

London, 11th April 2023

### **20+ IPG Members Showcase Books at the 2023 London Book Fair Using Exact Editions' Technology**

More than 20 publishers on the Independent Publishers Guild's collective stands at the 2023 London Book Fair are taking part in a dynamic virtual showcase powered by Exact Editions' 'Reading Rooms for Books' technology. For the first time, IPG members will use time-limited and fully-searchable digital editions of their books to pursue business opportunities before, during and after the event.

The 89 books featured in the showcase are fully accessible from 7th to 28th April and will be subsequently available in preview mode until 19th May. Participating publishers—including 2022 Independent Publisher of the Year Boldwood Books, leading academic publisher Bristol University Press and children's specialist What On Earth Books—have submitted a range of new and backlist books to increase their exposure and build their unique publishing brands.

The books are organised into easy-to-navigate collections via Exact Editions' 'Reading Room for Books' technology, which allows viewers to jump between an umbrella page showcasing all titles and views of each publisher's individual 'shelf'. As titles retain the exact format of their print counterparts, access to complete books can be distributed in a more sustainable and cost-efficient manner, while a powerful search function encourages potential new business partners to delve deeper into books' content. To maximise accessibility, Exact Editions' 'Read Aloud' technology will provide audio options.

**Click [here](#) to view the IPG Virtual Book Showcase until 28th April.**

Bridget Shine, Chief Executive of the IPG, said: "This innovative virtual showcase adds great value to members exhibiting on our London Book Fair stands and supports our goal of helping independent publishers become even better businesses. Exact Editions' exciting technology will help our exhibitors put impressive and searchable digital editions at the front and centre of their rights meetings and advertising at the Book Fair and improve the follow-up correspondence that is so important to concluding deals afterwards."

Daryl Rayner, Managing Director of Exact Editions, said: "The flexibility, versatility and time-limited nature of 'Reading Rooms for Books' makes it the perfect marketing tool for publishers of all kinds and sizes, especially at key industry events such as book fairs. As the publishing industry evolves, we are aiming to establish a new standard practice for how books can reach wider audiences and maximise sales from both digital and traditional marketing channels in a more sustainable way."

#### **About the Independent Publishers Guild:**

The IPG is the UK's largest network of publishers. Founded in 1962, it has more than 600 members working across all sectors of independent publishing, and provides them with a wide range of resources, events and services to help them become better businesses.

For more information, please visit: <https://www.independentpublishersguild.com/>

#### **About Exact Editions:**

Exact Editions is a digital publishing company based in London. It is a team of producers, developers and designers that turns publications into dynamic, user-friendly digital editions. Exact Editions specialises in digitising content, selling subscriptions and providing streaming solutions across web, iOS and Android platforms. Exact Editions is also the innovator of 'Reading Rooms' technology, so publishers can provide streaming, time-limited, access to digital editions.

For more information, please visit: <https://publisher.exacteditions.com/>