

Monetize the Hidden Value

in eBooks and Other Digital Learning Assets



Isaac Mowder
Vice President
ED MAP, Inc.

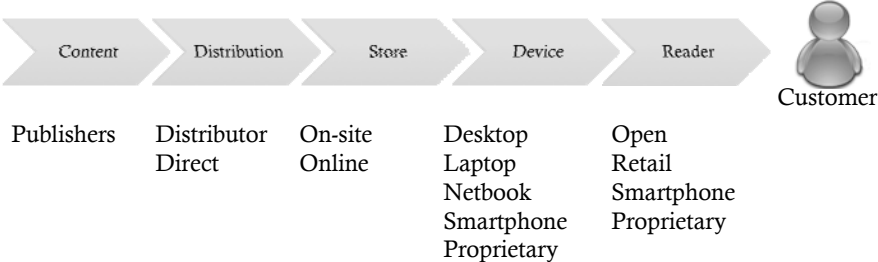
Why?

- ◆ Reduces student costs
- ◆ Improve student access to course materials
- ◆ Align with new generations integration of technology for content consumption
- ◆ Develop a new revenue stream

eBooks Today



eBooks Today



Digital Content Tomorrow



Where to Start

- ◆ Your course materials model
 - ◆ License and fee model
 - ◆ DRM requirements
 - ◆ Technology platform
 - ◆ Integration points
 - ◆ Support infrastructure
- ◆ Your role as content creator

Questions?

If I wasn't able to address your question, or
you would like to speak with me
individually, please drop your card off
or email: imowder@edmap.biz



Thank You For Joining Us.
Visit ED MAP Online at:
www.edmap.biz