

For Immediate Release
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Publishers' Forum 2017

NEWBOOKS Solutions to Sponsor Publishers' Forum

COLOGNE – The conference will cover the most important topics and debates in publishing in Berlin on 24 and 25 April. NEWBOOKS Solutions will add its expertise and proven solutions to the agenda.

Our experience in key topics of the event, such as Smart Data, Artificial Intelligence and the shift to ONIX 3.0, can help change and re-shape the book and content business.

We look forward to the two-day conference which will provide strategic presentations and panel debates as orientation and workshops for practical implementation. Please find below a preview of the agenda and a first selection of speakers.

Preview of the Agenda

- **«Next Tech Revolution»**
What will artificial intelligence, machine learning and industry 4.0 mean for the publishing industry?

- **«Authors»**
How can the fundamental relationship between author and publisher continue to succeed in the face of new competition?

- **«Copyright and Regulatory Policy»**
What concepts and models exist in Europe?
- **«Beyond the Book»**
How can publishers enhance the value they add and how can they implement these enhancements?
- **«Personalization, User Communities, New Partnerships»**
How and why is the current upheaval in "digital learning" relevant for every publisher?

Contributors

- Zoë Beck (author / digital publisher "CulturBooks")
- Michael Bhaskar (curation specialist, publisher, and founder of the digital publisher Canelo)
- Michael Cairns (Information Media Partners; Member of the Editorial Board of the Publishers' Forum)
- Javier Celaya (DosDoce)
- Benedikt Dalkman (in charge of establishing Bertelsmann Education Group)
- Ehrhardt Heinold (Heinold, Spiller & Partner)
- Michael Healy (Copyright Clearance Center)
- Laura Nevanlinna (Kaiken Publishing / "Angry Birds")
- Joerg Pfuhl (Holtzbrinck Buchverlage)
- Rüdiger Schmidt (Bosch-Druck / HP)
- Ulrich Spiller (Werkstatt Verlagscockpit)
- Andreas von der Heydt (Amazon Kindle Deutschland)
- Aljoscha Walser (Narses)
- Kate Worlock (Outsell)
- and many others...

Detailed information on the speakers and an online registration form can be found at the conference website www.publishers-forum.com.

Exciting Venue

The event will take place at the dbb forum berlin – at the core of the bustling city, in busy Friedrichstrasse, with hotels of diverse categories in walking distance. www.dbb-forum.berlin/en/index.php

Early Bird Discount Only Available for a Few More Days

The Early Bird discount ends on 15 February 2017. Registration at this attractive rate ranges from EUR 699.00 (for publishers) to EUR 949.00 (service providers), plus value-added tax. You save EUR 200.00 on the standard fee. Register now:
<http://publishersforum.de/register-for-2017/>

For more information, please contact:

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About the Publishers' Forum

Over the last few years, the annual Publishers' Forum conference has developed into a stand-out industry event with more than 250 participants from publishing houses and service providers.

The event offers a top-class, specialist program with hands-on workshops and seminars which communicate concepts and experiences in order to provide workable solutions to the challenges which have arisen as a result of digitization.

In 2013, the Publishers' Forum celebrated its 10th anniversary. In 2015, the company "The Publishers' Forum GmbH" was established.

www.publishers-forum.com

Twitter: [@publishersforum](https://twitter.com/publishersforum)

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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www.newbooks-solutions.com