓ Latest e-ink technology (pearl)
- ✓ Touch-screen with stylus
- ✓ Effect like a high level printed paper page
- ✓ Does not reflect light
- ✓ Does not harm or irritate eyes.
- ✓ 16 grades of grey colour
- ✓ High contrast and brightness



Reeder - General Features

Memory card

- ✓ 4 GB can contain up to thousands of books
- ✓ Additional support of SD Card

Formatting

- ✓ Text: ePub, PDF, TXT, Microsoft Office, HTML
- ✓ Graphic: JPG, GIF, PNG, BMP
- ✓ Audio codec: MP3



Thank you!

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