

1/6 **2 in 1**

Each physical book at the same time is the presentation and advertising of its electronic version.



**The best physical presentation of e-book  
- it's not the led-display, leaflet, and not a gadget of some sort,  
it is itself a physical book!**

**So you have 3 choices:  
buy physical book only, buy e-book only, buy both.**

**How to implement:**

**Will be introduced united standard for e-book ad banners for the  
physical book covers:  
on the cover bottom, on the side bottom,  
back cover completely.**

**Solution**

All physical books will perform two functions: product and advertising of e-book. This will give multiplier effect to bookstore business. Bookstores will find a second life. In addition to traditional function of selling of physical books, bookstores will become showrooms of the e-books! The best physical presentation of e-book - it's not the led-display, leaflet, and not a gadget of some sort, it is itself a physical book! So you have 3 choices: buy physical book, buy e-book only, buy both!

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## 2 in 1

Each physical book at the same time is the presentation and advertising of its electronic version.

What is the core principle of your idea?

Each physical book at the same time is the presentation and advertising of its electronic version.

In the future all physical books will perform two functions: product and advertising of e-book.

This will give multiplier effect to bookstore business.

Bookstores will find a second life.

In addition to traditional function of selling of physical books, bookstores will become showrooms of the e-books!

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

Anywhere.

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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?

To implement this idea completely, you need to have books printed with dedicated fields for banners. As a temporary option for an exhibition in October, you can make stickers and stick them on the books.

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

One sticker will cost 0,02 EUR. in future, when all book will be printed with e-book banners on cover, there will be no additional costs.

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Creative's profile



**Jevgenijs Leonovs** PRO

Architect + more

Riga, Latvia

Creative's top 5 skills

Graphic Design, Illustration, Product Design, Interior Design, Packaging Design