



# Espresso Book Machine,<sup>®</sup> A Xerox<sup>®</sup> Solution

Book new revenues and delight  
your customers with on the spot  
book publishing.

# One espresso from now, you can have Your Book in your hands

**With the Espresso Book Machine<sup>®</sup>, A Xerox<sup>®</sup> Solution (EBM), Your Book can be in your hands in the time it takes to grab a cup of espresso....** How you define Your Book is up to you: It might be a long out-of-print title, a title that's out of stock when you need it most or a new title that you or your customers are creating with their own words. Whatever it is, the book you want becomes Your Book. You want it now and your customers want it now. And with EBM, you can have it....now.

## The EBM revolution is here

The EBM is a fully integrated high-speed, compact machine that automatically prints, binds and trims—on demand, at point of sale—perfect bound, retail quality paperback books. EspressoNet<sup>SM</sup> custom software links the EBM to a constantly growing network of millions of titles in multiple languages. The EBM provides a revolutionary direct-to-consumer distribution and print model for books, replacing Gutenberg's 500-year-old centralized supply chain.

The EBM is fully automated and easy to use. It prints books from digital files, all within a small, retail-friendly footprint. Teamed with the Xerox<sup>®</sup> D95/D110 Copier/Printer, it has the potential to produce 40,000 books per year.

## “The face of publishing is changing...”

The book industry's landscape is changing dramatically. Factors in play include new delivery platforms and publishing models; e-books versus p-books; explosive growth in self-publishing; massive commercialization

of old book content, such as Google Books; custom publishing for higher education and more. And the Bowker<sup>1</sup> bibliographic company reports that non-traditional publishing has grown 30 times since 2006.

## More customers are making the leap to non-traditional books

According to Bowker, in 2009, 764,448 “nontraditional books” were produced—a 281% leap from 2008. These books primarily comprised public domain, self-published and “micro-niche” works. By comparison, only 288,355 books were published traditionally. Growth between 2002 and 2009 showed stunning disparities: only 34% for traditional publishing versus a mammoth 2,242% for nontraditional publishing.

## Stake your claim on this new landscape with the EBM

The EBM provides the content, the hardware, the systems, the simple manufacturing process and ease of use you need to reliably, affordably and quickly print high-quality books, right at your point of need. And the book's polished, professional appearance is icing on the cake, lending highly desirable credibility to self-published volumes.

## Your creative marketing makes this opportunity a page-turner

The EBM is the next logical step in a rapidly changing industry where “nontraditional” publishing is galloping to the forefront—and consumers are driving the experience in new and unexpected directions. With millions of backlist, out-of-print, public domain titles as well as current titles becoming available in digital forms, ready to send to your EBM, your options are limitless. It's your opportunity to become a creative marketer, redefining “nontraditional” in bold new ways and following your customers' imaginations wherever they may go.



<sup>1</sup>Bowker, April 14, 2010, U.S. Data Only

# From an idea to Your Book, in minutes

**Building Your Book with the EBM** is as simple as these three steps.

## Step 1—Choose your content

Choose from millions of existing titles. The EBM gives you and your customers ready access to a truly unprecedented assortment of titles (see sidebar). “Shelved” in discrete digital repositories, these titles require no more storage space than the compact footprint of your EBM.

Or use customer-provided files. Tap into the self-publishing explosion—your customers can download their own files from the web or upload them from a CD, flash drive, USB drive for production on the EBM. The optional SelfEspress<sup>SM</sup> automated, self-publishing toolset simplifies the process for your customers, such as students, professors and writers.

EspressNet<sup>SM</sup> is the proprietary software system that connects the EBM to this vast content network. Think of it like an online music library, only for books. It facilitates book ordering and printing on site at the EBM and can also be integrated with your retail or library website so your customers can order books remotely via the Internet.

## Step 2—Print Your Book’s pages

Your Book’s pages are printed on the Xerox<sup>®</sup> D95/D110 Copier/Printer. PDF files are used for both the book block and the cover. The Xerox<sup>®</sup> D95/D110 Copier/Printer offers a highly productive 110 ppm and outstanding image quality and output with excellent registration. Emulsion Aggregation (EA) toner enables finer lines for the highest levels of detailing, sharp text, halftones and deep solid blacks. Four standard tray options, automatic tray switching, higher toner yields and change-while-run toner cartridges all boost your productivity and uptime. Plus, the entire solution is backed by world-class Xerox Service, for all the support you’ll need.

## Step 3—Finish Your Book

As the pages are printed, they are gathered in an accumulator in the EBM (a more complete description of the process appears on the following pages). At the same time, a color book cover is printed on a small color desktop inkjet printer. From the accumulator, the completed book block is transferred to a clamp. The spine is milled, glue is applied and the cover is affixed to the book block. The bound book is then trimmed and the completed library quality paperback book is presented to your customer, ready to read.



