

Bookends in Ridgewood will be one of the first book sellers in the country to feature POD, [Printing on Demand, of paperback books \[link\]](#). They're using an Instabook machine which right now can print from any of 10,000 titles, mostly out of print titles along with some "non-custom" books. With POD, bookstores do not have to stock dozens of copies of a book that may need to be sent back to the publisher if they're not sold. Places like airports or mini-malls that don't have a lot of space could host a bookstore with literally thousands or millions of titles.

I can see Printing on Demand expanding to the point where it will put the big publishing houses out of business. Who needs a big NYC outfit to publish your book when you can make it available to Instabook for sale directly to the public. You don't need a bunch of money to print up books, they're only printed when someone goes to buy the book. If you sell 500 copies of a book, you might be able to make a couple of hundred bucks, no sweat.