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News

Pocket PC Users Can Download Best-selling Science Fiction Free from Barnes & Noble.com

NEW YORK, May 23, 2000

-- From dinosaur cloning to time travel, author Michael Crichton has written so compellingly about future scientific and technological wonders that they have seemed almost real to us.

The technology we've admired in Crichton's fictional accounts moved a step closer to our everyday world today. Microsoft announced that for a limited period, "Timeline," Crichton's most recent best-selling novel, and 15 books based on episodes of three Star Trek television series, are available for free download from Barnes & Noble.com (<http://www.bn.com/>), specifically for owners of Pocket PCs.



The online release of "Timeline" represents Crichton's first foray into the world of eBooks, and the first current bestseller to be offered for Microsoft Reader on the Pocket PC. Like the Star Trek titles—many of which are out of print—the offering will give book lovers a chance to enjoy premium quality eBooks on the Pocket PC with Microsoft Reader's unique on-screen reading enhancements.

The new eBooks are available exclusively to users of Pocket PC devices from Hewlett-Packard and Casio, released in April 2000. A third Pocket PC device will be available from Compaq Computer Corp. later this year.

"Over the years, both Michael Crichton and the creators of Star Trek have challenged us to imagine civilizations far beyond our own, so it is especially appropriate that today they are guiding us toward a futuristic technology," said Dick Brass, vice president of technology development at Microsoft.

Microsoft Reader, a new software application for PCs and handheld devices, uses innovative ClearType display technology to deliver an on-screen reading experience that for the first time

approaches the quality and comfort of reading text on paper. The product debuted with the release of the Pocket PC, and will be available for other platforms at no charge in mid-2000.

The free eBooks are available exclusively in the Pocket PC eBooks section of bn.com, a unique eBook superstore devoted exclusively to offering eBooks on the Microsoft Reader. Once Pocket PC users are logged on to the site, they can download the free titles using a unique identification number from the Pocket PC product. As Microsoft Reader is launched for other platforms later this year, the site will expand and evolve to offer more eBooks.

“We are happy to be offering Pocket PC customers the opportunity to download these terrific eBooks,” said Steve Riggio, vice chairman of Barnes & Noble.com “The Pocket PC is a truly remarkable device that offers an unparalleled reading experience. It’s fast, it’s easy and, with Microsoft Reader software, it makes reading on-screen as pleasurable as reading on paper.”

Barnes & Noble is launching a yearlong celebration of books and technology commemorated by a mobile, 80-foot interactive technology center that will visit more than 40 cities in the United States.

In “Timeline,” Crichton portrays a group of historians who, using quantum technology, become trapped in a parallel universe set in medieval France. Like many of Crichton’s other works, the novel paints a dazzling portrait of technology and its possibilities. Characteristically, Crichton expressed strong support for the emergence of electronic publishing.

“With eBook technologies, books can assume new roles and new forms that will serve students, workers, scientists and others in ways we’re just beginning to imagine,” Crichton said. “I’m happy to be part of the first wave of authors to draw attention to the amazing possibilities that lie before us.”

“We are excited to be embracing the future of eBooks with Michael Crichton and to be participating with Microsoft in bringing eBooks to consumers,” said Erik Engstrom, president and chief operating officer at Random House (“Timeline” is published by Alfred A. Knopf, a division of Random House). “This is the first of many steps we’ll be taking to offer our world-class titles to consumers in electronic form.”

Crichton, in addition to being a writer, producer and director, is a computer expert who wrote one of the first books about information technology—“Electronic Life,” published in 1983 -- in which he predicted the future of electronic reading. “With this

announcement, we're seeing reality finally catch up to the vision that Michael Crichton articulated all those years ago," said Engstrom of Random House.

Simon & Schuster, publishers of the Star Trek collection, demonstrated the potential of eBooks earlier this year with the release of Stephen King's novella, "Riding the Bullet," exclusively in electronic format. The release proved there was real demand for premium digital content—there were 500,000 downloads of the book during the first 48 hours it was available.

"Our free offer of Star Trek titles reflects our continued commitment to advancing the state of the art in publishing," said Jack Romanos, president and CEO, Simon & Schuster. "We're delighted to offer readers some of the most provocative stories in science fiction—stories that are generally unavailable in print format."

According to Brass, today's announcement offers just a glimpse of the future of electronic book publishing. He predicted that in the near future customers would be able to read eBooks on almost every kind of computing device. "Book lovers, authors, publishers and booksellers will all benefit from the advantages and opportunities that eBooks offer, advantages that can't be matched by the print world," he said.

Developed by Microsoft Research, Microsoft Reader greatly improves font resolution on Liquid Crystal Display (LCD) screens for users of Pocket PCs, laptops and desktop PCs running the Windows operating system, Brass said. Beyond ClearType, Microsoft Reader includes patented reading enhancements that adhere to the best qualities of fine typography. It provides a clean, uncluttered display; ample margins; full justification; proper spacing, leading and kerning; and powerful tools for bookmarking, highlighting and annotation, Brass said.

In a separate press conference in New York, Time Warner Trade Publishing announced that Microsoft Reader will be one of the supported content formats for its new *iPublish* electronic publishing site. When the site goes online next year, it will provide authors, publishers and consumers with an interactive Web site for creating and distributing eBooks and other electronically published documents.

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Books

New eBook Titles Available for Microsoft Reader on Pocket PC!

Visit Barnes & Noble.com for free downloads of *Timeline*, by Michael Crichton, and fifteen books from the *Star Trek* Collections: The Original Series, The Next Generation, and Deep Space Nine.



Get *Slate* Magazine for your Pocket PC

Read *Slate* on the go with Microsoft Reader. Get a smart take on the news of the day in politics, entertainment, business, culture, and more.

Install Books

Microsoft Reader comes with two pre-installed titles, *Two Fairy Tales (The Emperor's New Clothes and The Little Match Girl)* and *The Microsoft Reader Guidebook*. In addition, every Pocket PC device comes with a CD-ROM that contains the following 29 books for you to enjoy:

***Alice's Adventures in Wonderland* by Lewis Carroll**

A little girl falls down a rabbit hole and discovers a world of nonsensical and amusing characters.

***Call of the Wild* by Jack London**

A gripping tale of an heroic dog who, thrust into the brutal life of the Alaska Gold Rush, ultimately faces a choice between living in a man's world and returning to nature.