## Millions of titles and counting

The EBM offers you an extraordinary network of titles comprised of books that are “out of copyright” as well as books that are “in copyright,” or those with associated royalty fees. Additionally, the success and growth of e-readers mean there is more digital content available than ever before.

Contributors include industry leaders such as:

- Google Books
- Lightning Source, Inc.<sup>™</sup> (LSI)
- Harper Collins Publishers and more

New titles are being added daily; check [www.ondemandbooks.com](http://www.ondemandbooks.com)

# It's an open book for you: easy to use, easy to maintain, highly productive

The EBM is a fully integrated and extremely user friendly print-on-demand book solution. It's designed to operate in a variety of environments and requires some operator intervention and maintenance. And as illustrated here, the manufacturing process is simple. There are just a few short steps—and a few minutes—between content selection and holding a finished book in your hands.



**A**

#### **EspressNet<sup>SM</sup> Interface**

The operator selects a digital file from the web-based catalog. It's easy to control print jobs and manage content from here.

**B**

#### **Xerox<sup>®</sup> D95/D110 Copier/Printer**

Creates book block by printing the book's pages on standard letter size or A4 paper.

**C**

#### **Accumulator**

As the pages are printed, they are collected in the accumulator, positioned vertically and the book block is transferred to the clamp.

**D**

#### **Color Cover Printer**

Epson Color Ink Jet Cover Printer – prints on 10 mil (270 gsm) water resistant 2-sided coated coverstock, 11" x 17"/A3. There are 8 ink jet cartridges: Photo black, Matte black, Cyan, Magenta, Yellow, Red, Orange and Gloss Optimizer.

**E**

#### **Web Cam**

Can be used for remote diagnosis by service personnel while the operator positions the web cam at the machine.

**F**

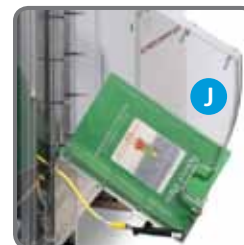
#### **Clamp**

The clamp enables the book block to travel vertically, holding it as it travels through the next two steps. The spine is milled to roughen the edges.



### Imagine a megastore “boxed” in a compact space

The Espresso Book Machine® and Xerox® D95/D110 Copier/Printer have an overall footprint of 63.8" (1,620 mm) H x 34.5" (876 mm) D x 80.79" (2,052 mm) W. This compact footprint is ideal for space-conscious environments like retail stores and libraries.



**G**  
**Rotating Wheel**  
A thin layer of heat-activated glue is applied to the spine. The cover is pressed to the glue edge and wrapped around the book block.

**H**  
**Binding Table**  
The binding table opens, the clamp passes through and transfers the bound book to a robot at the shearing station.

**I**  
**Shearing Station and Robot**  
Bound pages are rotated 180 degrees and a carbide blade trims the edges into a book, infinitely variable, ranging anywhere from 5" (127 mm) to 10.5" (267 mm) in height and 4.5" (114 mm) to 8.25" (210 mm) in width.

**J**  
**Your Book**  
Your completed library quality paperback book is presented spine first, ready to present to your customer—literally “hot off the press.”

# The tools that bring Your Book together

**EspressNet<sup>SM</sup> proprietary software is the “brains” behind the EBM**, while optional SelfEspress<sup>SM</sup> tools make it easier for you and your customers to join in on the self-publishing phenomenon.



## EspressNet<sup>SM</sup> makes it work

EspressNet<sup>SM</sup> provides a simple sell-then-print experience at a retail level and touchless automated production from print to output tray. You'll find the user interface very simple and straightforward. Using PDF files for the cover and the book block simplifies the process further.

EspressNet<sup>SM</sup> performs four key duties for the EBM that deliver important benefits to you:

- **Enormous content access.** EspressNet<sup>SM</sup> aggregates, assimilates and transmits vast quantities of content/titles from one database. You can instantly distribute millions of titles—and counting—comprising trade, public-domain, academic, foreign-language, self-published and more. It can also be integrated with your retail or

library website so your customers can order books remotely via the Internet. Because it's web-based, you can build your customer base and develop additional fee-based services as you move forward.

- **Permission already granted.** Permission to use content available via EspressNet<sup>SM</sup> has already been obtained by On Demand Books, no need for you to do so.
- **Content integrity is protected.** Industry standard encryption provides secure communication and transparency as content travels through the network.
- **Automatic transaction reporting and payment consolidation.** EspressNet<sup>SM</sup> automatically tracks book production and provides reporting as well as one monthly billing statement to facilitate payment to the publishers/content owners, where applicable, for a smooth process that frees you to do more business, more often.

