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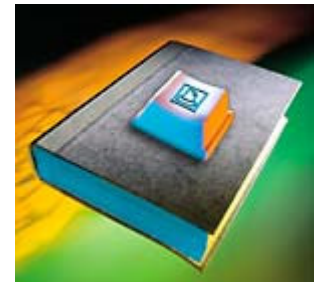
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Maria Benning , Juergen Rink

With call book

Printing with print on the and



Print on the and, the new old magic word of the publishing house industry, is to save expensive camp resources and lower the verlegerische risk. Besides thereby everyone can be a Goethe, but so far only few want it.

For years electronic innovations are a topic on the Frankfurt book fair, and with beautiful regularity the term print on the and (PoD) rushes by the sheet forest. With the ' pressure on call ', also Publishing on the and, Book in time or Book on the and mentioned, lie books as digital collecting main ready and are if necessary printed out. A condition for the digital pressure is that mast ring of the manuscript, i.e. the production of the digital artwork.

The procedure is confounded again and again with ' DigiBook ', but goes it thereby around a Scansystem to the digitization and archiving from high-quality books. For print on the and necessary digital printing is against it an advancement of the copying technology, why it does not surprise that copying companies are such as IBM, Xerox or Océ Printing of system also the manufacturers of digital printing machines.

Xerox developed on the book fair of this year equal a complete production road, in order to convince publishing houses from the PoD system to. The ' Book Factory ' consists of the Xerox DocuTech 6180, after enterprise data the fastest single sheet laser printer of the world. The finish comes from c.p. bourg and is directly connected with the printer.

IBM its PoD version demonstrated few meters beside the Xerox conditions. The giant placed HP pressure the concept of the individual book together with the Digitaldruckdienstleister digitally into the foreground, with which readers arrange their personal book by InterNet after own preferences.

For two years already the book trade wholesaler Libri has a Xerox digital pressure machine for print on the and in enterprise. First thereby further the baking cunning ruse - older, but further available books - should be available camp-saving. But did not intersperse itself. Recently the wholesaler changed

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therefore his strategy and addresses the authors themselves. Without having to submit verlegerisches risk and without itself the selection of a Verlagslektorats, everyone can with www.bod.de its book shift.

Libri works on received manuscripts digitally, in order to then place it into a data base accessible for booksellers. Only after a received order then the printing machine starts. In the summer already a beginning Hamburg lawyer used this offer, by making its thesis available with the Book on Demand procedure of the public. It got away substantially cheaper thereby as if it would have let the copies demanded by the faculty print. Recently heimste libri in Washington for his PoD concept with the Computerworld Smithsonian Award a price.

Beside the wholesaler libri a multiplicity of small PoD Dienstleister is like the Saxonian [digital printing press center](#) , the Allgaeuer company WB-Druck or the company [Shaker Media](#) in running.

Cost estimates with the offerers showed that for print on the and very different prices are set. The price for a book from 200 sides with same materialanforderungen varies between six and twelve Marks. Small enterprises every now and then quite offer the more favorable conditions - both in the pressure and in the artwork production, for which Libri takes depending upon expenditure 300 to 500 Marks. On the other side however not all small Dienstleister thereby is trusts, with them ' shifted ' titles duly into the book trade to push or it still apply.

The US book trade chain Borders wants to go around this problem in the future, by directly stepping as an PoD offerer on the plan. In the branches pressure plants are the book selected by the customer within a quarter hour to print and bind. But Borders with Sprout together-did. Sprout sends the digitally prepared books after request to the appropriate branch. There the printing machine sets itself in motion, which is not with approximately 40,000 US-\$ a straight cheap investment ([MBB / jr](#))

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Ask a PoD - however a good!

How writers can use print on the and, in order to implement their requests, the initiative PODIUM from Sweden shows.