***Captain Blood* by Raphael Sabatini**

The adventurous life of Peter Blood, physician, slave, pirate, and navy captain

***Dracula* by Bram Stoker**

The Dracula mythology has inspired a vast subculture, but the story has never been better told than by Stoker

Encarta® Pocket Dictionary

by **Bloomsbury Publishing Plc**

Concise definitions from the number one name in reference suites.

***Extraordinary Popular Delusions & the Madness of Crowds* by Charles McKay**

Originally published in 1841, this is a serious but frequently hilarious study of mass madness, crowd behavior, and human folly.

***Fall of the House of Usher* by Edgar Allan Poe**

A visitor to a gloomy mansion finds a childhood friend dying under the spell of a family curse.

***Great Expectations* by Charles Dickens**

Young Phillip Pirrip's life is shaped by an act of kindness which raises him from poverty to wealth. This novel is a timeless tale of love, hope and humanity.

***Importance of Being Earnest* by Oscar Wilde**

A confection of mistaken identities, ridiculous pedigrees, and the joy of abusing one's relatives, this work features witty young lovers, expounds on the difference between town and country life, and explodes a purely theoretical invalid named "Bunbury."

***Innocence of Father Brown* by G. K. Chesterton**

A collection of stories featuring a priest who appears to know nothing, yet in fact knows more about criminals than they know about themselves.

***Kai Lung's Golden Hours* by Ernest Bramah**

A whimsical set of stories about a storyteller of ancient China who can't seem to stay out of trouble -- and whose love for the beautiful Hwa-Mei is forestalled by the villainous magistrate, Ming-shu.

***Legend of Sleepy Hollow* by Washington Irving**

Schoolmaster Ichabod Crane meets his fate during an infamous encounter with the headless horseman.

***Light Princess* by George MacDonald**

A curse causes a princess to have no gravity, but the help of a prince brings her back down to earth.

***Little Women* by Louisa May Alcott**

A story of family, of hope, of dreams, and of growing up as four devoted sisters search for romance and find maturity in Civil-War era 19th century New England.

***My Bondage and My Freedom* by Frederick Douglass**

The deeply moving and stirring story of Frederick Douglass's life - as a slave, and as a free man.

***Peter Pan* by J. M. Barrie**

Originally published in 1904, Peter Pan still works its timeless wonderment with the adventures of Peter, Nana, the Darling children's nurse, and pet St. Bernard, the dreadful Captain Hook, and Tinker Bell.

***The Prince* by Machiavelli**

Described as a practical rule-book for the diplomat and a handbook of evil, this work provides an uncompromising picture of the true nature of power.

***Riders of the Purple Sage* by Zane Grey**

An epic hero defends a brave-hearted damsel in distress against a thoroughly despicable villain.

***Secret Garden* by Francis Hodgson Burnett**

Ten-year-old Mary comes to live in a lonely house on the Yorkshire moors and discovers an invalid cousin and the mysteries of a locked garden.

***Study in Scarlet* by Arthur Conan Doyle**

Holmes, the master of the science of detection, and Watson, the great detective's faithful companion, are immediately in fine form. The story is harrowing in its alternating hope and despair.

***Tarzan of the Apes* by Edgar Rice Burroughs**

A baby boy, left alone in the African jungle after the deaths of his parents, Lord and Lady Greystoke, is adopted by an ape, whose own infant has died, and raised to manhood without ever seeing another human being.

***Three Men in a Boat* by Jerome K. Jerome**

With the cooperation of several hampers of food and an open boat, three men set out on an hilarious voyage of mishaps up the Thames.

***Time Machine* by H. G. Wells**

When the Time Traveler courageously stepped out of his machine for the first time, he found himself in the year 802,700--and everything had changed.

***Tom Sawyer* by Mark Twain**

Enter this dreamlike world of summertime, hooky, pranks, villains, and desperate adventures, seen through the eyes of a boy who might have been the young Mark Twain himself.

***Treasure Island* by Robert Louis Stevenson**

The mistress of an inn and her son find a treasure map that leads them to a pirate's fortune.

***Unbearable Bassington* by Saki (H. H. Munro)**

Comus Bassington is the irresponsible and ungrateful focus of his corner of British society. Circa 1900, what can be done with him--besides ship him to the Colonies, where he can no longer embarrass his mother or break the hearts of girls who ought to marry sensibly?

***Wind in the Willows* by Kenneth Graham**

Here are the adventures of Mole, Water Rat, Badger, and Toad.

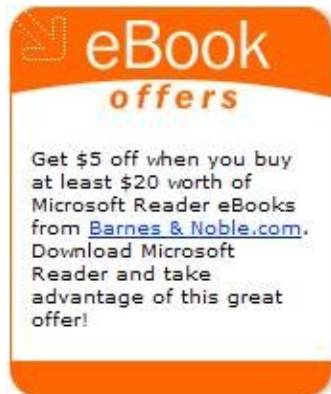
***Wonderful Wizard of Oz* by L. Frank Baum**

After a cyclone transports her to the land of Oz, Dorothy must seek out the great wizard in order to return to Kansas.

***Wuthering Heights* by Emily Bronte**

In the relationship of Cathy and Heathcliff, and in the wild, bleak Yorkshire Moors of its setting, this book creates a world of its own, conceived with a disregard for convention, an instinct for poetry and for the dark depths of human psychology.

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The Microsoft Reader

For the past two years, Microsoft researchers have studied the influence of typography on the process of reading. We came to a simple conclusion: the book is a perfect reading machine. Evolved over centuries, the well-designed book frees the mind to focus not on letters and words, but on the story and meaning. A good book disappears in your hands. So when we set out to design the optimal reading software, we didn't dismiss the book. Instead, we embraced it as our blueprint. The result is Microsoft Reader. With Microsoft Reader, you'll enjoy:

Readability:

- Easy to use.
- Reading on screen is easier with ClearType™ display technology, enabling an “immersive” reading experience.
- Microsoft reading technologies recreate aspects of the traditional print book in development since before Johannes Gutenberg: ample margins, fully justified text, proper leading and kerning, and a book-like user interface that eliminates distracting icons and buttons.

Content:

- 30 titles come with your Pocket PC device.
- *Timeline*, by Michael Crichton, and fifteen books from the *Star Trek* Collections are available from Barnes and Noble.com.
- Eventually you will be able to read everything you read on paper today: news, business documents, web pages, plus your favorite fiction and non-fiction books.