## Help yourself to the self-publishing boom with optional SelfEspress<sup>SM</sup> tools

You can fully participate in the fastest-growing book segment with the optional SelfEspress<sup>SM</sup> automated self-publishing toolset. These tools simplify the process for customers such as students, professors and writers, enabling them to improve and normalize their own files for best results. And you profit in two ways: first, there's no need to add an editorial staff to format self-published authors' files; second, you can charge printing fees.

- **Suite of self-publishing services.** Customers can access editing, layout, cover design and marketing services.
- **Access online or in the store.** Your customers can use these tools right in the store or online, at their convenience.
- **Print and profit on site.** You can print your customer's file on site and charge printing fees, while the customer has done the work to create a print-ready file—no need to add an editorial staff.
- **Publish locally, sell globally.** Because you add their self-published titles to the database, your customers can publish locally but have their titles available globally at every EBM—and earn fees.

# From bookstores to libraries, it's a must-read

**The EBM offers outstanding opportunities in three key environments:** Retail Bookstores, Academic Bookstores, and Academic and Public Libraries. While their challenges may differ, finding ways to put the right book, at the right time, into a customer's hands is an important goal for each of these entities.

## Retail Bookstores

Popular EBM applications include self-publishing and out-of-print/out-of-stock titles.

Retail trade bookstores, including chain bookstores and independent booksellers, are a big business. If you operate a bookstore, your priorities may include low retail cost per square foot, labor costs commensurate with sales and minimal "backroom" storage. Your challenges? Sales lost because of limited title selections, a large physical inventory, book space competing with higher margin products, competing with online providers, reduced costs and enhanced revenues. The EBM offers clear benefits:

- **Increase the number of titles available to your customers without increasing floor space.** You'll increase revenue per square foot in your store, while never saying "no" because a title is out of print or out of stock.
- **Instant fulfillment.** Delivering books in minutes, right at your store, beats online fulfillment every time.
- **Improve your cash flow.** Merchandise is paid for before it is created; there is no return of unpurchased stock or storage.
- **Easy to search and locate titles.** Customers can easily search the database, locate a title and send it to your on-site EBM. They can also transfer their own files to the EBM for on-site printing.
- **Tap into the exploding self-publishing opportunity.** Provide more efficient and cost effective opportunities for authors to see their work in print.

## Academic Bookstores

Popular EBM applications include private label titles, out-of-print titles, self-publishing and custom-publishing books.

College bookstores are significant assets on campuses and to the institutions they represent. In addition to generating revenues, College Bookstores play an important role as a place for prospective students and their parents, as well as for students, faculty and administration to visit and shop. The EBM offers College Bookstores all the benefits Retail Bookstores realize as well as:

- **Add value to services and meet publishing demands of resident academic community.** For example, you can make professors' works available as needed, no storage space required.
- **You can devote more space to profitable soft goods and other lines of business.** Because the EBM enables you to achieve higher profit per square foot while reducing physical space, you'll have more room for popular items, for example, clothing and other goods featuring the institution's name and logo.
- **Expand your online presence, offerings and traffic.** Your customers can search the EBM database for titles and place orders online, as well as upload their own files to your website. It not only brings customers to your website to place the order, it also drives them to your store for pickup.
- **Offer customers a better price while still profiting.** Because there are no returns involved with books created on the EBM, you save on shipping and handling.

## Academic and Public Libraries

Popular EBM applications include out-of-copyright and out-of-print titles, deeply backlisted titles.

Academic libraries are associated with degree-granting higher education institutions and are identified with those institutions. They provide an organized collection of printed and/or other materials, and employ a staff trained to provide and interpret these materials, all located within an appropriate facility.

- **Minimize storage/archiving requirements.** You can provide your patrons printed volumes of the often obscure titles they want, alleviating the need for—and cost of—storage and archiving. Cost-effective book production on the EBM is significantly more economical than expensive storage for many institutions. And you'll free funds earmarked for storage and archiving in your budget for other purposes.
- **Increased availability and timely delivery of titles.** Deliver interlibrary titles to academic researchers on a timely basis and increase the number of titles available. You also have the opportunity to print your digital collections and create facsimiles of rare books.
- **New revenue-generating opportunities.** Like retail and college bookstores, the EBM offers you opportunities to commercialize out-of-copyright titles, for example, and earn revenues for the library. In addition, self-publishing is a natural fit in an academic environment, whether the author is publishing for personal use, to share with the scholarly community or to satisfy publishing requirements associated with employment or degree programs.

