

POD

Print on Demand from OpenMute

Info and invitation

Development site <http://3d.openmute.org>

Test sites <http://metamute.org>

<http://dev.metamute.org>

<http://crm.metamute.org>

list web2pod@metamute.org

IRC #metamute irc.freenode.net

Contact Simon Worthington simon@metamute.org +4(0)20 7377 6949

Table of Contents

Introduction.....	1
An invitation.....	2
Print on Demand (POD).....	2
Introduction.....	2
Networked Distribution Services.....	3
How does it work.....	3
Development site	4
Web2POD.....	5
Design and production.....	5
Consultancy.....	5

Introduction

OpenMute has spent the last year researching and developing ways to solve the ongoing problems of small print cultural/ community producers, essentially financial and reaching your audience.

The solutions we have come up with are listed below and briefly explained in this document. They are predominantly Web based or orientated and use qualities synonymous with the Web; networks of interest, new economy and FLOSS.

- Print on Demand (POD)
- Networked distribution
- Web to POD printing

Using the three components listed above we see that in combination we have an *End to End* remedy to the ongoing problems of small scale print producers, ironically using the Web and FLOSS to support print.

An invitation

OpenMute has spent considerable amounts of money and time on this FLOSS project and we are happy to share our acquired knowledge with partners in the spirit for the lesser know and ethically orientated copyleft license <http://cgit.org>

We are looking for partners who would want to use the Networked Distribution System.

Additionally we are looking for partners to would financially contribute to the development of these systems. The development is already mature and we are looking for programming help, server resources, research help, beta testing, legal or administrative support to continue the software development.

Of course if you'd like paid for services then this is another way that we support the project. Current clients are <http://c6.org> <http://nodel.org>

Print on Demand (POD)

Introduction

- **PDF to book**
- **High quality, low cost**
- **Single copy printing**
- **Fixed cost turned into variable cost (pay as u sell)**
- **Variety of formats, sizes B/W colour**
- **Processed through Web – printing/sales/distribution**
- **Low budget £0, no web site needed, PayPal, Amazon, Google books and make money?**

OpenMute POD allows you to print books in numbers from 1 to 1000+ at a fixed price of just £1.34 per book. Instead of having to fork out a lot of money at the start of your book project you just pay as you print.

POD is a professional digital printing method that offers high quality black and white print bound with colour covers. POD has existed in the corporate sector, at a high price, but only now with new web services has it become accessible and affordable to the public. In combination with the web, POD takes all the headache out of print setup and delivery to the printers. It makes sales and distribution simpler, too as POD books are printed in different regions and shipped direct to customers, so reducing distribution and postage prices.

In November 2005 an article in the International Herald Tribute describes how Google and Amazon will be introducing these services for all kinds of print, see <http://linkme2.net/6i> *Google and Amazon*

12/19/05

<http://openmute.org/>

lift page from iTunes for books

OpenMute has successfully developed and tested POD systems and if you'd like a sample copy please just drop us a line.

Full prices and page option form our current POD supplier Lightning Source, <http://linkme2.net/6h>

Networked Distribution Services

OpenMute operates an online distribution network for paper print publications for independent book and magazines groups. Publications can be purchased and shipped through this network, by all types of outlets, including; individuals, organisations, book stores, distributors, cafes and events etc. OpenMute calls the outlets agents, the agents who sell the publication in their regions are offered 30 percent off the cover price of distributed publications.

The aim of the *Networked Distribution Services* projects is to have an agent in every major city and region world wide. And that these agents would distribute the publication to outlets in their region as well as visit and sell publications at events.

OpenMute is running the agent distribution service using the FLOSS web software suit called civiCRM (civiCRM is a '*Constituents Relationship Management*' system designed to solve small organisations database problems and to be an political activists mobilisation toolset, see <http://linkme2.net/5y>). CiviCRM has its roots in the online software developed for the 2004 US Presidential, Democrat party candidacy, election campaign of Howard Dean.

The OpenMute agent book distribution system is a way for organisation to share contacts databases to help distribute publication worldwide using web ordering, fulfillment and payment systems.

The system is designed for distributing POD publications but can easily accommodate other forms of print too.

How does it work

An online database of friendly organisation, people, venues, bookstores, events is maintained by OpenMute, partners and agents. The agents are interested parties willing to help with distribution. OpenMute has already inputted the majority of Media Arts and UK Arts Council Funders and we will be adding UK media arts related academic contacts.

Agents then make orders for books online to be sold at outlets, organisational venues or events. The books are bought on a credit account and the accounts are settled via PayPal to the publisher on an agreed regular basis. There is an option to reward agents with a percentage of the sales cover price, at

12/19/05

<http://openmute.org/>

present we suggest 30%.

The requirement from partners who want to use the OpenMute agent distribution system are;

- Input contacts to the database
- Recruit agent
- Provide book stock
- Keep a credit balance with the network

The agent system can be used in a light temporary fashion or as a long term resource.

Shipping costs are separate and charged in addition to percentage of cover fee. Individual publication would have to agree on the arrangements for shipping depending on their circumstances. Some provisions for shipping are in place.

Key agents – these are organisations who have agreed to hold major book stock in their region.

Lightning Source – the POD manufacturer will ship direct to customers

Amazon and other online sellers – publications can ship direct to customers

OpenMute shipping – OpenMute can act as an agent in London and the UK, additionally we can distribute books to events

UK distributors - OpenMute already has a relationship with Central books and we can make arrangements for distribution in the UK

Development site

Currently OpenMute has two development sites for civiCRM, one at <http://dev.metamute.org> and a second at <http://crm.metamute.org>

The first site contains the contact details for UK media arts and the second site is the latest version of civiCRM without any data.

A full end user requirements analysis of civiCRM was carried out this summer by the OpenMute team and the results can be found here [civiCRM can be found here, http://linkme2.net/5u](http://linkme2.net/5u)

If you would like access to any of the sites please register and email me on simon@metamute.org and I'll enable the accounts

Web2POD

Clustering articles for delivery by web/PDF/POD

The software tool turns a web site directly into a printed book, applying design to the books pages and allowing the web site user to choose what they want included in the book. Books can be printed and shipped one at a time for a low cost of around £1.50 for a 100 page perfect bound book.

At present the system has been built in Drupal CMS and as the project develops it will be abstracted to other CMSs.

The system has been implemented on the NEW <http://metamute.org> site and is near completion (Dec 2005) to an alpha stage. Styling on the PDF/POD has not been completed and large PDFs do not render yet, but users can create their own versions of Mute and associated content.

If you would like a login please register on the site and email simon@metamute.org and I'll enable your account.

A cluster is a set of articles that a user has chosen to be grouped; these could be articles, forum posts, images or any other page. These clusters have the options of being delivered to the user in three ways; web/html, downloadable PDF (Portable Document Format) and POD (Print on Demand) perfect bound book format.

The core approach to the software development is to divide the processes into three discrete elements that could be developed in a modular and incremental way.

- A cart-like function for creating cluster of articles in Drupal
- Clustering of separate PDF documents into single PDF document
- Automatic document design

A full specifications document can be found here <http://linkme2.net/5w>

Design and production

OpenMute offers services covering graphic design and publication production for print and Web.

Consultancy

At OpenMute we can advise of POD and print options as well as implementation and economic modeling of POD use. Additionally on the net we can help you through various promotion and Ecommerce solutions, this would cover areas like Amazon, Google books, PayPal etc

--

12/19/05

<http://openmute.org/>

END