The press conference began with a bass drum impact. Three renowned Swedish authors - Lars Forssell, January Myrdal and Peter Curman - jumped up indignant. ' the district capital Luleå has a governor - however no book shop! A phenomenon unparalleled in completely Europe. Our publishers are schaumslaeger. They quit the contracts to writers and booksellers and obtained their names changed - of federation of Swedish book publishers in federation of Swedish publishers - over to prove that they hold with new

technologies step, nevertheless it no results. We want to help the publishers here now times on the jumps and demonstrate together with the repro studio Arkitektkopia, how one can transform binary data collections in few minutes into complete books. And also still at a favourable price.'

And then the authors demonstrated the procedure in February 1997.

The Swedish newspapers were full in the weeks following on it with discussions over the for and against of print on the and. The advantages were obvious: no expensive storage rope that books more. No calculations, for which at least thousand copies which can be sold are appropriate to reason. No printing on innocent paper, which stores so for a long time in the silos of the Grossohaeuser, until it is rubbish or junk. On the other hand was not to be ignored that digitally printed books could be equipped only with sticking cover, should the principle of the finished product from the same machine be held out. The print on the and books remained, even if them gelumbeckt solidly, i.e., by machine together adhesive were somewhat labberig, and could not qualitatively not with the offset book keep up.

Hasty quitting of the standard contract between writer federation and publisher combination had serious consequences. One of the fact consisted of the fact that still less Swedish literature was sold than anyway already. Many Swedish books were swept by American best-sellers from the shelves. The Swedish author publishing house PODIUM, which contains name print the on the and, is therefore endeavored to develop together with approximately twenty bookshops in the whole country a new pressure and sales system which itself for the book order and advertisement of the InterNet served and so that cheaply can offer books. In this way again Swedish literature in the own country is to become competitive.

PODIUM produces even in the case of smaller printers. One of these is Alexander Zhitinsky, which operates printering ' new Helicon ' in an old klassizistischen citizen palace in the Russian pc. Petersburg. ' as I the enormous Xerox machines of Arkitektkopia in Stockholm saw, realized immediately to me, so which we can never afford. But in Russia we need here in such a way which also not at all. Which we need here, are machines, which we ourselves can repair and which nevertheless a product the same quality to make possible.' Zhitinsky shows a few copies from the pile of the twenty five titles of the last yearly. The languages are Swedish, English and Russian, which laminate cover from cardboard, simply or. ' ', he says proudly, to ' charms we with our laminating machine.'

It presses it on the button, surrt a little, and, firmly and reciprocally washable, a bucheinband comes out into high polish, even with gold writing. ' that is now a little more expensive, understands themselves.' ' which a little is called more expensively?' ' now, laminated this small band with 76 pages costs to eighty gram paper in German currency about, moment ', it looks on a table at the wall, ' about 3.60 Marks '. With which edition?

Zhitinsky laughs. ' the old question. Which we make here, print is on the and. With us this is the price for a copy. More exactly, for the first copy. All further are printed and bound, if they are used. Starting from ten we accept the order, with expensive Reprints also starting from a copy. With higher editions we can leave the price somewhat, because the printing machine runs longer with a stencil.'

Zhitinskys printing machine calls itself Risograph GR 2710. ', he describes our rice sheet printer '. ' property I in Goeteborg discovers, 1993, on the book fair.' An inserted scanner seizes the print page manufactured by the computer and laser printer. This is transported on a rice sheet foil. Anywhere, where writing is, the foil leaves by innumerable microscopically fine pores printing ink through, and fast the sides are printed as a whole, up to 500 sheets with a rice sheet, afterwards it must be renewed.

The Swedish author Peter Curman, the same, which already was on the legendary Stockholm press conference of 1997 thereby, co-operates for PODIUM with the Petersburger printer. ' we agreed on it, to let work which satzfertigen manuscripts as pdf files as a check and and know so the Lektoratsarbeiten in Sweden to settle. Sentence errors are reduced thereby to the usual measure ', say it. ' us only a cheap, fast and uncomplicated transport for the books must breaks in now.' At present about a Mark comes in addition for the delivery way from Russia to Sweden per book. The delivery times are different. Usually it takes one week at least. All in all a book with 250 pages, in laminated Hardcover connection with small bands costs approximately seven Marks. ' transport and application are the crucial problems.'

