

For Immediate Release

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Site: <http://www.bookglutton.com>

Widget Video Demo: http://www.youtube.com/watch?v=2uWa7ld_NE8

BOOKGLUTTON.COM GOES VIRAL - INTRODUCES DISTRIBUTED READING

BookGlutton.com has released its social reading platform as a widget; now users anywhere on the web can embed BookGlutton's books and community inside their own site. Customized versions that allow social networks and other book sites to add their own logos, skins and catalogs to the widget are also available.

"The implications for the reading community are huge. If I'm reading and chatting in a book on bookglutton.com and my friend has that same book embedded on her personal website we can talk together, across domains. From a technical standpoint it's pretty amazing," says Travis Alber, President of BookGlutton.com. "Soon it won't matter where in the world you are or what kind of device you're reading on, you'll be able to discuss books. All you'll need is an internet connection and our widget. Moreover, once our ecommerce is in place publishers will be able to securely market and sell their work across a distributed network of readers."

The Book Launcher widget is free to use for both individuals and institutions, and currently pulls from BookGlutton's catalog of free books. "We hope libraries, schools, and reading groups, in addition to the average reader, will take advantage of the Book Launcher widget," says Aaron Miller, BookGlutton CTO. "However, we sell a customizable version for those who would like to change how it looks or swap out the chat and annotation features. We've worked hard to make the product modular."

The Book Launcher includes other new updates to BookGlutton's reading experience. The most significant is the ability to browse the catalog while reading. "Moving the catalog-browsing experience inside the book is a natural step", says Alber. "Our publishing partners are invited to share work through the widget as well - once the work is on BookGlutton.com we can easily distribute it across the wider audience."

BookGlutton uses the new catalog standard from the Open Publication Distribution System (<http://code.google.com/p/openpub/wiki/OPDS>).

The "Book Launcher" widget is free to use and is easily embedded on any webpage using a free snippet of code provided by BookGlutton.com. All book detail pages will have an "embed this book" option. Users can also download the widget from the BookGlutton API page at <http://www.bookglutton.com/api/index.html>, or inside the widget. This is BookGlutton's second API; last year it launched the first free HTML to EPUB converter, used by ebook owners interested in converting their work into a more ebook-friendly format.

About BookGlutton

Launched in January 2008, BookGlutton is a cross between a book, a computer and a book group -- a web-based reading platform that lets users discuss books from the inside. It allows people around the world to connect and chat about books inside the books themselves. The Unbound Reader is built entirely on open web standards, is free to use, and allows both shared comments and real-time chatting on a chapter-by-chapter basis. BookGlutton's upload feature allows writers to share their own work.
<http://www.bookglutton.com>

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