

For Immediate Release
Press Information – 24 October 2016

A New Books Catalogue in 3D
Experiencing and Discovering Books in a Virtual World

COLOGNE – A 3D new books catalog developed by NEWBOOKS Solutions CIO and iucon CEO Björn Stude provided visitors to the book fair with the unique experience of discovering books in a virtual world.

Media reaction was also enthusiastic with wide coverage, including a press release from the Deutsche Presse-Agentur and a book fair recommendation in the category, “Interactive experiences: 10 things that you should definitely do at the fair”, from national broadcaster ARD.

Here’s a brief overview of the coverage:

- RTL Hessen – 19/10/2016
- Video portal of dpa group – 19/10/2016
- Heute.de – 19/10/2016
- Handelsblatt – 19/10/2016
- Frankenpost – 19/10/2016
- Neue Osnabrücker Zeitung – 19/10/2016
- Deutsche Welle (Paul-Christian Britz, Deutsche Welle) – 19/10/2016
- Frankfurter Rundschau – 19/10/2016
- Kronen Zeitung – 20/10/2016
- Aspekte – 20/10/2016
- Hessenschau – 22/10/2016
- ZDF – 22/10/2016

NEWBOOKS Solutions also provides virtual reality applications for mobile devices. As a licensed partner of U.S. technology provider Hashplay for the German-speaking media and publishing industry, NEWBOOKS can offer customers virtual reality solutions that can be implemented quickly.

About NEWBOOKS Solutions

NEWBOOKS Solutions GmbH (Cologne) is one of the German publishing industry's leading software providers, developing solutions for all sectors of the publishing industry at a time of rapid transformation driven by digitization. The company is focused on developing and administering systems for publishers, booksellers, wholesalers and library suppliers in both the German and international markets.

The company was founded by Moritz Hodde in 2003 and quickly developed into one of the industry's leading providers of high-quality metadata and software solutions. Collaboration with the software provider iucon quickly led to development of a range of new title alerting services based on the NEWBOOKS Catalogue containing both German and English bibliographic data, an approval plan system for library suppliers, an industry-wide solution for the ONIX 3.0 import of title data and the new title announcement and ordering system «SARA» for Springer Nature.

In 2013 Moritz Hodde and Amr Osman founded NEWBOOKS Solutions together with Stefan Schwedt and Björn Stude. Since then the company has developed ground-breaking solutions for the industry such as VLB-TIX, the standard new title announcement service for the German-speaking publishing industry. With its ONIX 3.0 import and export systems NEWBOOKS Solutions has become one of the pioneers in the introduction and implementation of the book industry standard.

In June 2016 NEWBOOKS Solutions received the «MarkLogic Partner Excellence Award» in London. New services and products, e.g. Smart Data projects, Virtual Reality application development, and the new tool «Library Monitoring», complete NEWBOOKS' product range.

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