



Tizra Gives eBook Publishers More Control With New Features

February 11, 2009 (New York, NY)—Tizra announced at the O'Reilly Tools of Change for Publishing Conference the release of new features that will improve book publishers' ability to create and sell new electronic books and to manage their own eBook websites under their own brands.

The features are a significant upgrade to Tizra Publisher, a hosted web application already used by publishers like MIT Press, and they come just weeks after the company announced that it had made the platform available to anyone via simple online signup available on their website...

<http://tizra.com>

"It's always been our belief that the best way to succeed with eBooks is to put control in the hands of the people who really understand the content and its readers," said Tizra CEO David Durand, who is attending the conference. "Listening to our users has been a big part of that, and we're really happy our platform gives us the ability to respond so quickly."

Among the new features are enhancements to the system's core ability to unbundle long, slow-downloading documents into smaller chunks that can be remixed for sale to targeted audiences and markets. As detailed in the screenshots below, publishers can quickly separate books into sections such as chapters, then offer them for sale individually, or in theme-based collections based on simple tagging. And now publishers have the option of providing buyers with watermarked, downloadable PDF copies of the content they buy for offline reading or printing.

Tizra also released a new REST API, which enables developers to integrate Tizra Publisher with other applications, so publishers can maintain a single, seamless web presence, regardless of what technologies they use behind the scenes.

And since a great deal of electronic publishing occurs outside the traditional publishing industry, Tizra has added features to support corporate and professional knowledge management applications. These include the ability to selectively expose documents in title listings and search results, and the ability to suppress tables of contents, improving ease of use for shorter documents.

These features build on capabilities that knowledge management expert Bill Ives had already called "especially useful for verticals with a lot of internal content such as legal firms, pharma, and other research oriented enterprises," in a review written before the new features were added.

Screenshots showing the new chapter/subsection download feature follow on the next page.

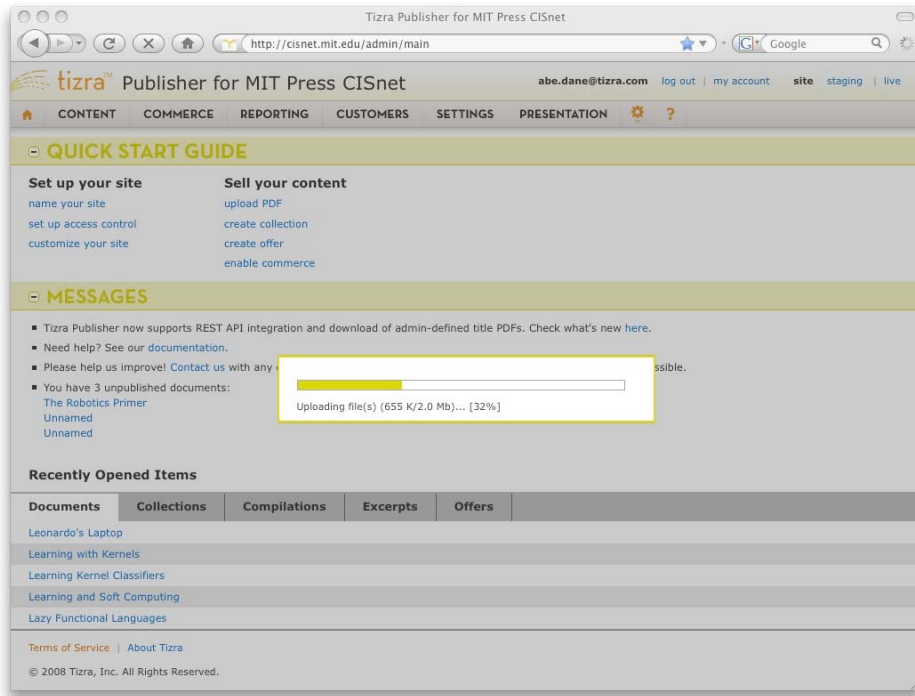
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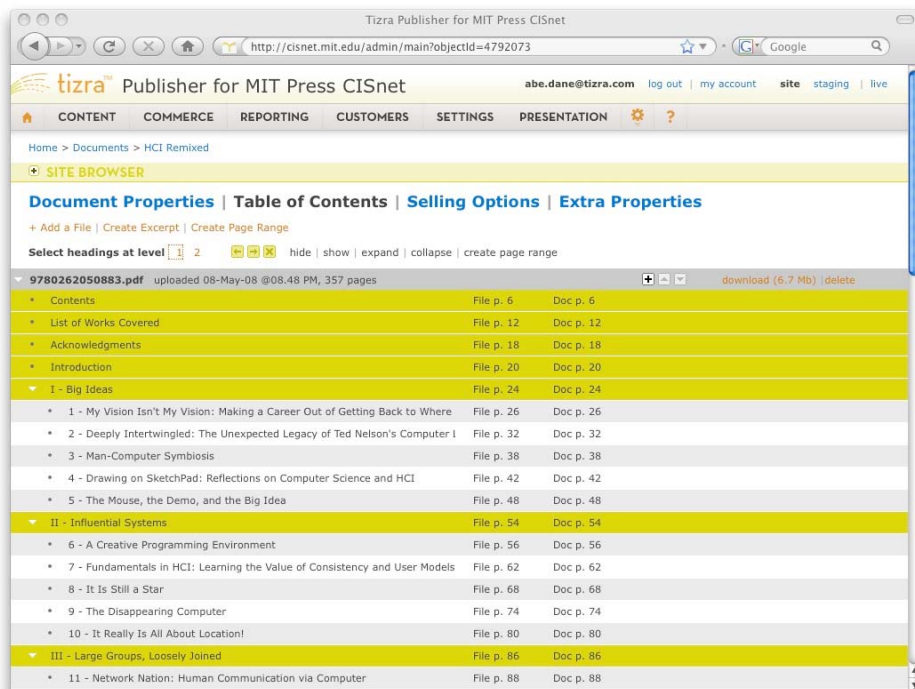
Screenshots: Creating Sellable, Downloadable Book Subsections in Tizra Publisher

