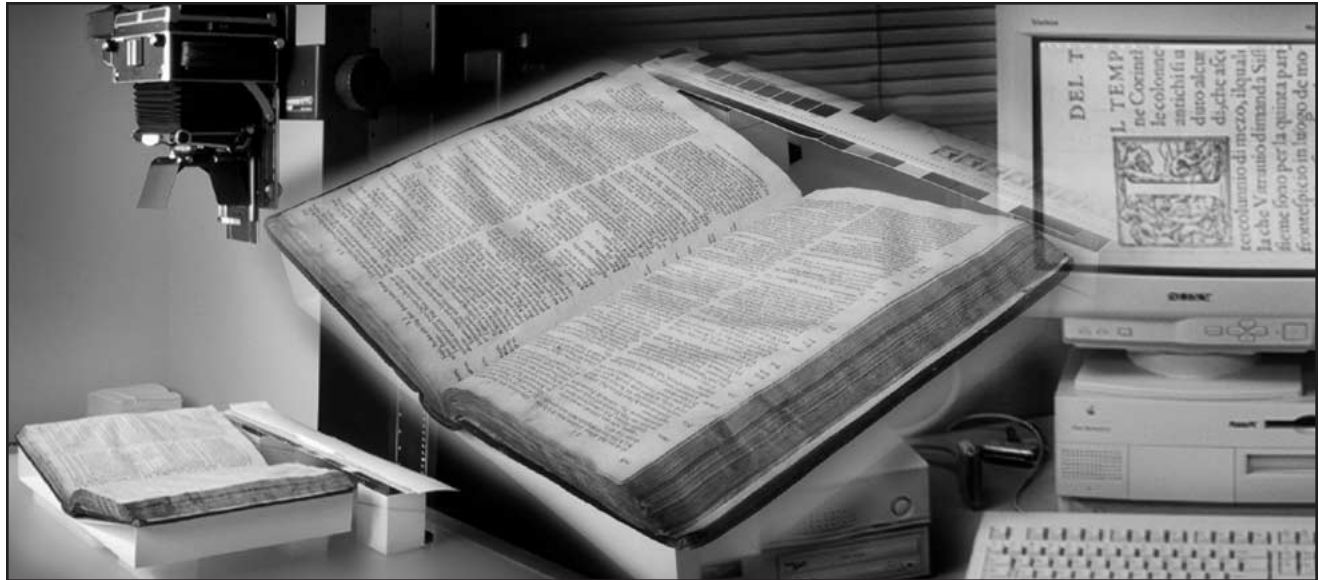


Announcing a turnkey digitization system for libraries and museums to help preserve and provide access to rare books and manuscripts.

Octavo Digital Imaging Laboratory



Digital preservation systems for rare materials and collections

Library and museum vaults are home to collections containing some of the most significant and beautiful material ever produced. Earlier efforts to republish these books and manuscripts have resulted in modern paper editions or plain text on the Internet—versions that are limited in their ability to convey the essence of the complex originals. No previous publisher, institution, or technology has been able to unlock the beauty or history of these materials.

The Octavo Digital Imaging Laboratory (ODIL) represents a revolutionary new approach to the preservation and presentation of archival materials. By combining a system that brings state-of-the-art digital imaging technology to institutional users with an acclaimed publishing program, ODIL promises to expand on Octavo's ongoing participatory activities with partner libraries, archives, museums, and consortia. Key features include:

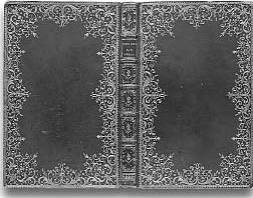
- Scope** A license to use the ODIL system to convert rare library content into digital form.
- Publication** Octavo will publish for the licensee; fees & terms for publication.
- Rights** Images are the intellectual property of the content owner, Octavo, and others.
- Royalties** Payment of royalties by Octavo on its sales; and to Octavo on licensee sales.
- Title** Licensee acquires all equipment, perpetual license to software, systems, services.
- Certification** Quality and other standards required to employ the Octavo logotype.
- Metadata** Support of data standards for technical, bibliographic, and retrieval information.
- E-commerce** Availability of e-commerce facilities for partner libraries or non-profit institutions.
- Archiving** Attention to preservation issues concerning the permanence of digital data.
- Database** Creation of database and web interfaces for partners and patrons.

The Imaging Laboratory

Many of the books selected for digitization are priceless cultural artifacts. Octavo has developed techniques for treating these books with the respect and care they deserve during our imaging process.

Every title that Octavo images undergoes a systematic evaluation by a professional book conservator, both before and after shooting. Individual cradles are hand-constructed for each book so that no damage occurs during handling. The lights in the Octavo Digital Imaging Laboratory (ODIL) are designed to be cool, and emit less than 1% UV.

