

klopotek.

International Customer Information Day

10 June 2010 in Amsterdam



WELCOME

We are pleased to host our annual International **Customer Information Day** on **10 June 2010** and to welcome our customers from around the globe in the historical **West-Indisch Huis in Amsterdam**.

At CID there will be a variety of presentations by industry experts and Klopotek; you will also be brought up-to-date on the latest developments on best practices in the publishing industry and the Klopotek software.

As in the past a number of presentations will be given by our customers on their experience with implementation projects and the Klopotek applications as well as on their needs in view of a changing industry.

THE PROGRAM

09:30 – 10:00	Reception and coffee/tea
10:00 – 11:20	Presentations
11:20 – 11:35	Coffee/tea break
11:35 – 12:50	Presentations
12:50 – 13:45	Lunch break
13:45 – 15:15	Presentations
15:15 – 15:30	Coffee/tea break
15:30 – 16:40	Presentations
16:40	Get together and have a drink

KEYNOTE SPEAKER

Michael Healy
Executive Director of The Book Rights Registry

We are proud to announce Mr. Michael Healy from New York as this year's keynote speaker. Michael has worked in the book industry for more than 25 years and has spent most of that time in senior editorial, sales and distribution roles in digital publishing and has led many international standards groups. He has been Chairman of the International ISBN Agency, a Director of the International DOI Foundation, and led the international ISO committee that developed ISBN-13.

Until October 2009 Michael was the Executive Director of the Book Industry Study Group (BISG), a New York-based non-profit membership.

In October 2009 Michael became the first Executive Director of The Book Rights Registry (BRR) established by the Google Book Settlement. It is the lead body in the administration of the Settlement's benefits and represents authors and publishers in the management of their digital assets.

PRESENTATIONS

Klopotek Roadmap

The Klopotek strategic road map as it is reflecting the requirements of the publishing market.

Product Marketing and ONIX with Klopotek

Since the go live in 2009 the academic Publisher Brill has been using the Klopotek system for all product marketing activities. Using PPM Brill handles not only several ONIX exports and website feeds but also the flyer and catalog creation.

Component Content Management with ST4

Klopotek now offers their leading international Publishing Solution together with the XML based Component Content Management System ST4. Klopotek and SCHEMA have formed an alliance to distribute and implement SCHEMA ST4, which supports XML-First and provides an end-to-end XML workflow. ST4 includes DAM (Digital Asset Management), and DMS (Document Management System). You can now create, capture, convert, process, publish, and manage all your content assets in an integrated XML environment. You can also automatically publish multi-format e-books.

Multi Media Productions with Klopotek's new "Product Component Manager"

Publishing is rapidly changing and publishers, rather than produce one product need to look at producing numerous components. These components can be used separately or in a number of combinations. PCM enables you to structure components in a strategic and economic way, i.e. to break down, combine, plan, re-use and calculate chapters, web pages, paragraphs, video fragments, audio tracks etc.

Decoding the Google Book Settlement: its purpose, status and significance

The Google Book Settlement has been one of the most talked-about, contentious, and misunderstood developments in the book industry since it was first announced. In this presentation, Michael Healy, Executive Director of The Book Rights Registry, an organization set up to manage key parts of the Settlement, will discuss its key features, its current status, and its long-term importance for publishers, authors and librarians.

Preparing for the Unknown

Means: taking decisions today for tomorrow's future-proof IT concepts. The business level requirements for the integration of content and metadata are increasing rapidly. New technologies never ask for permission and drastically change users' behavior. Klopotek makes sure their IT-concepts offer orientation, provide up-to-date sales models, consider the borderline between stationary and mobile applications and guarantee all the quality needed.

Order to Cash - Klopotek is already supporting your future models

In the last two years Klopotek has made some revolutionary enhancements of the fulfillment systems. In the areas of online subscriptions management, sales models and product bundling fulfillment Klopotek software now strongly supports a variety of order to cash models that you are using already or will need in the near future.

... and many others topics such as Klopotek's business development, the new User Interface, ONIX 3.0, online delivery platforms.



Customer Information Day locations 2002 – 2008

CONTACT

For registration please contact Gisela Just: g.just@klopotek.de.

Gisela can also assist you with travel arrangements and hotel bookings.

VENUE

Het West-Indisch Huis
Herenmarkt 99
1013 EC AMSTERDAM
Tel: +31.20.625 7528

Klopotek BV
Oostenburgervoorstraat 120-124
1018 MR Amsterdam
www.klopotek.nl

Klopotek UK Ltd.
1 Northumberland Avenue
London WC2N 5BW
www.klopotek.co.uk

Klopotek & Partner GmbH
Schlueterstrasse 39
10629 Berlin
www.klopotek.de

Klopotek North America, Inc.
Global Turnkey Systems, Inc.
2001 Route 46, Suite 203
Parsippany, NJ 07054
www.klopotek.com