



**The Electronic Book Publishers Association of Japan**

Representative Director

**Yoshinobu Noma**



- Total of 120 images by 14 world-renowned photographers
- All proceeds from this project will be donated to Japan Red Cross relief efforts



- Release date: April 14, 2011 (available on Apple App Store)
- Price: US\$ 0.99 (Released globally at Tier 1 price, in case of EURO, €0.79)
- Category: News, Book

# 3/11 Tsunami Photo Project Slideshow

**You can watch FULL version with music by Ryuichi Sakamoto on Youtube**

# Special Thanks and Request for your continued

World leading media taking up our app:



Thanks for purchase & downloads from 49 countries (as of May 11)



## The Electronic Book Publishers Association of Japan

<http://www.ebpaj.jp/>



- Established: 2010/2/1
- Association of 43 publishers representing Japan

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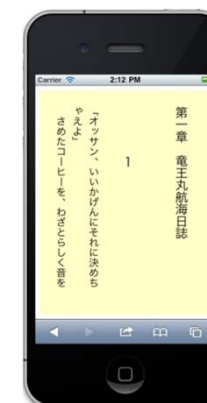
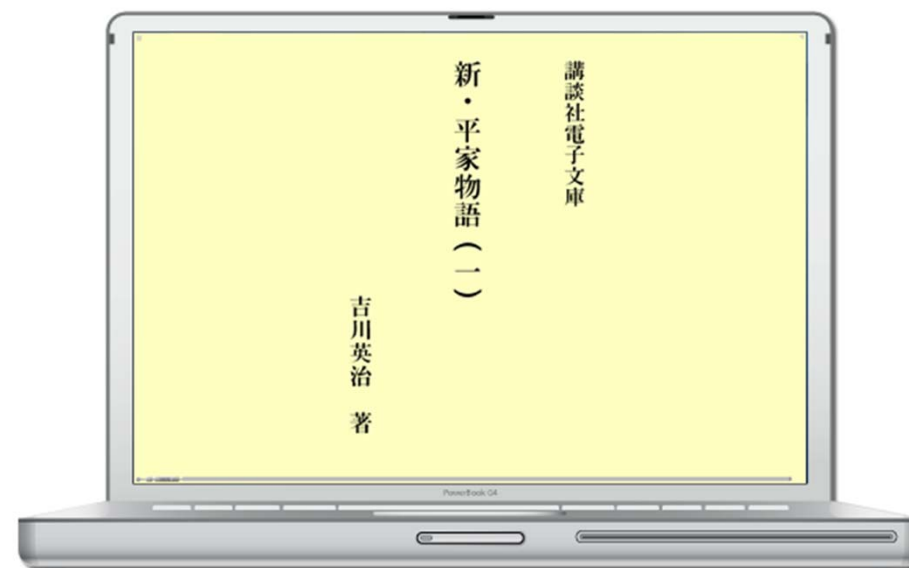
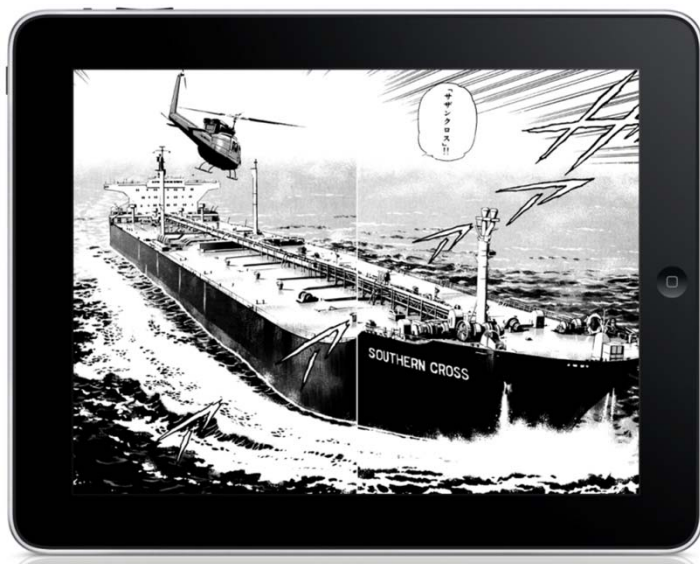
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- 3 principles
  1. Secure interest and rights of authors;
  2. Provide most convenience for readers;
  3. Promote coexistence and interconnections between printed books and eBooks.