Portability:

- A library in the palm of your hand. Store and manage hundreds of titles in the Microsoft Reader Library.
- Reading at your fingertips: instant access to your books anytime, anywhere.
- Permanency - books don't suffer from wear and tear.
- Convenient to take it along wherever you go.
- Read where you're most comfortable (or commuting): desk, couch, bed, bus, train, plane.

Digital benefits:

- Active reading features include highlighting, bookmarks, notes, and drawings. View all annotations, rename, or erase any of them at any time.

- Tools that use the power of the computer: search, built-in dictionary, instant large print editions, audio books.

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E-books' Brass Band - Business week

As Microsoft's Dick Brass sees it, print on paper will go the way of the quill pen Vice-President Al Gore traveled to Tacoma, Wash., a few years ago to solicit advice on issuing tax credits for software exports. It's a fairly esoteric topic, but one that sparks passion among the digerati. No one at that exclusive gathering was more passionate than Dick Brass. A senior vice-president at Oracle Corp. at the time, Brass's voice boomed and his arms flailed as he lectured the Veep on the importance of aiding America's software industry. On the way out of the meeting, Brass asked his longtime friend, Microsoft Corp. research chief Nathan P. Myhrvold, whether he was a bit too pushy. Myhrvold recalls telling him: "If you had been any more pushy, either I or the Secret Service would have jumped on the Vice-President" to shield him.

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Never dull.

Dick Brass is nothing if not, well, brassy. The 48-year-old native New Yorker is a force of nature. With his walrus mustache, frizzy mop of hair, and eyeglasses, he looks more like a college professor than a hard-charging software exec. But he can grab the attention of an entire room just by walking in the door. He often bellows to make a point or interrupts people to redirect the course of a conversation. And then he mocks himself, grinning from ear to ear, to avoid being completely overbearing. Brass is exasperating to some, charming to others—but never dull.

Fortunately, he has a job that demands all the bluster he can muster. For 2 1/2 years, Brass has been in charge of Microsoft's efforts to light a fire under the electronic-book business. In that short time, Brass has emerged as the world's leading evangelist for e-books. He prods and cajoles publishers, authors, and computer makers to persuade them that these electronic tablets will someday soon become a world-changing business. "He's like a gale-force wind in the face of a publishing industry that is very reluctant to change," says Steve Riggio, vice-chairman of barnesandnoble.com Inc.

In April, Microsoft will give the industry a kick-start. Hardware giants Casio, Compaq, and Hewlett-Packard, plan on rolling out palm-size devices loaded with Microsoft Reader, the e-book software Brass has shepherded since he joined Microsoft. As vice-president for technology development, he leads 100 engineers and scientists whose task is to make reading books on electronic screens as pleasant as print on paper. Their breakthrough, called ClearType, smoothes the jagged edges of electronic type, making letters on computer screens easier to read. It's a huge step forward for e-books and a triumph for Brass, who is not shy about tooting his own horn. "Publishing is about to change in Gutenbergian proportions," boasts Brass.

In the world according to Brass, e-books will do nothing less than upend the publishing industry and put a big dent in the wood-pulp business. Digital books will allow publishers to sell directly to readers—and ship their products via the Internet. That happened on Mar. 14, when Simon & Schuster released Stephen King's "Riding the Bullet" over the Web to phenomenal response. Authors could even bypass publishers, selling books directly to readers and taking in every last penny of the sale. "New voices are going to emerge. No books will go out of print. This will be the golden age of literature," Brass says.

To date, though, e-books barely register as a business. International Data Corp. estimates that only 5,000 e-book devices were sold last year. That number could climb to 2.8 million in 2004, IDC says, but only if publishers agree to invest tens of millions of dollars in promoting the business and if e-book devices become lighter, easier to read, and cheaper. E-books have to give consumers a reason to give up something they're comfortable with. "Paper does a pretty good job of being paper," says IDC analyst Kevin Hause.

So Brass has set out to make electronic screens better than paper. He was one of the

forces behind creating an industry standard for e-books, which is essential if this market is ever to take off. Publishers have no desire to release electronic books in even a handful of different competing formats. So Brass pushed execs from the other e-book companies, publishers, and booksellers to draw up some common rules. The group agreed to a preliminary set of standards last September. Now, publishers can easily create digital manuscripts that can be read on virtually any device.

And Brass isn't done. He's delivering a new version of Microsoft Reader this summer with more advanced copy protection, making it more difficult for people to swap e-books—a huge issue for publishers. That could open the floodgates for new titles. Brass predicts that 10,000 will be available in the Reader format by Christmas, up from a few thousand today.

Post time. Making e-books a force to be reckoned with is not a new challenge for Brass. He has been working at it for the past 20 years. But you wouldn't have pegged him as the second coming of Johannes Gutenberg when he was kid. Brass grew up in the New York suburbs, the son of a clothing salesman. He attended Hebron Academy, a Maine boarding school, then went off to Cornell University where he decided he wanted to be a journalist. He ultimately dropped out—he didn't complete his physical education requirement—to work for the *New York Post*.

It was one of Brass's shortcomings as a journalist that got him interested in e-books: He was a wretched speller. After toiling at the New York tabloids for five years, he had an epiphany while looking at his dogeared dictionary. "It dawned on me that all these books we used with computers could be in computers," says Brass. He left newspapering in 1980 and licensed the digital rights to the Random House Dictionary. That year, he founded Dictronics Publishing Inc. and went on to develop an electronic thesaurus. E-books has been a mission ever since.

Brass even came out of retirement to pursue his e-book dream. He became a multimillionaire working for a decade at Oracle, first as head of its data-publishing business and later as public relations chief for CEO Lawrence J. Ellison. He stepped down in 1997, planning to relax with his wife, Dr. Regina Dwyer, an internist, and enjoy two of his passions—boating and dining out. Then Myhrvold called, offering him the chance to lead Microsoft's e-book efforts. Brass didn't hesitate. "It's the perfect job. It's better than retirement," he says.

Brass is hardly the first to pick up the e-book torch. Swapping pages for an electronic screen has been a dream ever since 1945, when President Franklin D. Roosevelt's science adviser Vannevar Bush wrote about a machine he called the Memex that could store books and other text and link them together by word associations. Since then, a succession of companies have taken up the cause, including Xerox and Sony.

