

Furd Log

Intellectual Property: Technology, Culture, Policy

Thursday, June 10

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[JIT \(Vanity\) Publishing](#) [11:44 am]

[For Budding Authors, a Rapid-Fire Publisher](#)

Take a floppy disk or CD-ROM to Bookends in Ridgewood, N.J., or e-mail the store a file, and pow! - in as little as 17 minutes a perfect-bound paperback version of your novel, family memoir, or favorite Bulgarian desserts can be printed.

Every book comes complete with a customized cover chosen from among several thousand designs. For an additional fee, it can also be trademarked and registered with a machine-readable ISBN number, essential for any author hoping to get the work stocked by a major chain and on its way to becoming a best seller.

[... T]he Bookends store in Ridgewood charges \$150 for printing 10 copies of any work up to 200 pages. Larger books are priced higher, and subsequent 10-book orders are discounted. All royalties are kept by the author. The store also offers editing and marketing services through associates at an additional cost.

Several forms of digital encryption protect an author's work from being stolen and reprinted without permission. Files can only be read through the Instabook machine. And once the book is printed, the file is automatically erased.

Customers can also choose to print any of 10,000 public-domain titles stored on InstaBook's servers. Using a high-speed Internet connection, the store downloads the file and prints the title within minutes.

Also includes the costs of other printing services.

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