# More means to deliver Printed books / eBooks





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joined the IDPF in December 2010

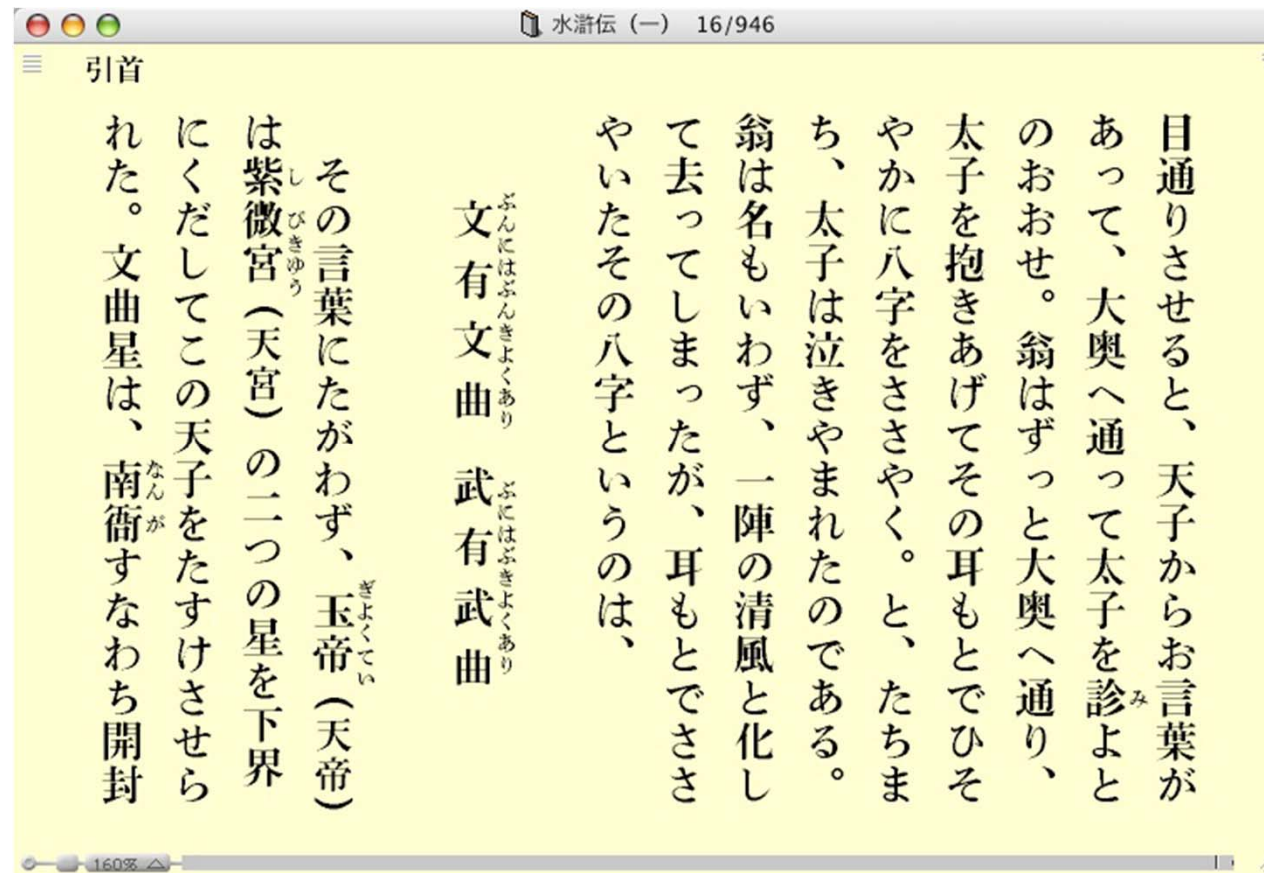


ePUB

Unification & Standardization  
Global market