But e-books have been overhyped and have underperformed. Fifty-five years after Bush's dreams of the Memex, consumers can cozy up with only two e-books: NuvoMedia

Inc.'s Rocket eBook and SoftBook Press Inc.'s SoftBook Reader. The tiny industry may be firming up, though. In January, Gemstar International Group Ltd. agreed to buy both NuvoMedia and SoftBook. Gemstar plans on aggressively marketing e-books—something neither NuvoMedia nor Softbook had the financial wherewithal to do.

Still, if e-books are finally going to get off the ground, there's a lot of spadework to do. The electronics industry has to persuade publishers to make e-books broadly available and easy to buy. And it needs to convince consumers that e-books aren't just a geeky alternative to p-books.

There may be no one better to instigate that change than Brass. At the very least, he can get people's attention. Two years ago, he lassoed Donald R. Katz, chairman of Audible Inc., the Wayne, N.J., company that sells audio versions of books over the Web. Brass spearheaded Microsoft's \$5 million investment in Audible and was closing the deal over dinner at Rover's, one of Seattle's most elegant restaurants. Katz wanted Microsoft to build connections from its word-processing software to Audible. Brass exploded, bellowing how he had already agreed to put links to Audible in Windows, on mobile devices, and on Microsoft's Web site. Katz recalls Brass saying, "Where the hell else do you want me to put Audible? In my anus?" Katz laughed and closed the deal, never getting all he wanted. And now he counts Brass, who sits on Audible's board, among his friends.

Brass makes no apologies for his outbursts. "I have a naturally theatrical personality," he says. "It's not totally accidental. In order to convince people this is worth pursuing, it's important to show enthusiasm." Some might not be able to handle his personality. And that may get in the way of building the sort of partnerships necessary to push e-books forward. But according to fan Myhrvold, "You need someone to get it to go from nothing to something."

Forget about protecting Al Gore. If Brass has his way, Johannes Gutenberg is the one in trouble.

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Paving the Way for Books of the Future

GAITHERSBURG, MD, September 21, 1999 -- The prospect of a vital commercial market for electronic books took a big step forward today with the final agreement and release of a widely supported standard for converting books and other documents into electronic form. First championed by Microsoft and backed by a wide range of publishers, book distributors and retailers, software and hardware manufacturers, and other “eBook” pioneers, the Open eBook Publication Structure Specification—in concert with the recently announced Microsoft Reader software that greatly improves on-screen reading—brings consumers one step closer to a world where entire libraries are accessible anytime, anywhere and from any device.

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Microsoft Collaborates with barnesandnoble.com to Accelerate Availability of eBooks

LAS VEGAS, Jan. 6, 2000 -- Joining forces to bring electronic books one step closer to millions of readers around the world, Microsoft and barnesandnoble.com today announced an agreement in which barnesandnoble.com, one of the world's largest Web sites, will sell thousands of electronic book titles online using Microsoft Reader software. As described by Microsoft Chairman and CEO Bill Gates during his keynote address at the Consumer Electronics Show in Las Vegas, the agreement complements a broader company vision of how Microsoft software works to make technology more useful as well as more personal for consumers, whether they are at home or on the go.

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Revolution in How we Read

“The long-predicted revolution in how we read really will happen,” said Dr. Allen Renear, director of the Brown University Scholarly Technology Group. “Buckle your seatbelts.”

The Open eBook Publication Structure Specification Version 1.0, which will be available free of charge to all interested users, defines the format that a book or other publication will take when it is readied for electronic distribution, or converted from a print version to electronic form. Users of the specification will include authors, editors, publishers and content owners who want to have their titles in a format that is eBook ready, which can be used by a wide variety of electronic book publishing systems, PC reading software and hardware reading devices.

The specifications grew out of a proposal for an open, nonproprietary standard for eBooks suggested a year ago by Dick Brass, Microsoft vice president for technology development, at the first government-sponsored conference on electronic books. The National Institute of Standards and Technology (NIST) brought together over 300 people with an interest in the emerging eBook industry last October. Microsoft’s Steve Stone delivered the technical presentation at that time, including the outline for the set of standards and the OEB content structure specification, and helped guide the Authoring Group through the necessary steps to flesh out the documents and finalize the specification. The successful completion of the specification was announced today at the second such annual gathering, before an anticipated audience that had more than doubled in since 1998. As U.S. book sales rise along with the number of Internet users, officials at NIST envision a market for eBooks, titles and other electronic documents that will eventually reach \$70 billion a year.

Many companies and organizations participated in the Authoring Group, including the Brown University Scholarly Technology Group; DAISY Consortium; Exemplary Technologies; FX Palo Alto Laboratory Inc.; Glassbook Inc.; Global Mentor Inc.; Handheld Media; Nokia Corp.; NuvoMedia; OverDrive Systems Inc.; The Productivity Works Inc.; Project Gutenberg-DE; R.R. Donnelly & Sons Co.; Red Figure Inc.; Simon & Schuster; SoftBook Press; and Versaware Inc. Other contributing organizations include Adobe Systems Inc., EAST Company Ltd., IBM Corp., Librius.com Inc. and Vadem Inc. The industry-wide adoption of a standard format will help lower publishers’ conversion costs, as a one-time investment in conversion will enable titles to reach a wide array of reading software and devices. Moreover, it may help stimulate the nascent eBook market as a whole, by allowing publishers to make many more titles available to consumers, which in turn makes electronic reading more appealing.

“The fact that representatives from such a diverse set of industries and government created and delivered a specification in just one year is an amazing accomplishment, and one that is sure to have a positive impact on the emerging eBook industry,” said Dr. Victor McCrary, technical manager of Information Storage and Integrated Systems Group at NIST.

The standardized format, based on the HTML and Extensible Markup Language (XML) specifications used on the Web, will allow readers to easily access material published by different sources. eBook publishers will not have to format books specifically for each PC

software reader or reading device on the market. Publishers can be assured that their customers will have similar reading experiences, even though they may be using different reading machines.

Unlike conventional page capture methods, including Adobe's Portable Document Format (PDF) and others, text formatted in the Open eBook (or "OEB") specification can re-flow to fit legibly on any device—including desktop computers, laptops, palm-sized computers or dedicated eBook devices. PDF is a popular and useful method of saving the image of a printed page, but it has drawbacks as an eBook screen display technology: on displays smaller than the original page size, it is necessary to shrink the page image or show only part of a page at a time. Neither choice is optimal, as shrinking distorts the type and impairs readability, while showing only a portion of a page can make navigation difficult and reading tedious. This problem is especially acute with the smaller screens on laptops, palm-size machines or dedicated eBook devices.

