

A COMPUTERISED SYSTEM AND METHOD FOR COLLABORATIVE PUBLISHING

When the user loads the page marks have
the system identify the user output language
and display the appropriate language

[0001] Technical Field

The present invention relates to bespoke publishing particularly in the field of digital printing systems and technologies.

[0002] Background of the Invention

Digital printing services are used to print books and other publications using digital printing technologies and provide certain advantages over offset printing technologies and systems in the context of bespoke and personalised print runs where the gross costs of production, including inventory and inventory written off, may be lower.

[0003] Even with the relatively lower gross costs associated with short run bespoke printing utilising digital printing technologies in comparison to the use of offset printing, the adoption of digital printing systems and technologies as a monetisable business model in the context of bespoke publishing has been under-utilised for various reasons. Firstly, the back-end pre-printing costs to produce the bespoke publication is still relatively expensive due to the overhead costs associated with hiring of a staff contributor (e.g. a writer, graphic artist etc) to produce the bespoke content, as well as the cost of hiring editorial staff to edit, and, design staff to layout, process and check the content produced by staff contributors is of suitable quality. Secondly, the demand for bespoke or personalised publications is perceived to be under-utilised and under-monetised because under the conventional bespoke publication paradigm, the production of bespoke content by a staff contributor is a relatively slow and time-consuming process and also, the variety and diversity of content that is produced for availability to customers is perceived to be limited.

[0004] Another perceived problem associated with certain publications, for instance illustrated story books for children, is that the language, content and format of the text contained in the pages of the illustrated story book tend to be fixed making such illustrated story books of limited relevance to children falling within a certain age group and within a specific language background. A child having an age and language profile that is incompatible with the text of the illustrated story book will not be able to comprehend and learn from the illustrated story book. It is generally not feasible to modify such illustrated story books for small-scale print runs as the cost of purchasing copyright license tends to outweigh the ultimate value in generating the customised edition of the illustrated story book.

[0005] Summary of the Invention

The present invention seeks to alleviate at least one of the above-described problems.

[0006] The present invention may involve several broad forms. Embodiments of the present invention may include one or any combination of the different broad forms herein described.

[0007] In a first broad form, the present invention provides a method of providing page content options for user-selection to personalise pages of a publication for digital printing, the method being operable using a computerised system, and the method including the steps of:

(i) prescribing parameters for page content associated with pages of the publication to be digitally printed;

(ii) communicating the prescribed page content parameters to a plurality of content contributors; and

(iii) receiving page content produced by the plurality of content contributors in response to the prescribed parameters communicated thereto;