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**Simon & Schuster selects Firebrand Technologies for worldwide digital content distribution, Eloquence metadata distribution**

FOR IMMEDIATE RELEASE

**May 29, 2013, Newburyport, MA**—Firebrand Technologies, a leading publishing industry technology services company, today announced that they have been selected to provide worldwide digital content distribution services and metadata services for print and digital books for Simon & Schuster, one of the world's largest trade consumer publishers, through Firebrand's Content Services and Eloquence Metadata solutions.

"Now more than ever, an efficient digital supply chain is a strategic asset," said Frank Nunez, Vice President, Business Operations, Simon & Schuster. "Firebrand's Title Management system has long been at the core of a consistent title creation process for our organization, and it was a natural choice to take advantage of the automated connections between Title Management, Eloquence and Content Services."

In addition to digital content distribution for sales, compatibility with marketing services like NetGalley and *Search Inside* programs, and Print on Demand, the project includes extensive automated support to communicate territory restrictions, rights, and complex pricing, as well as integration with Simon & Schuster's in-house digital asset management system. Working with Firebrand, Simon & Schuster will distribute content and metadata in ONIX format to its trading partners worldwide through automated processes incorporated into their workflow.

"Our mission is to develop solutions and services that support better connections between publishers, readers and content," said Doug Lessing, President, Firebrand Technologies. "Simon & Schuster's integrated approach makes sound business sense and we believe will result in real efficiencies in their processes, faster time to market, and ultimately more visibility of their content with readers."

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**About Firebrand Technologies** – Founded in 1987, Firebrand Technologies ([www.firebrandtech.com](http://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 Metadata Services](#) are the fastest, most accurate and cost-effective way to implement [ONIX](#). With [Content Services](#), publishers manage, store, convert, and distribute final eBook content for discovery and sales. Firebrand eBook design and conversion services leverage the talents of industry leader, eBook Architects, now a Firebrand company. [Direct2Reader](#) provides a suite of cutting edge industry applications to help publishers reach directly to readers, through enhanced website development, a Mobile First user interface, and a branded reader app for a platform-neutral, integrated reading experience. [NetGalley](#) delivers digital galleys to professional readers.