



Boosh

Press Release

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EVANIDUS EYES UP LAUNCH OF *BOOSH* AT IPG

Mobile technology specialists Evanidus are to announce ***Boosh*** at the IPG Conference in Heythrop Park on Thursday 7th March. *Boosh* is a new digital reading model that will bring "new markets, new readers and new revenues" into the digital publishing space.

The *Boosh* solution creates a read once and pass-it-on format designed to realise the potential of the massive smartphone market.

The *Boosh* technology downloads the read onto the device and deletes it on completion. It then invites the consumer to pass it on to a friend, much like a book in the print world, triggered by inbuilt links with social media. Each time a read is shared, a direct, click-through purchase opportunity is created for all of the sharer's other active friends, promoting multiple sales for the publisher.

Evanidus says that the combination of the mobile and cloud technologies used in the model provide unrivalled protection for publishers' IP and permit the distinctive content distribution techniques that make *Boosh* unique. This allows viral sharing within set, finite parameters that the publishers themselves are able to control.

This genuine peer-recommendation will aid discovery and introduce new customers to authors and series by using existing passionate advocates to build the bridge, in a credible, viral way, to potential new fans and generate incremental sales.

Evanidus is engaged with dozens of the UK's top publishers from both the PA and the IPG. *Boosh* is currently in a beta trial with the full commercial launch planned for Summer 2013.

Steve Kennedy, CEO of Evanidus, says:

"*Boosh* is targeted at mainstream social media users not just current readers and allows friends to share their passion in an environment that is immediate and wholly appropriate to them and

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their lifestyle. It's like letting your friends try your favorite wine rather than just telling them where they can buy it".

Evanidus' radical new approach has already attracted the attention of industry heavyweight David Roche, who joined the board as a NED in April and became chairman of the company in August.

"Boosh is the most exciting new sales and marketing initiative in publishing and it is unique in the way it approaches extending the market way beyond existing readers" says Roche. "Smartphone penetration is enormous and expanding rapidly in developing territories, but it is a relatively untapped market for publishing. There is a new, incremental readership out there that is all about consuming the experience rather than valuing ownership of content; they are all carrying a reading device".

Roche continues: "We know that the market can stretch massively in an incremental way when a book or series explodes from nowhere owing to word of mouth that has now been augmented by viral exposure. Boosh pro-actively takes the content to where the conversations are happening and reproduces many of these requisite ingredients for any book".

Evanidus says it is committed to working in partnership with publishers to help them flourish in this ever-expanding sector. "Evanidus will provide growth, consumers and data rather than being just another intermediary looking to take a slice of already slim margins. We believe that the combination of publisher know how and our model provides the best of all worlds - for authors, publishers and readers alike" says Kennedy.

Come and meet the Evanidus team at the IPG Conference on Thursday 7th March Heythrop Park Resort, Chipping Norton

Ends -

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www.evanidus.com (new look website will be up 6th March 2013)



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NOTES FOR EDITORS

About Evanidus

Evanidus is a Ltd company, based in Edinburgh. It was incorporated in 2010. It was born out of expertise in Mobile apps and Games development and it is backed by the Scottish Government and the Scottish Investment Bank.

About David Roche

David is the Owner/Director of David Roche Enterprises. He is also Chairman of Evanidus Ltd, non-exec Chairman of the London Book Fair Advisory Board and a Trustee of Booktrust.

David has sat on the boards of HarperCollins, Waterstones and HMV as well as being CEO of Borders & Books etc. David was Retail Personality of the Year at the Bookseller Retail Awards (2005), chaired the Booksellers Association/Publishers Association Liaison Group (2003-04) and was President of the Booksellers Association (2005-07).