Industry analysts believe that there is a place in the market for both fixed-format capture systems and reflowing specifications like OEB. Adobe, for example, is an original member of the OEB group.

"Before we can make profits, we need to make an industry. And we need to avoid a catastrophic standards war that will alienate consumers," Brass said. "Imagine if there were no standard and each device manufacturer created its own standard for arranging text. In this scenario, if a publisher wanted to publish electronically on a wide variety of platforms, he would have to create an eBook in each of these different standards. There would be chaos—just like the battle between VHS and Beta. It is critical for the success of the eBook industry to unite and provide publishers and consumers with a common standard by which all eBooks can be formatted."

After the first NIST eBook conference, subsequent discussions about standards for conversion were held between Microsoft and two leading eBook pioneers with products already shipping: NuvoMedia Inc., which sells the Rocket eBook, and Softbook Press, which makes the rival Softbook. These discussions led to the formation of an Open eBook

Authoring Group—a working group made up of representatives of the three founders, publishing houses, academics and NIST officials, plus other software and hardware firms. The working group was charged with developing a draft specification. Over the past year, members of a larger Open eBook group, many of whom attended the NIST conference, were given the opportunity to evaluate and make changes to the working group's initial recommendations.

"The specification was developed by companies that are competing to some extent," Brass said. "And it had the potential to advantage one competitor over another depending on what was in the specification. But NIST and in particular Victor McRary played an important role in bringing everyone together and focusing our attentions on the common interest and benefits of working together. And to their great credit, these companies compromised and put aside their short-term interests in favor of creating a standard that will ultimately benefit consumers.

Microsoft developer Jerry Dunietz was co-author of the draft specifications. "The process was remarkably collegial. The first time all three companies got together it was kind of awkward, but soon our common vision led us away from parochial positions to

an amazing spirit of cooperation,” Dunietz said. “And the specs have definitely evolved significantly as a result of the contributions of the larger authoring group.”

Microsoft group program manager Jeff Alger and Microsoft program manager Kate Hughes also contributed to both the evolution of the standard and to Authoring Group logistics. Microsoft marketing manager Anne Schott created the Open eBook Web site, which serves as a central and up-to-date source of information on the initiative and its status.

The resulting Open eBook Publication Structure Specification addresses the primary needs of the electronic publishing industry: definitions for content and distribution. Content definition for a publication was achieved by drawing together the best of existing standards within an Open eBook industry framework. OEB is based primarily on XML because of its generality and simplicity, and because it increases the likelihood that documents will have greater longevity. XML also provides well-defined rules for the separation of structure from presentation.

This separation of content and presentation means a publisher can explicitly determine how a book should appear to a consumer on an electronic reading device, while being able to maintain a structured set of references to content that reduces costs of data management and facilitates its reuse in other forms. Elements and attributes selected from HTML for the OEB specification were chosen to be consistent with current directions in HTML and XML development. The significance of this approach for the eBook industry is that the OEB specification uses systems and taxonomies of proven integrity and that versions of OEB can be created with existing development tools.

The Open eBook specification ensures that all important distribution information is described to an electronic delivery system and reading system by using an OEB “package file”. An analogy for this package file is the gift wrap you put around a gift when sending it through a postal service: Just like your “gift wrap”, one (and only one) package file must be present for an OEB publication to be considered “OEB-conformant” and, just like the information you provide on the giftwrap, the “package file” will determine who receives the package and any particular instructions they should follow on receipt. Specific examples of instructions included in “the package file” include defining the linear reading experience (something we take for granted in a paper book but which is of the utmost importance for providing a reading experience for an electronic publication), and drawing attention to specific features of the book. A reader interested in a book on operating systems, for example, might choose to read only the overview of Windows versus all operating systems described in the book; a vegetarian chef might choose to exclude all meat recipes from his “Cordon Bleu” recipe book.

Because it can be defined uniquely for each publication or set of content, the “Package File” will enable innovative publishers and reading system providers to differentiate themselves in the marketplace without breaking the rules of the OEB specification.

The specification also conforms with World Wide Web Consortium (W3C) accessibility standards; the emphasis on extensibility (including extensible metadata; style definitions and the ability to incorporate a variety of objects such as embedded PDF documents or images of varying complexity); and the support for content in multiple natural languages.

“I believe that electronic reading is literally around the corner. It could be a few years before eBook sales explode, but I think that the beginning of the industry is now,” said Dick Brass. “The potential gain from the elimination of paper in reading is incredible. Publishers will be able to sell titles without paying for printing, paper, Authors will find easier access to the public and the number of new voices will swell. In time, the cost of titles will drop significantly, too.”

“As the cost of computers and dedicated reading devices declines, the cost of educating a child also drops considerably as well,” he continued. “Even in the most remote villages of Africa and India, people will have access to an electronic library with tens of thousands of books.”

“Everyone will benefit if we get a standard for content distribution in the eBook industry,” says Kate Hughes. “Where we want to go next is to extend our reach in international markets. We want to embrace a worldwide content supply.”

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Microsoft Announces \$100,000 Frankfurt eBook Awards

To Promote Excellence in the Emerging eBook Industry, Microsoft Sponsors One of Publishing's Greatest Prizes

FRANKFURT, Germany - Oct. 13, 1999 - Today at the Frankfurt Book Fair, Microsoft Corp. announced its founding sponsorship of the Frankfurt eBook Awards, the first awards designed to honor literary achievements in the emerging eBook industry.

Bill Gates, chairman and CEO of Microsoft, said, "We are delighted to be able to recognize and celebrate achievement in writing. The widespread availability of great electronic titles will not only help the young eBook industry, it will also help encourage literacy and the love of reading, learning and knowledge."

A total of seven awards will be presented annually for works in various categories, including a grand prize of \$100,000 for the best work published originally in electronic form each year. Alberto Vitale, chairman Emeritus of Random House and former chairman, president and CEO, will serve as chairman of the organization that will select the winners and present the awards.