Octavo skill and knowledge ensures that work is flawless and will last for generations to come. Preserving a rare book often means keeping it out of the hands of casual readers. Using the ODIL, even inexperienced readers can be inspired and astounded by these remarkable volumes.



Octavo

As a company, Octavo takes pleasure in a decidedly creative appreciation for both the past and the present. Each of the individuals who make up the Octavo team is personally and professionally conscious of the significance, beauty, and extraordinary craft that went in to the making and publishing of books, especially those in the first few hundred years after the printing technology invention of Johannes Gutenberg.

Their creative appreciation comes from the fact that—loving print—they are determined to represent those early achievements as faithfully and appropriately as possible in the most outstanding digital and networked forms available today. Octavo has learned a great deal about “best practices” in digital publishing through its exposure to amazing works.

OCTAVO'S DIGITAL PUBLISHING PROGRAM has earned rave reviews from librarians, publishers, and book lovers. Octavo Digital Editions have defined the high-water mark for excellence in digital reproduction of images of rare books and manuscripts. They also provide flexible digital access, unsurpassed navigation, and computer-aided examination, and establish an ideal for combining high-resolution facsimile images with texts, translations, and supplementary materials. Octavo Digital Editions have set a visually exciting standard for digital preservation and publishing not elsewhere represented in today's e-book phenomenon.

Octavo Digital Editions depend on two components of the Octavo Digital Imaging Laboratory: advanced digital imaging and digital publishing processing. The ODIL consists of a digital camera and camera-stand, low-hazard conservation lighting, customized book cradles, computer hardware, and proprietary software to convert and manage raw data files into color-corrected and sharpened publishable images in either high-resolution or web browser format. The ODIL also includes a digital publishing process that is a collection of best practices, standards, and techniques that have been developed by Octavo staff.

Today, in addition to its ongoing program of publishing Octavo Digital Editions, Octavo makes both its imaging systems and imaging services available—on a licensed basis—directly to libraries and institutions interested in local digital preservation and digital publication of rare books and important collections.

Digital Publishing

Octavo has formed partnerships with major libraries under which the company assumes all the investment of converting rare books to digital form and publishing the results as Octavo Digital Editions. Octavo is also engaged in the co-development of Octavo Partner Editions with libraries and institutions interested in directing the publication of their own materials.

Uniquely, these relationships provide for the payment of royalties to the participating libraries on net revenues from sales of Octavo Digital Editions. This model not only provides archival digital preservation images to the participating libraries, but also—in providing affordable public access to the titles involved—recovers some portion of revenues to the library's budget.

Digital Preservation

Octavo was established to create the most beautiful and powerful digital editions of the world's most rare and important books. Octavo's principal investor is John Warnock, co-founder and CEO of Adobe Systems, a premier software company that has contributed high-quality typographic and design tools to the publishing industry. Octavo's digital imaging and digital publishing processes are similarly contributing attractive solutions for the library and museum communities, particularly those involved with preservation and conservation.

Many thousands of books—rare, valuable, or simply fascinating—are worth the investment of digital preservation and access. The Octavo Digital Imaging Laboratory and Octavo Digital Imaging Services together offer solutions that are customizable to specific uses and variable collections. The ODIL licenses include equipment, software, installation, and certification training for selected library personnel, and annual maintenance and support. The ODIL also includes options for e-commerce and publication that the library or institution may or may not wish to undertake itself.

Digital Imaging

The ODIL imaging process begins with extremely high-quality digital photography—using the most sophisticated digital camera equipment available to capture the richness and detail of objects in a lasting format, thus ensuring rare materials will never need to be photographed again. Octavo handling techniques include careful attention to the condition of the artifact, as well as how to position and illuminate it to best capture the quality of the whole object, from its binding and shape to the most minute details of paper texture, ink, and impression. With the ODIL, every opening of a book or manuscript can be imaged, allowing for unprecedented digital replication.

Imaging equipment is configured for individual needs, and is flexible for different sizes and types of objects, typically falling into these approximate sizes:

	<i>Original size</i>	<i>Resolution (pixels)</i>	<i>File size</i>	<i>Magnification</i>
<i>Oversize</i>	24 x 36 in. (610 x 914 mm)	10,000 x 12,000	343.3 mb	400% / 288 ppi
<i>Folio</i>	12 x 18 in. (305 x 457 mm)	6000 x 8000	137.3 mb	400% / 288 ppi
<i>Quarto</i>	9 x 12 in. (229 x 305 mm)	6000 x 8000	137.3 mb	800% / 576 ppi
<i>Octavo</i>	6 x 9 in. (152 x 229 mm)	6000 x 8000	137.3 mb	1200% / 864 ppi