# Unique features of Japanese

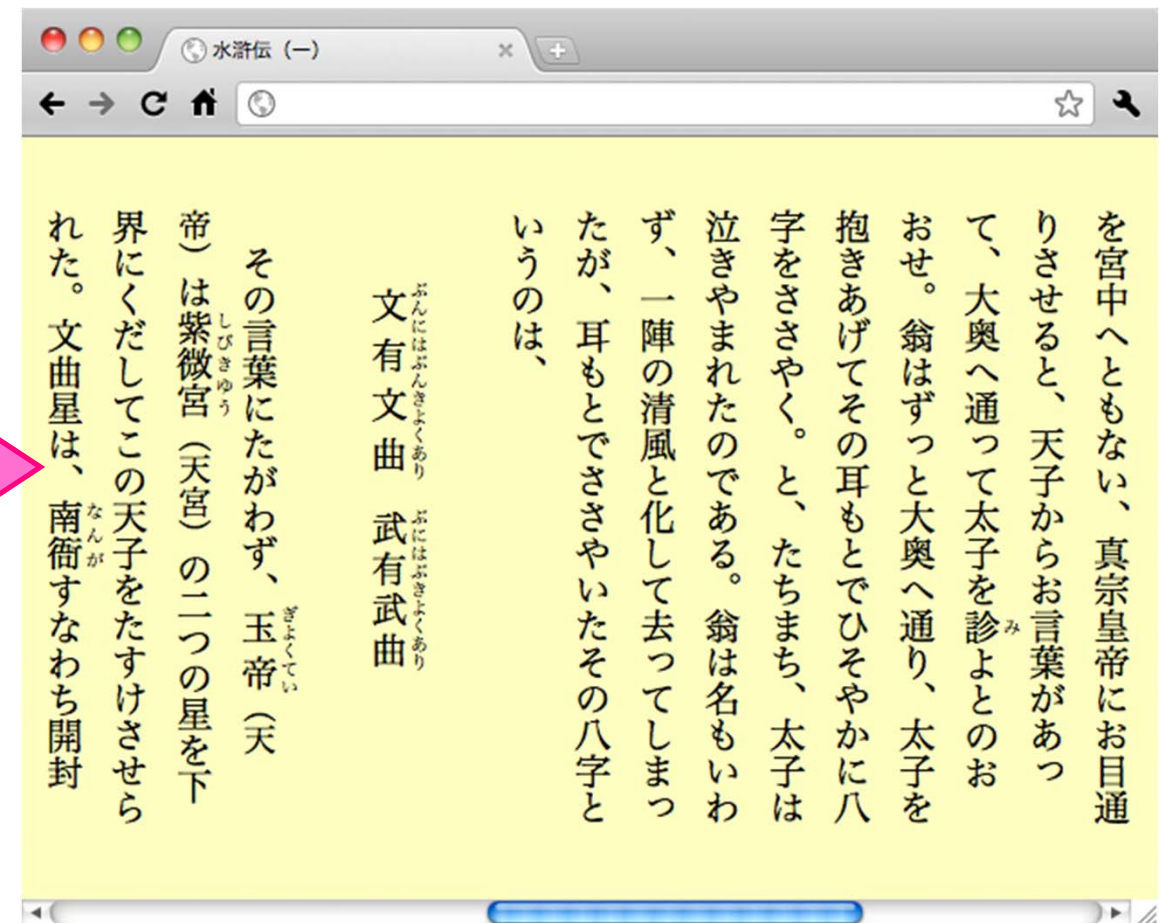
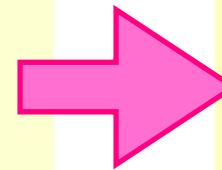
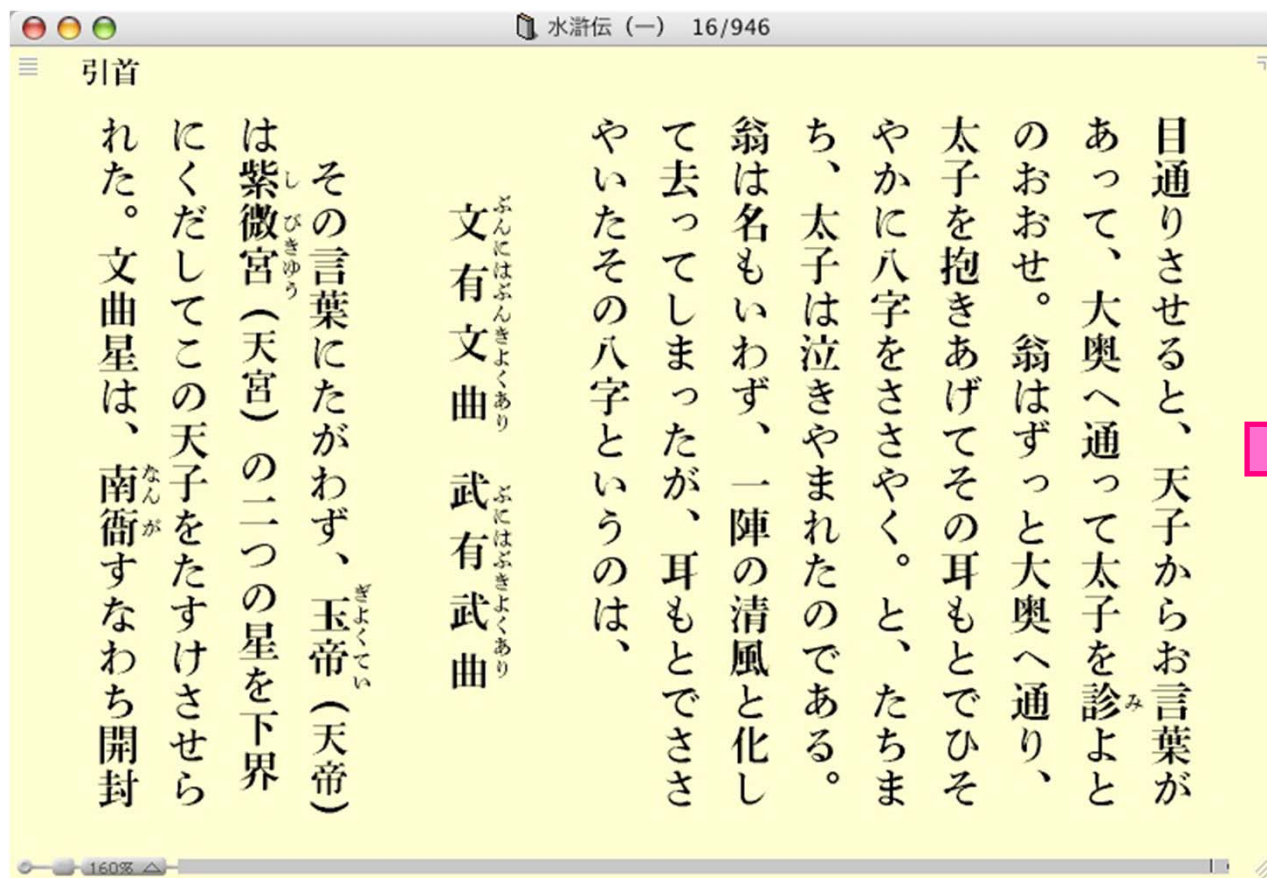
- # vertical reading
- # Kanji, Hiragana, Katakana
- # ruby
- # page progression direction: right to left



Local / Proprietary Format  
(example ".book")

# EPUB and Japanese

EPUB and Japanese will work together in a beautiful harmony



Local / Proprietary Format  
(example ".book")





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