



Interview: Sindbad Al Mahaire

1. Could you describe briefly what ProMedia is doing?

Since 1777, when the award-winning Tipografia Vincenzo Bona opened its doors, each generation of the Bona Family, which still owns the company today, has interpreted at best the spirit of the times, bringing technological innovation and perfecting the art and culture of typography.

PROMEDIA, is the leading content digital solutions company, a part of the Italian BONA Group that advises and supports publishers in the digital transition of their business (Processes, IT, Cross Media Publishing, Printing & Digital Production)

2. How will you be present in the eZone & Service Providers Area this year? Who are your partners?

Promedia will assist KITAB in implementing the print on demand as a first step in the digital assets management value chain to be the first initiative of its kind in the region for the book fair.

Promedia will empower the eZone project by working with KITAB and the publishers in standardizing the content and data through competencies-.This would mean having a suitable solution according to the industry needs while allowing to manage, organise and enhance the publishing assets, without changing the working routine

3. What are the opportunities of PoD – what do you offer with your partner Al Amal at the fair? And what more is behind it than just a printing machine?

The eZone project is a response to the increasing demand on the technology and digital services in the publishing industry. Through our partnership with KITAB, we hope to help publishers extend their reach, and seize the opportunities offered by the use of digital technologies.

With a special focus on the provision of digital printing services on demand, the eZone project will help publishers extend their reach and offering, and at the same time give visitors of the book fair a chance to get high-quality copies of their favourite books in a matter of minutes. Promedia alongside its partners - Al Amal Printing Press; will be providing a state-of-the-art digital printing machine, and GIMPEX; will provide high-quality paper for digital press.

4. What makes the eZone interesting for you? What are your expectations?

e-Zone is an interesting project for the future publishing book fair industry. This presents one of the new sales channels beside internet web and ebook for better exploiting the publisher content. It works with small and medium sized companies seeking to improve their efficiency, reduce their costs and maximise their profit by delivering process improvements, effective use of IT and intelligent exploitation of the internet.

5. What do you think will be the future development of digital publishing be like in the Arab World??

Most definitely, organizing and standardizing the Arab publishing content and data will enhance and increase the publisher sales. This will also allow them to meet and decrease cost of inventory and logistic through the new sales channel offered by the digital era.

6. Will all books be “e” in the future?

Today the Internet is a part of our daily lives. e-book would certainly be a challenge for conventional publishers.

In the United States, Western Europe and Asia, e-Books are becoming a major player, especially now that e-Readers are available. The upcoming solutions are working to improve access to e-Books in these areas.

Digital is a massive social development tool. At Promedia we like to think of e-books as one small application of digital publishing, which is really a grand process of putting the world of letters onto the internet.

I think that we will see an incredible growth of digital publishing in the region over the next few years, we at Promedia are in the process right now of really just laying down the infrastructure that's going to make that possible. With the massive growth of bandwidth and connectivity we're seeing right now, especially in the region, that more conventional web-based applications of content and content-sharing will take off there as well

It is always curious to see into the future, and e-book will soon be with us. As usual what appears a fresh idea at first sight in the electronic world has some amazing applications given a little imagination and a bit of thought on the cost-saving implications.