



Firebrand unveils Eloquence on Demand, a highly-efficient tool to meet the growing information needs of a complex marketplace

FOR IMMEDIATE RELEASE

Newburyport, MA, USA, February 2, 2015---Firebrand Technologies, a pioneer in publishing technology services, today announced the launch of Eloquence on Demand™, which delivers print, ebook and audio metadata and digital content to the global supply chain. The tool represents the next generation of Eloquence, the book industry's gold standard for more than 18 years, and gives publishers significantly enhanced control over their product information.

"Publishers are presented with increasingly sophisticated domestic and international opportunities," says Doug Lessing, Firebrand's President. "Eloquence on Demand has been engineered to efficiently enable these complex relationships, drive discoverability of books in the marketplace, and profitability to the bottom line."

Eloquence on Demand enables a publisher to release data and content to the marketplace on an hourly, daily or weekly basis and to tailor communications for specific partners, channels and audiences. The service communicates formatted bibliographic metadata for both ONIX 3.0 and 2.1, jacket images, eBooks and audio files to over 400 partners and online retailers including sister company NetGalley, as well as Amazon, Barnes & Noble, Baker & Taylor, Ingram, Bowker, Nielsen, Google, Apple, Kobo, Audible, Audio.com, Gardners, Booktopia, and TitlePage.

In addition to on-demand metadata distribution, publishers can add Direct2Reader eCommerce services and automated ePub quality checks through FlightDeck as integrated benefits of Eloquence on Demand.

Eloquence on Demand builds on a time-tested understanding of the nuances of metadata and content distribution to put information to work in the organization. Lessing continues, "Our service and commitment to educating publishers on best practices has long been a differentiator for Firebrand. We work closely with publishers to apply these standards through Eloquence on Demand to make sure that products appear in the right places throughout the world, at the right time, routinely."

For information on upgrade paths or to get started, visit <http://www.firebrandtech.com/solutions/eloquence>.

About Firebrand Technologies

Firebrand Technologies (www.firebrandtech.com) is dedicated to providing leading software and services to help publishers achieve success. Firebrand provides steadfast leadership and seamless information flow throughout the publishing process. [Title Management™ Enterprise Software](#) tracks titles from pre-acquisition through post-production, marketing and sales; our [Eloquence on Demand™](#) service is the industry gold standard for implementing ONIX and maximizing control of how data and content reach the marketplace. [Direct2Reader™](#) provides a platform for publishers to reach directly to readers, and efficiently deliver secure files for download. [FlightDeck™](#) offers the most powerful EPUB Quality Assurance and validation tool available. [NetGalley™](#) delivers digital galleys to professional readers.

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