

Rightnow Technologies Case Solution



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Three points to consider

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- Historical Aspect of Ebook
- Present Technology of Ebook
- Future Ebook Development

Intro to Ebook Readers



Rocket eBook



SoftBook

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Released in 1998
two buttons to turn pages
Can highlight, search, annotate
and take note

Released in 1998
can draw on text
Can annotate, and search

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1971: Project Gutenberg



- The oldest digital library
- Known for digitizing the United States Declaration of Independence
- now offers more than 53,000 free ebooks

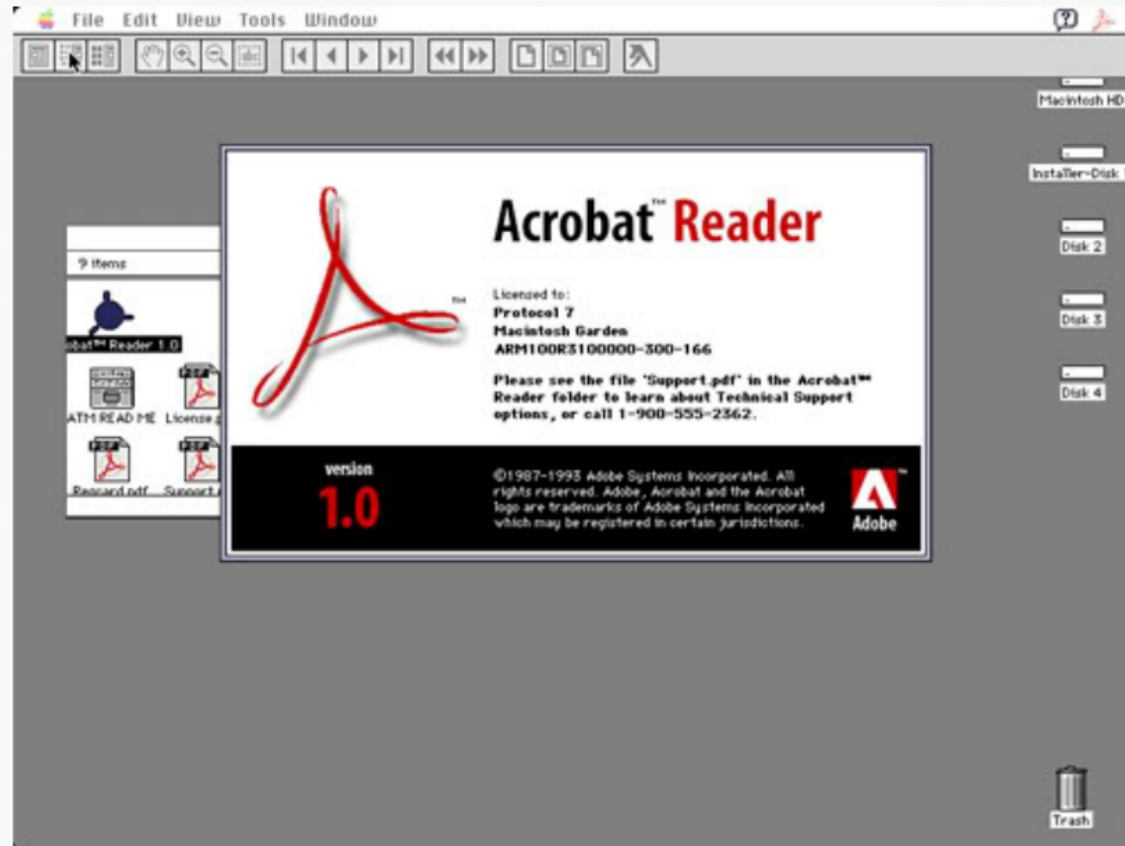
1993: Digital Book Inc



- Offers consumers floppy disk, which contains ebooks in dbf file.

