

# Scan and print – Google Books' publishing revolution

Internet search giant Google is to enter the print publishing business for the first time, as the company carries out its mission "to make the world's information accessible". But a \$125 million settlement with publishers over copyright infringement has drawn fire from authors and libraries, online rivals and EU governments who claim that it infringes international law and usurps copyright from the original holders

# Google

## SCANNING

Infra-red pattern projected onto page

IR projector

IR stereo camera

Camera

Camera

Book

IR cameras map page surface, digital cameras capture image

## GOOGLE BOOKS SEARCH

10 million scanned since 2004

### Out of copyright books –

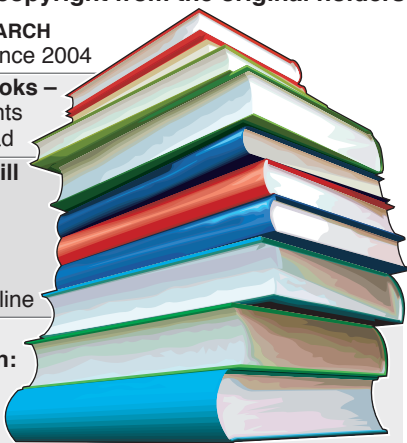
2 million: Full contents available for download

### Copyright works, still in print – 2 million:

Permission acquired from rights holders. Searchable, but only snippets viewable online

### Out of print, still in copyright – 6 million:

Copyright holders required to opt out  
**Google effectively assumes digital rights to "orphaned" books – where copyright holder cannot be traced. Authors' share of proceeds to non-profit Book Rights Registry**



Once upon a time

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Image can be "de-warped", allowing **Optical Character Recognition** to translate distorted text into digital machine-readable text

## BOOKS ON DEMAND

The \$100,000 **Espresso Book Machine (EBM)**

installed in bookshops will produce library-quality copies from Google Books, as well as from EBM library of copyrighted works and customers' own files

## A FAST BUCK

300-page book can be printed in under five minutes, selling for \$8

Materials, labour

\$3

Retailer profit

\$3



On Demand Books (EBM manufacturer) \$1

Google \$1

