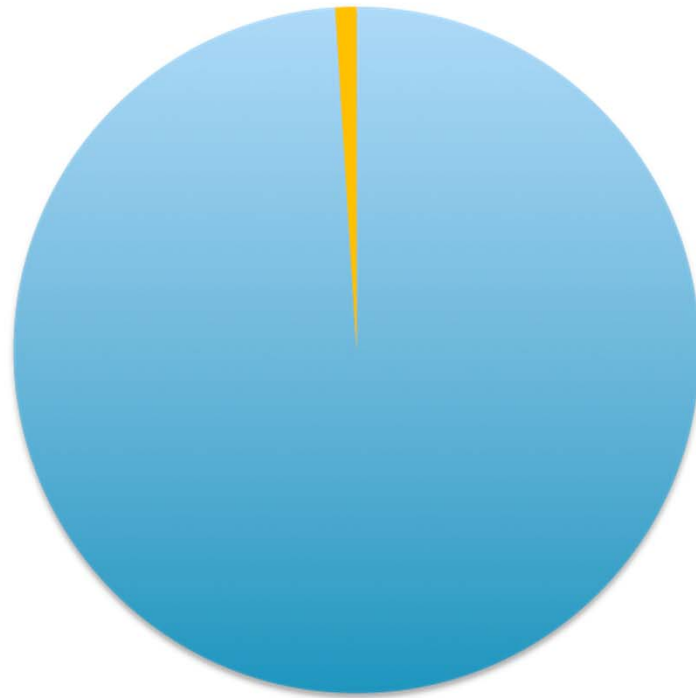


# Open Publishing Platform



# Global Publishing Industry



■ Traditional Publishing    ■ Self Publishing

Publishing is a \$265 billion industry\*, but self-publishing makes up less than one percent of it.\*\*

\* according to Datamonitor, [www.datamonitor.com](http://www.datamonitor.com)

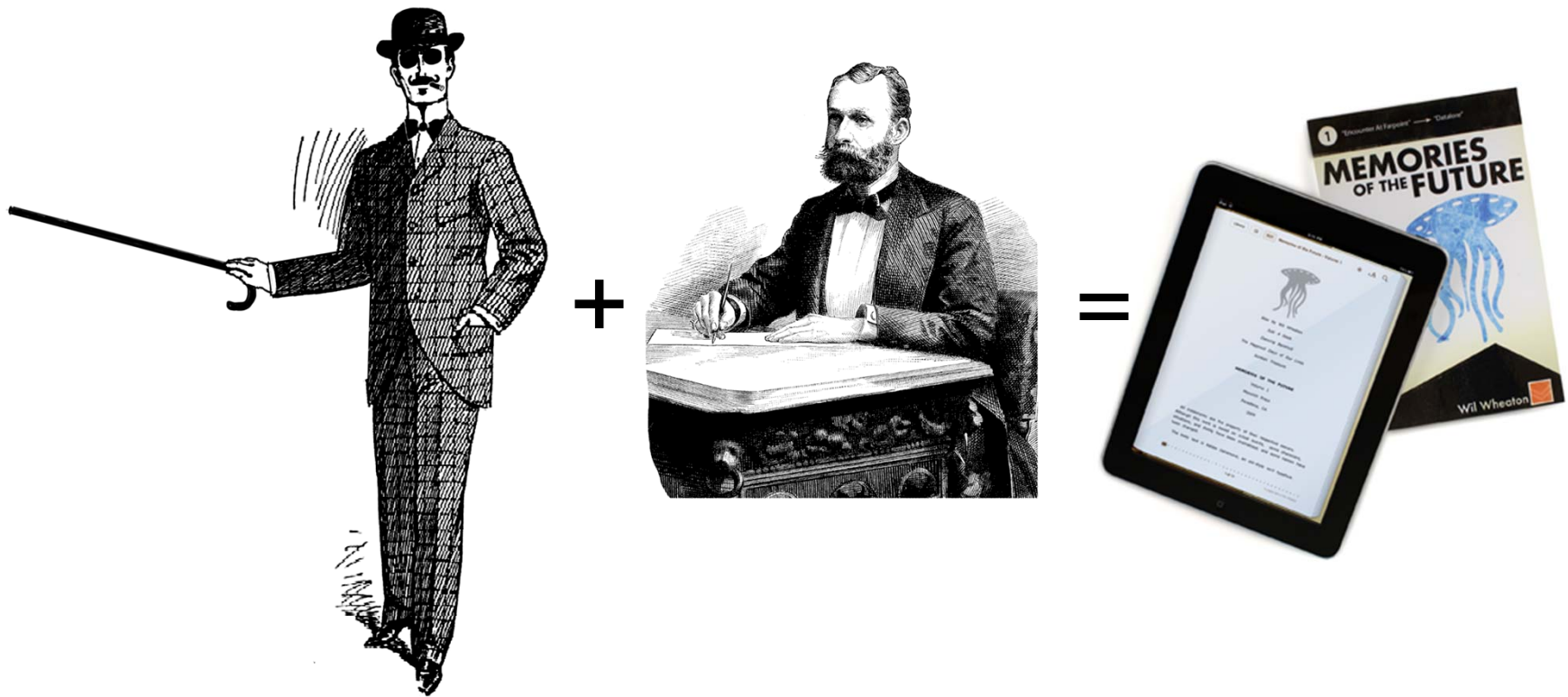
\*\* Lulu.com estimate.



# Publishers select, package, and sell content



We create tools for a new generation of publishers and help the new generation to reach their audience



# Web Services 3.0.

Instead of merely electrons, think integrating with services that produce atoms!

*Lulu's APIs allows a new generation of publisher to use Lulu's global fulfillment tools, to reach all the worldwide channels, freeing each publisher to develop the specific tools their audiences are looking for.*





*Readers want ever better content. Both authors and publishers need money to produce better content. Lulu's goal is to enable a new generation of publishers and authors to be rewarded creating better content.*

