



MotherVook.

Enhanced eBooks made simple, for every platform.

MotherVook is Vook's proprietary technology solution that simplifies the enhanced ePub creation process. Publishers love the easy-to-use interface that produces enhanced files for multiple platforms, allowing them to efficiently create hundreds of titles.



Ten Ways MotherVook Helps Publishers:



- 1 Create the most interesting and engaging enhanced eBooks on the market.**

From *JFK: 50 Days* to *Reckless Road: Guns 'N Roses*, Vook is known for creating engaging reading experiences that *The New York Times Magazine* called "fantastic." MotherVook allows publishers to do this, and more.
- 2 Publish in virtually every format, for every device, with one click.**

With one single interface, publish for the Apple App Store, Apple iBookstore, and Amazon's Kindle App. You'll soon be able to also reach Google's Android App Marketplace and Barnes & Noble's Nook App.
- 3 What You See Is What You Get!**

Editors love MotherVook because of its easy-to-use, point-and-click, WYSIWYG editing capability. Add emphasis, change typefaces, and insert images and video on the fly.
- 4 Retain the intellectual property rights to your content.**

Run the platform in-house and retain all of the rights to the videos and text you produce.
- 5 Get no-fuss implementation and training.**

MotherVook is designed to avoid placing burden your internal tech resources, and comes with an account team that will train your editorial team on MotherVook's many features.
- 6 Stay ahead of changing technology and distribution platforms with a one-stop solution.**

As the market for e-readers, tablets and smartphones explodes, MotherVook has publishers covered, with cutting edge upgrades for platform and format functionality.
- 7 Score promotion success with our distribution.**

Vook's connections to the major distributors and solid relationships will help you get onto the right promotional calendars.
- 8 Market and promote your products with built-in functionality.**

Benefit from Vook's know-how and data analytics, including App store search engine optimization, platform-specific copywriting, and pricing optimization.
- 9 Free customer support.**

MotherVook is incredibly easy to use. Our team will help you at no additional cost at your request.
- 10 Stay ahead of your competitors and be a leader in enhanced eBooks.**

IDC predicts 15 million iPads alone will be sold in 2011, with new tablets and eReaders expanding the marketplace for your digital-ready content. Publish at scale, and get to market quickly to stay ahead of the game.

**To Get Started with MotherVook
please contact
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ABOUT VOOK

Vook, headquartered in Alameda, California with offices in New York, is the leading mixed-media digital publisher that lights up the world's content and connects people around stories and ideas they love. Vook helps publishers, authors, and agents create and distribute engaging enhanced eBooks.