# Specifications for the Espresso Book Machine®

## A Xerox® Solution

### Xerox® D95/D110 Copier/Printer

#### Print Engines

- Monochrome Xerographic Engine
- Print Speeds
  - 95/110/125 ppm - 8.5 x 11 in. (A4)
- First Copy-out-time: 3 seconds
- Simplex or duplex printing
- Up to 1200 x 1200 dpi RIP resolution and up to 2400 x 2400 dpi resolution with halftone screen 106 lpi (default) or 150 lpi (high quality mode)
- Front to back registration +/- 0.7 mm
- Automatic Meter Read (AMR) capable (where available)

#### Paper Handling

Stock weights and capacity:

- Tray 1\*: 1,100 sheets – (8.5 x 11 in./A4)
- Tray 2\*: 1,600 sheets – (8.5 x 11 in./A4)
- Tray 3-4\*: 550 sheets each – 5.5 x 7.2 in. to 13.0 x 19.2 in. (140 x 182 mm (A5) to 330 x 488 mm (SRA3))
- Tray 5 Bypass Tray: 250 sheets – 4 x 6 in. to 13 x 19.2 in. (102 x 152 mm to 330 x 488 mm); 16 lb bond to 140 lb index (52 gsm to 253 gsm)
- Optional High-Capacity Feeder: 2 trays, 2,000 sheets each – 8.5 x 11 in. (A4); 16 lb bond to 80 lb cover (52 to 216 gsm)
- Optional Oversized High-Capacity Feeders: 1- or 2-Tray Feeders; 2,000 sheets in each tray – 8 x 10 in. to 13 x 19.2 in. (B5 to SRA3); 18 lb bond to 110 lb cover (64 to 253 gsm)
- Coated Stocks: Refer to Customer Expectation

\*Capacity based on 20 lb bond (75 gsm) to 24 lb bond (90 gsm) uncoated media, white or cream color only

#### Electrical Requirements\*\*

- Print Engine:
  - 208 – 240 VAC, 60/50 Hz, 15/13 amp service
  - KVA Rating: Max Power Consumption: 2.8 – 3.1 KVA
  - Agency certification: Energy Star®, CSA
  - Europe: CE, NEMKO, WEEE compliance
- Optional Feeding/Finishing:
  - Each module requires 100 – 240 VAC, 60/50 Hz power

\*\* Refer to the Xerox® D95/D110 Copier/Printer Install Planning Document for installation details.

#### Espresso Book Machine® (EBM)

- Library Quality Perfect-bound books
  - Output Book Size Limits:
    - Book sizes from 40 to 830 pages
    - Book thickness range from 0.100" (2.54 mm) to 1.875" (47.625 mm)
  - Height and width limit:
    - Height from 5" (127 mm) to 10.5" (267 mm) for 8.5" x 11"/A4
    - Width from 4.5" (114 mm) to 8.25" (210 mm)
  - Epson Color Ink Jet Cover Printer:
    - Book covers printed on 10 mil (270 gsm) water resistant 2-side coated coverstock, 11" x 17"/A3
    - 8 ink jet cartridges: Photo black, Matte black, Cyan, Magenta, Yellow, Red, Orange, Gloss Optimizer
    - Electrical requirements: 110 at 15 A for 60 Hz/220 – 240 V at 15 A for 50 Hz
- First Book Out Time – once complete printed book block is in the vertilamer and the book cover is printed and in bind position, the completed bound book output time is less than or equal to four minutes
- Power on cycle up time: 60 minutes

- Web Cam – can be used for remote diagnosis by service personnel while the operator positions the web cam at the machine
- Hot Melt Adhesive – Henkel Cool-Bind 34-680C
- Electrical Requirements
  - 208 – 240 V at 15 A, 50/60 Hz
  - 0.99 – 1.21 KVA
  - Agency certification: WEEE, CE, TUV

#### EspressNet<sup>SM</sup> Software

- EspressNet<sup>SM</sup> connects the EBM to a network of content sources
  - Content sources available at launch include Public Domain Google Books, permissioned in copyright titles from Ingram Lighting Source
  - Millions of titles are available
- EspressNet<sup>SM</sup> tracks downloaded books and fees for accounting purposes
- EspressNet<sup>SM</sup> Books are downloaded as encrypted files that can only be opened by that EBM
- Books come as two PDF files – a cover and a book block
- Requires high speed Internet connection (10 Mbs or better) with a static IP address for EBM with enabled on ports 22 (ssh), 5900 (vnc), 18245 and 18246 (GE-Fanuc)

#### Data Security

- Data encryption on downloaded book files

#### Options

- SelfEspress<sup>SM</sup> Self-Publishing Toolset

#### Overall Footprint

##### Xerox® D95/D110 Copier/Printer and EBM

- 63.8" (1,620 mm) H x 34.5" (876 mm) D x 80.79" (2,052 mm) W

For more information on the Espresso Book Machine®, A Xerox® Solution, visit us at [www.xerox.com](http://www.xerox.com), contact your Authorized Xerox Reseller or call 1-800-ASK-XEROX.

