



## **IMPACT OF E-BOOK READER AND ITS IMPORTANCE IN E-PUBLISHING ENVIRONMENT**

**Khamkar Satwashila Balaso**

M.V.P. B.Ed. College Miraj

### ***Abstract***

*This paper discusses the e-book reader, e-books and its related aspects in the present e-publishing environment. E-book reader is an electronic device designed for the purpose of reading the digital e-books and periodicals. It display text on the screen and may act as an e-book reader. The single e-book reader holds the many printed texts. It is the digital versions of the printed books and Journals.*

**Keywords:** *e-book reader, advantages of e-book, electronic device, e-book, e-publishing*

### **1. Introduction**

In today's age of information explosion, there is abundance of knowledge all over the world and due to advancement in computer technology worldwide, communication has become possible throughout the world at a fast pace. Besides, as we are heading deeper into the 21<sup>st</sup> century the concept of traditional methods of learning has changed. Also, geographical barriers and time barriers has been eliminated worldwide. E-book reader is an electronic device designed for the purpose of reading the digital e-books and periodicals. It display text on the screen and may act as an e-book reader.

### **2. What is e-book reader?**

An **e-book reader**, also called an **e-book device** or **e-reader**, is a mobile electronic device that is designed primarily for the purpose of reading digital e-books and periodicals. Any device that can display text on a screen may act as an e-book reader, but specialized e-

book reader designs may optimize portability, readability (especially in bright sun), and battery life for this purpose. A single e-book holds the equivalent of many printed texts with no added mass or bulk.

### **3. e-books**

E-books are digital versions of printed books, which are distributed through the Internet. These files can be read on Readers, tablets, personal computers, smart phones, and also on some mobile phones. E-Books can be published in a variety of file formats. In the United States, there is not much debate about formats, as the industry leaders – Amazon, Barnes, Noble, and Apple – allow customers to read their purchased books on a variety of devices. This multiple-application strategy mitigates the problem of competing file formats, as consumers rarely need to move a book saved in one format to a device that requires a different format. In Europe, where the e-book and e-reader environment is less mature, publishers continue to discuss the merits of different file formats. Formats are especially important to customers, as few e-reader or e-book companies in Europe provide the multiple device convenience and flexibility as their US peers. That puts the onus on buyers to understand the file type, and whether it is compatible with their devices. At this time, PDF and e-PUB are the most common e-book file formats. PDF was created by Adobe in 1993 and is used primarily for special interest books. E-PUB is generally used for mass market e-books. Here is a brief discussion of the two file formats: e-PUB is an extensible markup language, like the HTML used for websites. The text adapts to a user's device. If the user wants a larger typeface, the text will be redrawn on the screen. In contrast, a PDF document is like a series of photographs: every page will show up on the screen exactly as the designer laid it out, but the reader may find it difficult to enlarge or decrease the type size.

