

# North Plains' TeleScope Publishing Platform Powers Book: The Sequel Project at BookExpo

NEW YORK, N.Y., May 28 (SEND2PRESS NEWSWIRE) – North Plains Systems, Inc., the leading provider of [digital asset management](#) (DAM) and publishing solutions, today announced that for the 1st time in the history of publishing, a book will be published in multiple formats (print, eBook, and audiobook) in less than 48 hours. Using North Plains' groundbreaking [TeleScope Publishing Platform™](#), The Perseus Group, a leading independent publisher, will produce a book in 48 hours on the show floor of BookExpo America (BEA).

The published book and the name of the challenge, [Book: The Sequel](#), asks the world to write the first sentence for a yet-to-be-written sequel to any book ever published. The book will be edited, produced, distributed, printed and exported as an eBook live from the show floor using North Plains' TeleScope Publishing Platform.

“This project would have been much more difficult to undertake without the power of the TeleScope Publishing Platform,” said Joe Mangan, COO, Perseus Book Group. “The ability of TPP to reflow content on-the-fly, and simultaneously produce print on demand PDFs and/or eBooks (including, format support for Sony and Kindle) was previously unimaginable. TPP dramatically changes the way publishers do business today. This revolutionary technology opens the door to new and enhanced services and brings publishers even closer to our readers.”

The TeleScope Publishing Platform revolutionizes the way publishers create, edit, produce, distribute and promote books. TPP provides substantial reductions in cost and time to market for both print-based and digital content. Titles are securely stored in a flexible format that is reflowable, delivering fully formed and validated PDF, print-on-demand, eBook and HTML output instantaneously.

“The ‘Book: The Sequel’ project illustrates to the publishing world the unsurpassed power of the TeleScope Publishing Platform,” said Hassan Kotob, CEO, North Plains Systems, Inc. “The TeleScope Publishing Platform empowers publishers of any size to create, promote and sell both traditional print and eBooks, all the while streamlining costly processes and accelerating time to market.”

In addition to announcing the release of its new TPP offering, North Plains will also provide publishing services that include the digitization of books, typesetting and eBook creation, among other things. Now publishers can access North Plains' outsource services to reduce production times and overall costs, while building in scalability to meet emerging revenue opportunities.

North Plains will be showcasing the TeleScope Publishing Platform at BookExpo America and the Henry Stewart shows this week in New York.

More information: [www.northplains.com](http://www.northplains.com).

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