The first recipients of the awards will be announced at next year's Frankfurt Book Fair, which will be the permanent site for the awards. Submissions for the Frankfurt eBook Awards will be accepted starting in January 2000.

eBooks are handheld electronic reading devices, or PCs and laptops running special reading software, designed to allow the comfortable on-screen reading of books, periodicals or other documents.

An international panel of judges, including educators, members of the media, authors and other publishing-industry professionals, will determine the winning entries in the following categories:

- \$100,000 - Grand Prize, for a work originally published in eBook form
- \$10,000 - Best fiction work originally published in eBook form
- \$10,000 - Best nonfiction work originally published in eBook form
- \$10,000 - Best recent fiction work converted from print to eBook form
- \$10,000 - Best recent nonfiction work converted from print to eBook form
- \$10,000 - Best spoken-word or audio book title delivered in digital form
- \$10,000 - Technology Achievement award for the advancement of electronic publishing

Vitale, former head of Random House and previously Bantam Doubleday Dell, has spent decades leading important new initiatives in publishing. "These awards are exactly the spark the eBook industry needs to ignite a worldwide change in the way we publish, distribute and read books," Vitale said. "I am excited and pleased to be chairman of this new organization, and I believe it will help usher in and develop the next era of publishing."

"eBooks are pointing the way to the future of reading and publishing," said Dick Brass, Microsoft's vice president for Technology Development, who manages the firm's efforts in eBooks and related technology. "It's going to be a future of more titles and lower

costs. Instant delivery and on-screen reading that rivals paper. You'll see 30,000 titles in a single laptop, or 1,000 in the palm of your hand. And because of great advances in computer technology and the Internet, it may be coming sooner than many have expected."

"It is a pleasure for us to participate in these awards for several reasons: Most importantly, we want to support and encourage literary achievements in this medium," Brass said. "We also want to help ensure the widespread availability of high-quality eBook titles for the reading public and, more generally, to spur industry growth."

"We are especially pleased to be working with the Frankfurt Book Fair because it captures the truly international quality of reading, including the new electronic medium and demonstrates that this is a worldwide phenomenon, involving many countries besides the United States," Brass continued. "The total prize amounts make these one of the largest publishing awards worldwide. We believe it will highlight the importance of electronic books and help attract the very finest talent to electronic publishing."

Also sponsoring the awards are NuvoMedia Inc., makers of the Rocket eBook, and SoftBook Press Inc., an early pioneer in digital publishing. "We are proud to be a co-sponsor of these eBook awards and look forward to the great variety of literary works that will appear in electronic form as a result," said James Sachs, chairman and CEO of SoftBook Press, makers of the SoftBook Reader, a new generation of eBook reader. "By recognizing important works, this award will make a major impact on the emergence of eBooks as a vital component of the global publishing industry."

"The establishment of the Frankfurt eBook Awards is a landmark event in the world of publishing," said Martin Eberhard, CEO and co-founder of NuvoMedia. "By honoring the works of those cutting-edge authors and publishers who have made their works available for eBook reading devices, the industry is sending a clear signal that this medium is one that authors and publishers around the world must embrace. As a co-sponsor of this groundbreaking new publishing event, we are delighted that we can express in a more formal way the debt of gratitude we owe the authors and publishers who have been pioneers in putting this new industry on the map."

The prizes will be awarded for works that are formatted according to the Open eBook (OEB) specification for eBook titles, which was announced last month as a proposed international specification for electronic publishing. The Open eBook organization is a collective effort by more than 30 publishers, printers, academic organizations, eBook pioneers, and other hardware and software firms working under the auspices of the U.S. government's National Institute of Standards and Technology.

The idea of a standard way to format eBook titles was first proposed a year ago by Microsoft to make it easier for publishers to produce titles in electronic form. The OEB specification defines the format that a book or other publication will take when it is readied for electronic distribution, or converted from a print version to electronic form. Today's announcement was made at the Frankfurt Book Fair, the world's largest book publishing trade show. It closely follows the recent demonstration of Microsoft® Reader with ClearType™ display technology, a new software reading program for PCs and laptops that provides an exceptionally clear and high-quality reading experience with titles formatted to the OEB specification.

The Web site for the Frankfurt eBook Awards can be found at <http://frankfurt-ebook-awards.org/>, which will be operational on Nov. 1, 1999. Rules for entry and other information will be available on the site. Information about next year's Frankfurt Book Fair can be found at <http://frankfurt-book-fair.com/>.

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software for personal computers. The company offers a wide range of products and services for business and personal use, each designed with the mission of making it easier and more enjoyable to take advantage of the full power of personal computing every day.

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eBook Superstore

Under the terms of the agreement, barnesandnoble.com will create a unique eBook “Super Store” on its Web site, devoted exclusively to selling thousands of books using Microsoft Reader software. Under another agreement, Barnes & Noble, Inc. will aggressively market the new eBookstore through a variety of promotional activities in its more than 1,000 retail bookstores nationwide.

“Through its retail stores and Web site, Barnes & Noble has the ability to distribute eBooks better than any company on earth,” said Dick Brass, vice president of Technology Development for Microsoft. “Their involvement and enthusiastic support of the eBook industry is essential to its success. You can’t sell a product unless there’s a place to buy it, and Barnes & Noble provides the final link in the purchasing chain. The authors and publishers provide the books; our publishing partners help prepare the books for publication; Microsoft Reader technology provides a paper-like way to read books on screen; and, finally, Barnes & Noble and barnesandnoble.com provide the place to buy the eBooks and ePeriodicals.”

Microsoft Reader is a new software application for PCs and handheld devices that delivers an on-screen computer reading experience that, for the first time, approaches the quality of paper. Microsoft Reader is the first product to include ClearType display technology, a Microsoft innovation that greatly improves font resolution on LCD screens for users of the Windows and Windows CE operating systems. ClearType significantly improves the clarity of type on the screen, making electronic books as easy to read as books on paper.

“This collaboration of leaders in technology and bookselling will encourage a new era in publishing, and we envision a time in the very near future when there will be electronic versions of every book in print,” said Steve Riggio, vice chairman of Barnes & Noble, Inc. “The technology of Microsoft Reader provides a superior reading experience for existing content, and more important, will generate an exciting wave of electronic publishing that will go far beyond books. barnesandnoble.com intends to be the portal through which this dynamic market expands.”

