



For Immediate Release
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Publishers' Forum 2017

**Publishers' Forum 2017 on 24 and 25 April:
Strategic Orientation – NEWBOOKS Solutions ONIX 3.0 workshop**

COLOGNE – The business segments and approaches in publishing companies are highly individual. But we can learn plenty about the current challenges and approaches to mastering them from one another.

The topics covered range from future perspectives like artificial intelligence, machine learning or virtual reality and their immediate relevance for the publishing industry, to the current debates surrounding copyright or author and reader communities, to investment strategies in the area of rights management or the implementation of new standards (in a NEWBOOKS Solutions workshop focussing on ONIX 3.0).

This year's speakers include business leaders like Michael Tamblyn from the new Tolino partner Kobo or Angry Birds publisher Laura Nevanlinna; decision makers from leading publishing companies like Christian Schumacher-Gebler from Bonnier Deutschland or Mark van Mierle from Cornelsen; innovators and metadata specialists like Henning Schönenberger from SciGraph (Springer Nature) or Andreas von der Heydt from Amazon's Kindle Content; or experts with a flair for new methods of reaching readers like Sarah Mirschinka from Bastei Lübbe Digital or Michael Bhaskar, founder of the English digital publisher Canelo.

Over the course of two days in the heart of Berlin, you can review your personal plans and questions with high-caliber colleagues from every segment of the international publishing industry. Your exchanges are sure to offer new stimuli and allow you to reassess your own ideas.

As sponsoring partner NEWBOOKS Solutions will be represented by Amr Osman, Björn Stude and Andreas Jacobi, who will all be available to chat and answer your questions.

For further information regarding the speakers, subjects or news regarding the detailed agenda, please refer to the website www.publishersforum.de and follow the conference on Twitter @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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