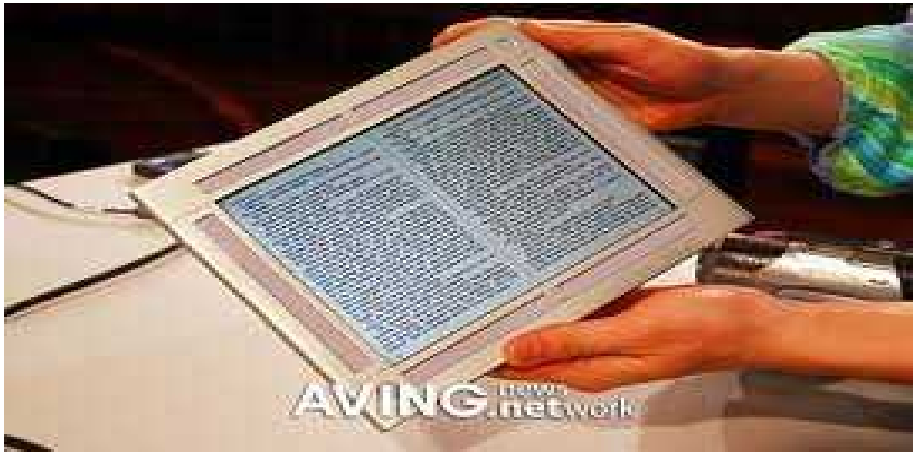
### **4. Features of e-reader**

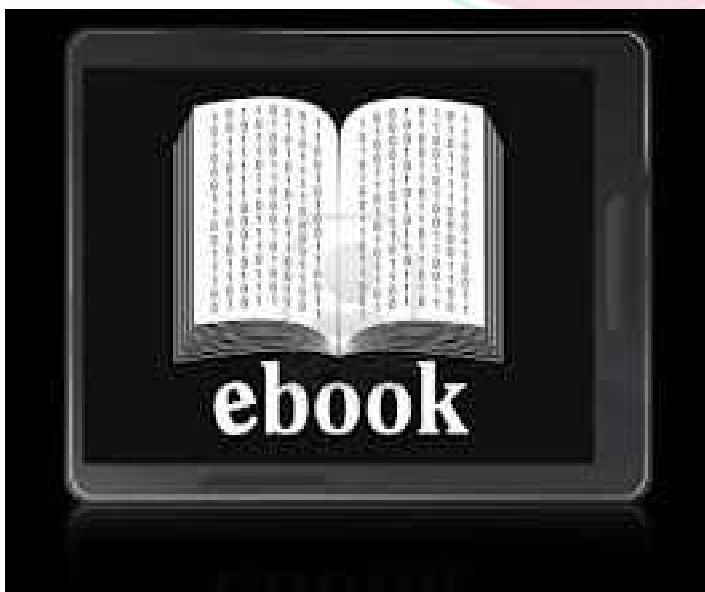
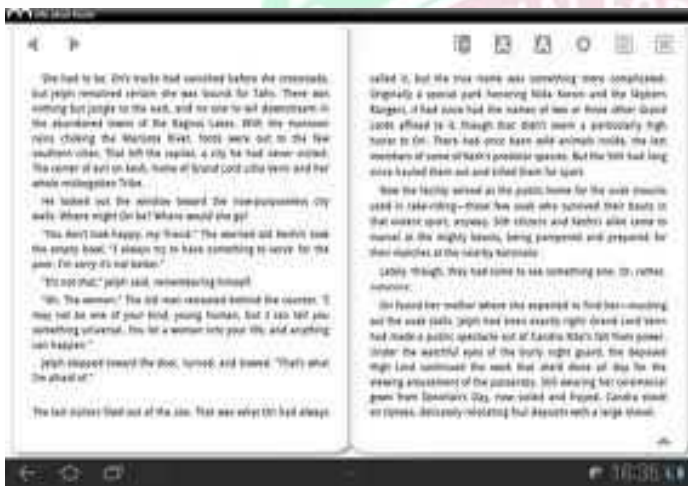
1. Battery life
2. Ability to display Videos
3. Display size
4. Readability
5. Variety of formats
6. Weight
7. Suitable for consumer books

### **5. Electronic Reading Devices**

1. e-readers
2. Tablet PCs Tablets: Alternative reading devices for e-books
3. Smart phones and Laptops Smart phones in Japan popular for reading books

## **6. Images of e-books**





## **7. Advantages of e-books:**

**7.1 Availability:** No titles become “out of print”, or are “lent out” in a library (although copyright license methods might reintroduce this problem), and there are no more problems with library or book shop opening hours, their physical location or mailing delays.

**7.2 Searching:** It becomes easy to find passages, keywords, and definitions in the text.

**7.3 Customization:** It becomes possible to change display brightness, font size and style (especially interesting for the visually impaired), and to add markup, annotations, and links.

**7.4 Portability:** Carrying additional titles does not mean additional weight.

**7.5 Multimedia:** While not at the center of e-books as defined, audio and video (voice, music, sound, graphics, images or video clips) as well as arbitrary extension with external applications can enhance an electronic book in an integrated way impossible for a printed version.

**7.6 Environment:** Despite production and operating resources, e-books may require less environmental resources such as wood and energy in the long run.

## **8. Future of the e-book reader**

Prices for e-readers will fall, and color screens and Internet connectivity will become common place. They will remain less expensive than tablets, and have fewer features to disrupt readers. **1.** Tablets will be lighter and have longer battery life than today’s models. They will remain attractive options for people wanting to read e-books but will not take the place of dedicated e-readers. **2.** Tablets will take the place of printed magazines and newspapers, especially for men and young adults. **3.** More publishers will offer multimedia content in e-books. **4.** ‘Special interest books’ will be sold on a chapter-by-chapter basis. **5.** More special interest books, such as cook books and travel guides, will be offered as apps or e-books with interactive features, online updates, and subscriptions. **6.** Libraries may invest in e-books and e-readers to complement their collection of print books. **7.** As demand decreases for print books, some titles may no longer become available in print. Others may be offered in a customized, on-demand basis. **8.** Demand for certain types of books will remain strong. These include religious books such as the Bible and Koran, children’s books, and books for gifts and special occasions.

## **9. Conclusion**

E-Books will become established as a further book format in addition to paper backs and hard cover. With the Kindle, Amazon has demonstrated the necessary criteria in this

respect. At the end of July 2010, Amazon reported it had sold **1 million** copies of Stieg Larsson's Millennium trilogy books through the Kindle store. If markets for legal e-books are to become established, and if publishers are to be able to benefit from the development, it is essential that all providers consider the process of digitizing the book industry to be an opportunity of establishing book reading as a popular leisure-time occupation in all target groups, including the younger generation. Generating profits with e-books will not be easy, but publishers, device manufacturers, and online stores will have to work together and focus on the needs of customers to ensure that the transition is smooth and successful. Because habits of media usage are changing gradually, book readers will initially have to be nudged in the direction of the new possibilities. Publishers will need to explain the benefit of e-books and e-readers: reliability, functionality, and ease of use. In addition, user-friendly readers with a permanent link to the online shop, a clearly communicated customer benefit, an intelligent combination of all distribution channels and a wide range of content are key factors for success. E-books will not replace the printed book. They will be available in parallel with printed books and will stimulate reading behavior. The book market is facing an exciting future. If publishers are to benefit from this process, they must invest now.

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