Adobe Acrobat

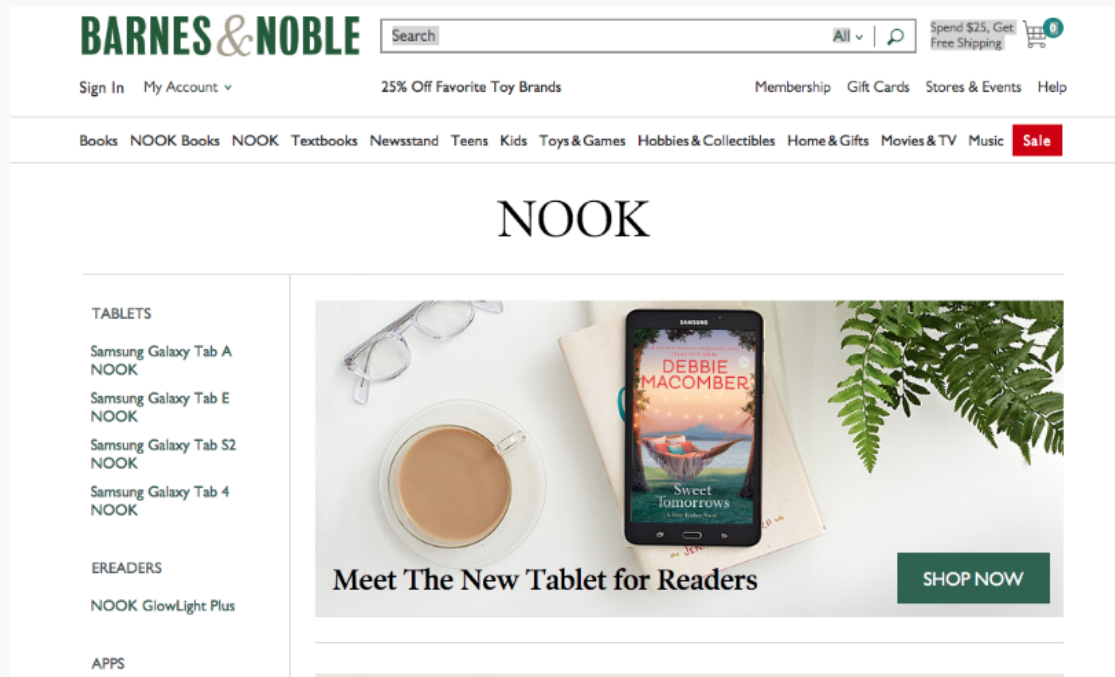
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1993

- Introduced a portable document format (PDF)
- PDF was revolutionary because it was a universal document format which can be viewed in various computer platform.

Online retailers for Ebook



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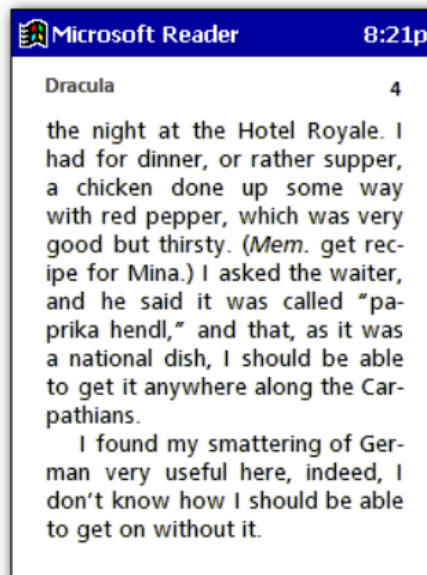
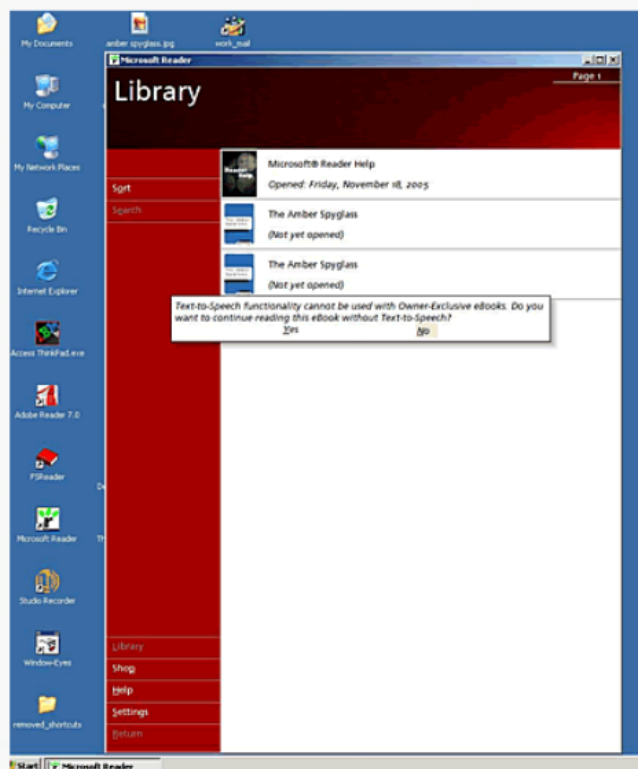
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started to sell ebooks online

eReader.com is now part of BarnesandNoble

Microsoft Reader

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Software to read pdf, xps, lit files

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HOUSE



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2002

Publishers such as Random House and HarperCollins enter the digital book market

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