

Memo



Date: May 5, 2011
To: BEA attendees
From: Amy Cox Williams
RE: BEA 2011 Special Events, May 24 & 25

At BEA, Ingram will host iDoLVine Inc. and its team, Margaret Atwood and Matthew Gibson, in our booth for the first demonstrations of a new multi-purpose e-signing service called *LiveSign™*.

These demos will draw traffic and attention for Ingram at the show as well as position us a thought leader in the digital space.

There will be nine iDoLVine author events. Some authors will sign from remote locations such as Los Angeles and others will be present at BEA, speaking and signing for readers and fans remotely from the iDoLVine booth (# 5032), then coming to the Ingram booth (#4338) to chat with event viewers.

The current author line-up:

Tuesday, May 24

9 a.m.	Peter Meyers
10 a.m.	Mark Jeffrey
12 p.m.	Margaret Atwood
2 p.m.	Gena Showalter
4 p.m.	Bryan/Svetlana (Graphic Novel/Manga authors)

Wednesday, May 25

10 a.m.	Neil Gaiman
12 p.m.	Margaret Atwood
2 p.m.	Michael Chabon
4 p.m.	Erica Jong

About iDoLVine and LiveSign

The world's first remote e-book signing service. iDoLVine's technology is based on the original LongPen (<http://www.longpen.com/index.html>), which reproduced handwriting so exactly that it is now being used for legally binding document-signing in remote banking and government applications.

iDoLVine combines a social community (www.idolvine.com), event stages and an announcement platform with a virtual remote author event and signing program. A two-way virtual video "theatre" allows an author to talk "live" to readers from any location including a home, office, or airport, and vice versa and also sign and personalize the reader's e-book or other e-product, which is e-mailed to the reader. Each signature is a one of a kind that can be tracked and verified.

The creators of iDoLVine believe it can have a huge impact on publishing with possibilities for publishers, authors at all levels (including self-published authors), online retailers, and bookstores, large and small, in any location.

How is it different than other e-book signings? The Nook and the Sony Reader allow an author to sign a reader's e-book, but only if the two are in the same room and the e-book is DRM free. With iDoLVine, the reader and writer can be literally worlds apart.

What is Ingram's relationship to iDoLVine? There is no business arrangement with iDoLVine at this time. Ingram is hosting the events in our booth to generate traffic and to connect with customers both upstream and downstream as well as press and media.

See the iDoLVine demo at BEA: The first session on Tuesday morning at 9:00 a.m. will be specifically for Ingram associates at the show and IPS publishers to learn about the e-signing service and see what it's all about. However, please refer specific inquiries about the technology and service to the iDoLVine team or to Amy Cox Williams (who will then find an iDoLVine representative).

Ingram will be communicating these events to the industry as well as our customers in the coming weeks through the ICG BEA landing page, e-comms, Twitter, and a press release.

If you have any questions, please e-mail amy.coxwilliams@ingramcontent.com