Digital Processing

Once an object has been imaged, use of the huge amounts of captured data requires sophisticated processing techniques to create viable derivative forms. Because we begin with the highest quality digital images, the possibilities for repurposing are almost limitless; whether for traditional printing, advanced digital imaging, or online delivery. The ODIL includes automation methods for producing commonly needed derivatives of the master image data, including:

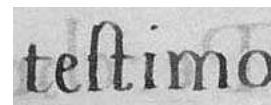
<i>Master</i>	archive image without any adjustment, enhancement, or compression
<i>Examining</i>	maximum resolution, enhanced for direct viewing
<i>Reading</i>	medium resolution, enhanced for quick access and easy readability
<i>Thumbnail</i>	small size, enhanced for quick reference
<i>Printing</i>	medium resolution, enhanced for printing on b&w laser printers

Metadata

Octavo is vitally interested in the establishment of metadata conventions. Each Octavo digital image comes with *technical metadata* that provides permanent information about the digital camera, exposure time, aperture, and other technical aspects involved in image capture. Octavo is developing a similar *bibliographic metadata* capability by which libraries and owners of collections can enter conservation notes and cataloging information, *retrieval metadata* in standard formats, and *rights metadata*. This work facilitates wide distribution and network access, and these metadata files are useful for local and internal data management, as well.

Archiving

One of the primary concerns for libraries (as well as electronic publishers) is the preservation of digital data. The ODIL includes equipment for writing master image data to CD-R for storage. Knowing that this relatively stable digital media is not considered archival, Octavo provides services for archiving and duplication, and has partnerships with safe-storage facilities.



Handwriting from the 1524 manuscript
Horæ Beatæ Mariæ, enlarged 300%.

Attention to Detail

The Octavo Digital Imaging Laboratory is designed to provide the highest level of detail by precise camera calibration and the maximum possible resolutions.

Our techniques also include careful digital color management. Every project includes International Color Consortium (ICC) color input profiles for registration of color throughout any post-processing use.



Affordable Digital Rare Books

Octavo's work has met with acclaim from rare book librarians, booksellers, publishers, and reviewers worldwide—for both its unsurpassed quality and its affordable pricing.

Individual titles on CD-ROM have ranged from \$20–\$75.

An individual Octavo Club membership provides new Octavo Digital Editions as soon as they are released at a 20% discount to subscribers.

A library standing order program confers an even greater discount to institutions.

Octavo sells internationally via its web site (www.octavo.com), through booksellers, distributors, and to institutional subscribers.

ODIL Licensing Agreement

- Grants right and permission to use the ODIL to create digitization projects for an institution's private use.
- Grants right and permission to use the ODIL to create digital products for the institution's nonprofit use.
- For projects with market potential, Octavo can exercise its "first option" to publish, with a negotiable royalty on sales.
- For projects whose first-option right is declined, licensees are free to publish for profit as deemed appropriate.
- For any of the above, Octavo Digital Imaging Services can be contracted.
- For all of the above, an Octavo Digital Imaging Laboratory logo is required to accompany projects, in discreet but visible locations.
- Licensees always maintain their own copyrights.
- Licenses can be revoked for misrepresentation or fraudulent products, thus keeping the digital standard and logo free of misuse.

Octavo Digital Imaging Laboratory

The Octavo Digital Imaging Laboratory license consists of three components:

- *Equipment*: a unique high-resolution digital imaging camera, camera stand, cool temperature-balanced lights, and computer workstation, which includes associated proprietary computer data-capture and file-management facilities.
- *Processing*: local archive and digital image manipulation software applications that enable the storage of master images and the creation of derivative compressed images for examination, reading, printing, and reference, as well as mechanisms to manage metadata.
- *Support*: delivery, installation, complete documentation, ODIL certification training, telephone-technical support, and annual maintenance options.

Octavo Digital Imaging Services

Octavo also provides full-service options for libraries and institutions not interested in managing digitization projects themselves:

- Digitization services, either at Octavo's principal offices or, by arrangement, on location at a library, museum, or archive.
- Publishing services, under several payment and royalty structures.
- E-commerce services, provided on behalf of libraries that want to outsource electronic transaction handling.

Partnership

Octavo prides itself in its partnership role with libraries, museums, and institutions. Octavo is constantly enlarging its scope of services to solve the challenges faced by owners and custodians of the world's cultural heritage. Octavo provides digital preservation solutions, digital publishing outlets, and e-commerce and other Internet-related services to the library community.

Octavo hopes to advance our common goal to both protect and make available the rare books and artifacts that are recognized as culturally, historically, or aesthetically valuable.

We invite you to call to discuss the specification and customization of an ODIL appropriate for your needs, to request prices on digitization or digital publishing projects, or to take advantage of any of our Internet and networked services. Please also visit our web site at www.octavo.com.

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