

The Coming Revolution in Book Publishing, Book Marketing, and Book Consumption

Impending advances in reading and publishing technologies will soon bring about dramatic changes in the book world. A new reading technology, *the mudoc technology*, will lead to profound changes in the way most text is consumed around the world. The improved methods of consumption will lead to radically different ways in which books and other text-containing documents are produced, marketed, and delivered.

The mudoc technology will provide readers with an array of individually-empowering new reading tools that will lead to explosive growth in the world's consumption of text – especially in the less-developed countries. The principle mudoc tool will be a software invention, *interactive movable type* – a new digital tool that will enable nonreaders to immediately start reading and will enable most readers to achieve previously unattainable levels of speed and comprehension.

The interactive movable type software is explained in considerable detail at the mudoc.com website. The new software will allow each reader to specify – before reading – many of the design features of the interactive document he or she is about to consume. (The kinds of choices offered to readers are discussed in “What the Mudoc Software Will Do for Readers” at <http://www.mudoc.com/muswdoes.pdf>

A video presentation that demonstrates what readers will be able to do with documents set in interactive movable type can be seen by going to Kickstarter.com, searching for the “Mudoc” project, then clicking on PLAY.

In addition to its video presentation at Kickstarter.com, the Mudoc proposal describes the plans for completing and implementing the new reading tools.

The Mudoc Corporation is seeking partners and other collaborators in developing and in bringing the mudoc tools to market. The Web page www.mudoc.com/collab.pdf is your invitation to participate in the effort.

Please take a look.