Die Arbeit von PODIUM markiert europäische Gegenwart im PoD. Wie die Zukunft aussehen kann, beschreibt der amerikanische Entwickler Victor Celorio aus Gainesville in Florida mit seinem Projekt 'Instabook': 'Wie ein Zigarettenautomat, nur dass bei Knopfdruck Bücher rauskommen.' (Uwe Friesel/[mbb](#))

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Auflage eins

Rund 300 Verlage beschäftigen sich im Börsenverein des deutschen Buchhandels mittlerweile mit elektronischen Publikationen und dem Buchhandel im Internet. c't sprach mit Oliver Waffender, Bereichsleiter Elektronisches Publizieren bei der Buchhändler-Vereinigung, über 'Auflage eins'.

c't: Herr Waffender, für welche Bücher kommt Print on Demand in Frage?

Waffender: Für Nischentitel, Bücher also, die keine hohen Auflagen

erreichen und lange gelagert werden müssen. Solche Bücher bedeuten für die Verlage hohe Herstellungskosten und lange Kapitalbindung. Print on Demand erlaubt es, die Bücher mit geringem kaufmännischen Risiko bereitzuhalten. Mit PoD wird die 'Auflage 1' denkbar.

c't: Warum verlegen dann nicht mehr Anbieter auf diese Weise?

Waffender: PoD ist eine für die Buchbranche relativ neue Technik. Zudem erfordert sie von den Verlagen einige Vorbereitungen. Bücher müssen erst in ein PoD-fähiges digitales Format gebracht, oft sogar überhaupt erst digitalisiert werden. Vielleicht hat das im Frühjahr heftig diskutierte neue Steuergesetz, das Teilwertabschreibungsverbot, mit dem die Lagerhaltung von Büchern sich immens verteuert hätte, geholfen, die Print-on-Demand-Idee noch einmal populärer zu machen. Wenn sich die Steuerbelastung von Buch-Lagerbeständen drastisch erhöht, ist der Gedanke, eine digitale Vorratshaltung zu betreiben, nahe liegender.

c't: Wer im Internet nach Book-on-Demand-Dienstleistern sucht, findet trotzdem derzeit wenig Anbieter.

Waffender: Zum einen erfordert Print on Demand erhebliche Investitionen in Technik und Logistik beim Druckdienstleister. Zum anderen gab es bisher wenige Bücher, die die technischen Voraussetzungen bereits erfüllt haben.

c't: libri verlangt bis zu 120 Mark für die ISBN-Nummer zu einer PoD-Publikation. Solche Nummern kann aber jeder direkt und viel billiger beim Börsenverein kaufen. Bereichert sich libri an ISBN-Nummern?

Waffender: ISBNs werden meist in großer Stückzahl abgegeben. Für eine einzelne ISBN kann sich das durchaus in dieser Größenordnungen bewegen. Dahinter steht ein gewisser Verwaltungsaufwand, angefangen bei der ISBN-Agentur. Die ISBN schafft ja immerhin die Voraussetzung dafür, dass ein Titel weltweit eindeutig identifizierbar und bestellbar wird.

c't: Einige Buchläden liefern die PoD-Titel trotz der ISBN-Nummer nur ungerne oder gar nicht aus. Wie kommt das?

Waffender: Mancher PoD-Visionär schwärmt davon, dass der Autor jetzt den Kunden direkt beliefern kann, ohne dass es einen Verlag oder den Handel braucht. Ich halte solche Szenarien für eine Illusion, könnte mir aber vorstellen, dass sie den Handel nicht gerade motivieren, sich für Print on Demand zu engagieren. (mbb)

Kommentare:

[Siehe meinen Kommentar \(Marc van Woerkom 10.11.1999 22:58\)](#)