High Res. images available for download at <http://tizra.com/press>

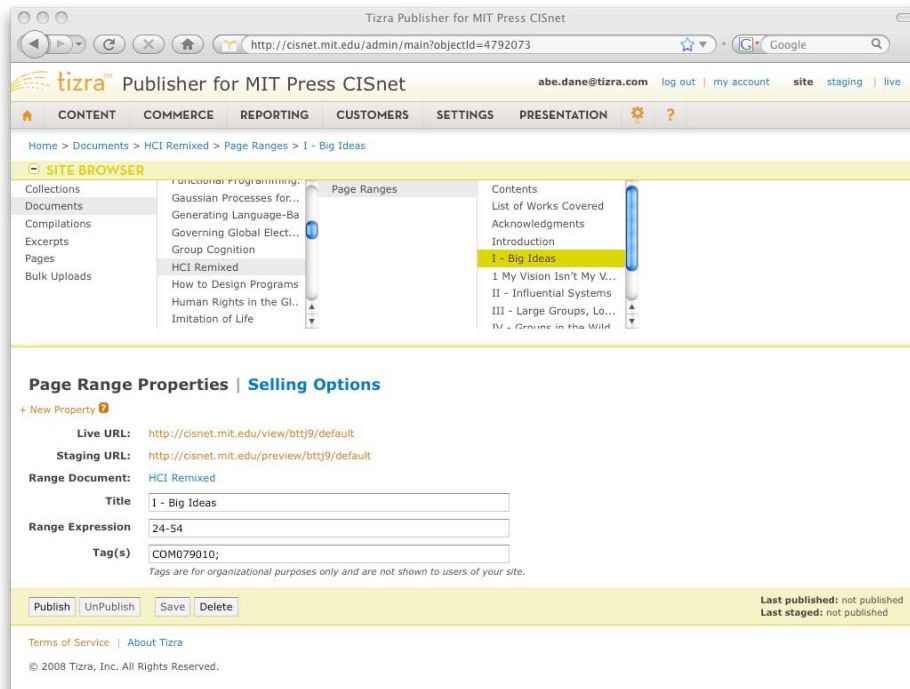
1) Uploading a PDF document with the Tizra Publisher Control Panel



2) Selecting sections from table of contents headings



3) Editing page range properties, including sales terms



4) End result: eBook table of contents displayed to end user with chapter purchase and download options.

