

Exciting Start for Digital Publishing!

2010 kicked off with a grand start for Digital Publishing. Various technology innovations were unveiled in the CES show, Las Vegas on the first week of January. Amongst myriad ideas, an emerging promise for digital publishing came from innovative touch-based full-color tablets. Microsoft, HP, Dell and other device manufacturers showed off their vision for sleek handheld computers. Loudly absent from the tech mela were the iFriends of Cupertino. Following the global roller coaster of free iPhone publicity storms of 2007, it is dejavu all over again.

This time around iPad has started parading the press ahead of a widely rumored announcement later this month - Apple's version of iTablet. If even 60% of what you read is to be believed, this device is going to be disruptive for the book industry. {xtypo_quote}The idea of carrying hundreds of thousands of books and entertaining apps, all ready to reckon to touch flicks is very compelling. {/xtypo_quote}We are all waiting breathlessly Steve!

For publishers, ebooks are no longer confined to harmless difficult-to-read little screens of mobile devices. Digital adoption is all set to take a grand leap with full color internet enabled long-running tablets packing awesome comics to full length paperbacks. Five years from now, paper based books may very well languish in basements as collector's editions and novelties. We are all ready for it at ETHERMEDIA!