Focused largely on the sale of books, music, software, magazines, prints, posters and related products, barnesandnoble.com is the second largest, and one of the fastest growing, online distributors of books. barnesandnoble.com has the largest standing inventory of any online bookseller.

Barnes & Noble, Inc., the nation’s largest bookseller, operates 528 Barnes & Noble and 444 B. Dalton bookstores, and Babbage’s Etc., one of the largest U.S. operators of video game and entertainment software stores.

Barnes & Noble retail outlets stock an authoritative selection of book titles and provide access to more than one million titles. The stores offer books from more than 50,000 publisher imprints with an emphasis on small, independent publishers and university presses. Barnes & Noble also publishes books under its own imprint for exclusive sale through its retail stores, mail-order catalogs, and Web site.

The unveiling of the barnesandnoble.com eBookstore is expected by mid-year. Pricing for individual eBook titles using Microsoft Reader has not yet been established.

Microsoft Reader will be featured on Microsoft's new Pocket PC, which was previewed at the Consumer Electronics Show and is expected to ship in the first half of this year. The Pocket PC comes with the next generation of Windows software for a range of advanced personal digital assistants (PDAs) that expands the functionality and accessibility of today's typical PDA device.

"The extreme clarity of ClearType combined with the "pocket-ability" of the Pocket PC format allowed us to create a shirt-pocket eBook with better reading quality than some paperback books and with the capability to store as many as 500 titles. Basically, with the Pocket PC you'll have a library in your shirt pocket with great reading capability. In fact, when one of our research scientists saw it, he said 'this is the viewer from Star Trek,'" said Brass.

In addition to incorporating the latest ClearType technology, Microsoft Reader strictly adheres to the traditions and benefits of fine typography. It provides a clean, uncluttered display; ample margins; full justification; proper spacing, leading and kerning; and powerful tools for bookmarking, highlighting and annotation. Microsoft Reader also includes a dictionary as well as a library that can store and manage a large collection of books and other documents.

Microsoft and Barnes & Noble collaborated previously with a wide range of publishers, printers, eBook pioneers, software and hardware manufacturers, book distributors and retailers to establish an Open eBook standard that will make it possible to read any eBook from any computer device. According to Brass, it was critical for the success of the eBook industry to unite and provide publishers and consumers with a common standard to which all eBooks could be formatted. Without a common standard, publishers would have to format eBook titles separately for each electronic device. The Open eBook standard was announced in September at the second annual eBook conference sponsored by the U.S. Department of Commerce.

Within the last several months, an influential group of European publishers have announced plans to launch their eBook efforts using the Microsoft Reader platform. They include: Spain's largest publisher, Planeta Actimedia; Italy's largest business publisher, Il Sole 24 Ore; France's largest publisher, the Havas Group; Italy's largest publisher, Arnoldo Mondadori Editore SpA; Penguin Ltd., the largest publisher of classic titles in the United Kingdom and the U.S.; and Editions oohoo.com SA, France's first online publisher of electronic books.

Microsoft also recently announced an agreement with RR Donnelley, North America's leading integrated content manager and printer of books, magazines, catalogs, directories and financial information, under which the company plans to use Microsoft Reader software to create a massive repository of tens of thousands of electronic book titles. RR Donnelley plans to make its "virtual storehouse" the central point for the production and distribution of electronic book titles from top U.S. publishers to top U.S. online retailers.

"This is an attempt to introduce end-to-end e-commerce. The delivery is instant; there is no warehousing; there are no returns; all the physicality has been removed from the process. And yet we hope, through Barnes & Noble's participation, that the eBook shopping experience will be more or less identical to what people are already doing to purchase paper books online. The difference will come at the moment of purchase when

the customer, hopefully delighted, discovers that their purchase is instantly in their machine,” said Brass.

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Microsoft Pocket PC Software Previewed At Annual Consumer Electronics Show

Casio, Compaq, HP, Siemens and Symbol Plan to Support Powerful, Versatile, Windows-Powered Pocket PC Software

LAS VEGAS—Jan. 6, 2000 - Today at the 2000 International CES, Microsoft Corp. previewed the next-generation Windows® CE-based Palm-size PC software and gave the devices a new name: Pocket PCs. Hardware vendors that include Casio Computer Company Ltd., Compaq Computer Corp., Hewlett-Packard Co., Siemens Communications Devices and Symbol Technologies Inc. plan to support Pocket PC software in upcoming products expected to be available in the first half of this year. The Pocket PC software, previously code-named “Rapier,” puts the best of the PC into a small device, providing users with the freedom to better manage their work and their life anywhere, any time.

“With Pocket PCs powered by Windows, we are continuing to change what people expect from a PDA,” said Jonathan Roberts, general manager for Windows CE at Microsoft. “Pocket PCs can help people connect to their most essential information while away from their desks. By introducing advanced software and expandability, these devices can also help people make the most of their downtime.”

Ted Clark, vice president of Compaq’s iAppliances division, part of its new Internet Products and Services Group, expanded on the significance of the Microsoft announcement, stating “This new operating system enables Compaq to deliver extremely cool Pocket PC products with the functionality that our customers are asking for.”

In his CES keynote address, Microsoft Chairman and CEO Bill Gates demonstrated for the first time two compelling new applications that will ship with the Pocket PC: Microsoft® Reader with ClearType™ display technology and the Microsoft Windows Media™ Player. These applications demonstrate how advanced software and powerful hardware, such as 32-bit microprocessors with plenty of core system memory and support for industry-standard expansion slots such as CompactFlash, combined with bright color screens and stereo output, will make Pocket PCs outstanding productivity devices. Pocket PCs are versatile and can be expanded to meet a broad range of customer interests and requirements.

“With the Pocket PC software, Microsoft has enhanced an already versatile platform, making it even easier to use and more essential as an everyday tool,” said Helen Chan, worldwide marketing manager for HP’s Asia Pacific PC division.

“Siemens believes strongly in the future success of the mobile Internet devices market,” said Peter Zapf, president of Siemens Communication Devices. “The Pocket PC, through its improved connectivity, fits into our strategy to create exciting products for this market together with our new partner Casio.” Siemens and Casio recently announced their plan to jointly develop, manufacture and market Pocket PCs with multimedia, wireless Internet and mobile phone capabilities.

