

Proposal for the Establishment of a University Press at Arizona State University

This is a proposal to develop a book and software publishing operation at ASU. The primary mission of the publishing effort, to be known as the “ASU MuPress”, will be to generate income to help finance the efforts of Arizona State University in carrying out its missions of education and research.

The ASU MuPress will publish two new kinds of books now being developed by The Mudoc Corporation in Tempe. The two kinds of books to be published in the new operation will be (1) *MuBooks*, print-on-paper books set in the mu typography, and (2) *MuvieBooks*, digital books set in interactive movable type.

The Mudoc Corporation will assist ASU in developing the interactive movable type software needed to produce the new books.

The company will give the University the right to acquire any proprietary and/or licensing rights to the software that may be obtainable, as well as copyrights to all of its publications. The new software, along with its supporting reference substructures, will provide a wondrous window on the world of words and could prove to have great commercial value.

Its potential value is discussed at <http://mudoc.com/mission.pdf>.

Three of the initial books to be published by the ASU MuPress will be books now being prepared for publication by The Mudoc Corporation. The books are *The Mu Primer*, *The Performance Evaluation Kit for The Mu Primer*, and *The Metafarm*, collectively called “The Mu Primer Trilogy.” A brief description of The Mu Primer Trilogy is available at the Web page <http://mudoc.com/newtits.htm> (“New Titles from The MuPress”).

U. S. and foreign rights to the English-language editions of The Mu Primer Trilogy will be licensed to ASU. Rights to translations of the trilogy in languages other than English will be retained by The Mudoc Corporation.

When The Mu Primer Trilogy is published, a number of the great books now in the public domain will also be offered as MuBooks and/or as MuvieBooks. And, as soon as feasible, new works from contemporary authors will also be offered.

Purchasers of MuvieBooks from the ASU MuPress can either acquire copies burned on optical discs (CD-ROMs or DVDs) or can have them delivered as digital books via the Internet. MuBooks from the ASU MuPress will be printed and orders fulfilled by Arizona printing firms.

The ASU MuPress will initiate discussions with reference work publishers in an effort to bring to publication single-language and dual-language reference substructures on DVDs. Such reference collections might be published and marketed by the ASU MuPress or as a collaborative effort between the ASU MuPress and one or more reference work publishers.

The Mudoc Corporation will do its best to help the ASU MuPress become the world’s largest and most lucrative university press.

The goal will be to generate annual revenues of billions of dollars for its software products and its digital and print-on-paper publications.