

1/6 **Quick Reads**

Small card containing QR code used to download free book / magazine samples. Physical digital.



**Solution**

Quick Reads are small (the height of a credit card), free cards that are distributed through book stores, conventions or anywhere books are displayed and sold. Each card represents a single book, open it up and the QR code is revealed that links to the book-specific webpage where the initial option will be to download free chapters directly to the mobile device. The complete book can be purchased too, as well as other books by the same author, special offers etc; these are updated periodically.

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What is the core principle of your idea?

To have a physical representation of a digital book in a very compact and simple to use form. The fact that a physical thing must be searched out in a physical place is comforting to those of us who shy away from the online experience, such as older or less computer-literate people. A compact size was necessary to appease the notion of the "all in one place" online experience. I like the idea of the cards being distributed on bookstore shelves in between real books - let the treasure hunt begin!

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Can your idea be applied to different formats (in a bookstore, at a trade fair, at a conference)?

Definitely

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Would it be possible to turn your idea into a reality, or at least create a prototype of it, at short notice, i.e. by the Frankfurt Book Fair in October 2014?

Yes. It's just printed paper and the website / code reader software is pretty standard.

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What do you estimate the costs for the prototype or the final implementation of your idea to be?

Relatively small. The website would be the biggest expense, though it would only need to be quite basic. The card art and blurb would port directly from the original book production.

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Creative's profile

.eSimon

**leeSimon**