

Constable & Robinson

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Ether Books in partnership with Constable & Robinson

Mobile Technology Platform Provider Ether Books has announced its first Publishing contract in the UK with Constable & Robinson. Some of their popular Mammoth series fiction will be distributed as eSingles on Ether's mobile commerce & community technology platform. Duncan Proudfoot, Publishing Director of Robinson and Right Way at C&R, said, "We are delighted to be working with Ether to reach a new audience of Global Smartphone readers. We are starting a six-month trial with Ether to open a new distribution channel focused exclusively on SmartPhone and Tablet users globally. We chose Ether due to Ether's mobile and social expertise, their support of ePub and Onix, and their speed at getting our content distributed through their consumer apps. We wanted to get into mobile quickly, and Ether has offered a fast and cost-effective solution for us. Ether's apps are where consumers are spending their time, on their Smartphones and Tablets."

Maureen Scott, CEO and Co-Founder of Ether Books commented "Our Mobile Software as a Service (SaaS) platform has been under development for the past three years since we launched our initial Ether iPhone App at London Book Fair. Consumers are spending over two hours each day using apps on their Smartphones; this is a new global audience of mobile readers who are hungry for reading content. Ether's technical team, led by Ether's Co-Founder Dr Mike Jones, have developed a Publisher-friendly platform that enables Publishers to get into the mobile distribution channel quickly and cost effectively to reach the 1.4 billion Smartphone and 268 million Tablet users globally.¹ Ether's rich data sets will provide publishers with real time consumer information; we are delighted to be working with Constable & Robinson on this trial."

Consumers find Ether's new apps in [the Apple APP store](#) and [Google's Play Store](#). Ether's Facebook app URL is catalog.etherbooks.com.

About Ether Books

Ether Books Ltd is a Mobile SaaS (software as a service) provider to the Publishing industry. Ether's platform combines the eCommerce functionality of Amazon and the community functionality of Good Reads from one technology platform enabling Publishers to reach the explosive global audience of Facebook, Smartphone, and Tablet users. Ether's platform is also a Mobile Communication platform; enabling direct communication between writers and readers globally. Ether's founders Dr Mike Jones and Maureen Scott have extensive experience of developing products in the Mobile and Internet technology sectors; Ether's products are delivered to consumers as native iOS, Android and Facebook apps.

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About Constable & Robinson

Independent since 1795, Constable & Robinson now publishes under several imprints, each serving a distinct market with a clear strategy guiding each list: Constable publishes non-fiction across a wide range of subjects - history, military, current affairs, humour and gift books; C&R Crime publishes new, classic and series crime. Our Mammoth series publishes anthologies on every subject imaginable; Right Way and How To Books publish practical and affordable general reference; Overcoming is the market leading home for Cognitive Behavioural Therapy (CBT) guides; our newest imprints, Corsair and Canvas, publish a range of commercial, genre and prize-winning literary fiction. In 2012, the company was voted Best Independent Publisher at both the Book Industry Awards and The Independent Publishing Awards.

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¹ ABI Research <http://www.abiresearch.com/press/45-million-windows-phone-and-20-million-blackberry>