The Microsoft Reader electronic book software is designed to deliver an on-screen computer reading experience that, for the first time, approaches the convenience and

quality of reading text printed on paper. Microsoft Reader also adheres to the traditions and benefits of good typography. It offers a clean, uncluttered display; ample margins; proper spacing, leading and kerning; and powerful tools for book-marking, highlighting and annotation. Microsoft Reader includes a built-in dictionary as well as a library that can store and manage a large collection of books and other documents. It also features a flexible copy-protection system that allows publishers to distribute titles protected from piracy and illegal copying.

The Windows Media Player will provide consumers with access to music in Windows Media and MP3 formats from their own digital music library created with personal jukebox software or downloaded from the Internet. Consumers selecting the Windows Media format will get two hours of CD-quality playback on a typical 64MB device and one hour of playback using MP3. The Windows Media Player also includes support for Microsoft's digital rights management (DRM) technology, which offers access to secure music from major record labels including Sony, EMI, BMG and Warner Music.

Windows Media DRM allows music labels to protect their artists' rights and interests and, in turn, delivers a wider selection of Internet-based music to consumers.

Beginning in February 2000, the Windows Media Player will be available for download to existing Palm-size PCs, including the Casio E-100 and E-105, the Compaq 1530 and 2130 and the HP Jornada 430se Palm-size PC. Windows Media Player will ship preinstalled on Pocket PCs when they become available at retail later this year.

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software for personal and business computing. The company offers a wide range of products and services designed to empower people through great software—any time, any place and on any device.

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Microsoft ClearType

Microsoft ClearType is an unprecedented innovation in font display technology that dramatically improves font display resolution and marks a genuine breakthrough in screen readability.

Microsoft Announces Reader With ClearType for New Pocket PCs

Offers a Shirt-Pocket-Sized Library of Books on Next-Generation PDAs

LAS VEGAS -- Jan. 6, 2000 -- The world's first pocket eBook with Microsoft® ClearType™ display technology was unveiled today at the 2000 International CES, where Microsoft Corp. announced that Microsoft Reader with ClearType will be featured in the new family of Pocket PCs. Microsoft Reader is designed to deliver an on-screen computer reading experience that for the first time approaches the convenience and quality of reading text printed on paper.

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ClearType for New Pocket PCs

Pocket PCs, which Microsoft Chairman and CEO Bill Gates previewed last night in his millennium keynote address at CES, are the next generation of personal digital assistant (PDA) devices powered by a new version of the Microsoft Windows® operating system. Expected to ship in the first half of this year, Pocket PCs have been designed to put the best of the PC into a pocket-size device, giving users the freedom to better manage their work and life, any time, anywhere.

"With Reader software, consumers really will be able to carry a library in their pocket," said Dick Brass, vice president of Technology Development at Microsoft. "A typical Pocket PC will be able to store hundreds of books, from today's latest titles to long-revered literary classics."

Purchasers of the first Pocket PC devices will be able to choose from thousands of eBook titles for Microsoft Reader, which are expected to be broadly available from such major booksellers as Barnes & Noble Inc. (<http://www.bn.com/>), as detailed in another announcement made today at CES.

"We believe that portable electronic reading devices, and the wireless technology that allows the instant delivery of text to them, will further expand the marketplace for books and other content," said Steve Riggio, vice chairman of Barnes & Noble Inc. "The ability to easily download and carry thousands of pages of information anywhere at any time will appeal to readers of all kinds, from mobile professionals to students and vacationers."

Pocket PCs can also help users connect to essential information when they are away from their desk. The devices are expandable and versatile, allowing users to do much more than manage daily activities, such as play music and spoken-word audio books. With cutting-edge applications such as Microsoft Reader with ClearType, Pocket PCs can not only help users increase their productivity but also help them make the most of downtime.

Microsoft Reader is the first product to include ClearType font-rendering technology. Developed by Microsoft Research, ClearType greatly improves font resolution on LCD screens to deliver a display comparable to print on paper. Microsoft Reader also pays strict attention to the traditions and benefits of good typography. It offers a clean, uncluttered display; ample margins; proper spacing, leading and kerning; and powerful tools for book-marking, highlighting and annotation. Microsoft Reader includes a built-in dictionary as well as a library that can store and manage a large collection of books and other documents. It also features a flexible copy-protection system that allows publishers to distribute titles with protection from piracy and illegal copying.

Microsoft Reader is scheduled to be available with the first Pocket PCs during the first half of 2000. Microsoft Reader will be available for Windows-based PCs and laptops in the coming year.

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software for personal and business computing. The company offers a wide range of products and services designed to empower people through great software - any time, any place and on any device.

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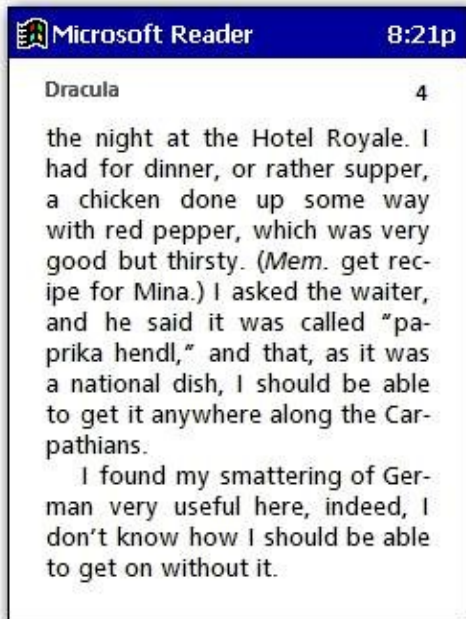
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ClearType paper presented

Redmond, WA. - 16 May 2000

A ClearType related paper 'Technical Overview of ClearType Filtering' was presented at the Society for Information Display 2000 conference today.



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This is a screen capture taken from a Pocket PC running the Microsoft Reader. The ClearType text is tuned to the Pocket PC's specific LCD display so quality of the type may be lower when viewed on your screen.

A few members of the Team



Bill Hill Researcher



Kate Hughes Lead Program Manager



Pavel Zeman Software Design Engineer



Attila Narin Software Design Engineer



Matt Conway Program Manager



Jillian Venters Software Test Engineer



Wolfgang Baur Technical Editor

The Microsoft Reader team includes individuals from all over the world with a wide variety of backgrounds and interests. Two elements we all have in common, though, are a love of reading and a passion for technology. We thought you might be interested in learning a bit more about some of us, our perspectives on eBooks, and the ways that we hope our work will delight readers worldwide.

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