

Press Release

BUYMA Books-enabler of self-publishing books from around the world by crowd sourcing translation- launches a new service -Distribution of Abridged Version of Books and Contents -



Enigma Inc. (Head Office; Minato-ku, Tokyo, Chief Executive Officer; Shokei Suda, TSE Mothers Code;3665) is pleased to announce that BUYMA Books which provides e-book platform and distribution network of the books or contents from all over the world by utilizing crowd sourcing translation, launched new service on 27th of January, 2015. The new service enables access to “abridged” electronic versions of these books online. Also, the “BUYMA Books” apps to date have provided a “Viewing Function”, but has now improved the function so that the contents could be directly purchased through the apps. The apps has also added functions so that non-registered users can also buy and or download free samples, which makes them easier to browse through the content. We believe that this kind of improvement will contribute to the increase of sales for “BUYMA Books”.

◆Distribution of Abridged Versions

At BUYMA Books, in order to respond to our customers’ desire to read the “in-trend” themes from foreign countries the “Simple and Cheap way”, we have decided to provide, in addition to the complete translation, abridged versions of these books/contents. The abridged version would be about 1/3 of the original length, and will not be just telling the storyline, but would have enough “readable content” like a usual book. The abridged version will be provided at approximately \$1 US.

BUYMA Books will, by expanding the number of translated works, including abridged versions, increase the opportunity to read books from all around the world

◆Description of BUYMA Books Apps.

Characteristics of “BUYMA Books Apps.”

- Users can purchase or download the sample contents without membership registration
- Users can read the contents on their own devices. Further, users can save portions of the articles by using the “highlighter function” and change the color and background. Users can also display pages vertically or horizontally.
- Users can choose: “Free download of Sample Documents”, “Send Information of the book” and “Share the information of the book through FACEBOOK™”.
- Users can manage their archives through the “book keeping administration service” and “quoted highlights management service” and can share what one saved on the BUYMA Books website and on FACEBOOK™.

(Description of Apps.)

Name of Apps. : BUYMA Books

Applicable devices: i Phone: runs on iOS07 and beyond, free of payment

Download: App Store: <https://itunes.apple.com/us/app/buyma-books/id838805624>

We welcome authors, publishers and translators!

BUYMA Books have pre-opened a website to introduce our service, and have started to have authors, publishers and translators register on this site. Those authors, publishers and translators who wish to : have their work translated, sell their work domestically and overseas, or have their translation published, please sign up to the BUYMA Books website. We are also seeking written work in areas of business, non-fiction, picture books, artistic contents, blogs and other columns. We are looking forward to your registration.

【“BUYMA Books”】 <http://www.buymabooks.com/>

“BUYMA Books” is a new platform service translating “yet to be sought” interesting content world-wide utilizing crowd sourcing and distributing them in the form of e-books for smart phones and tablet/personal computers.

We will utilize the global network we have created and the know-how we have accumulated through operating BUYMA, to provide a totally new “reading experience” to our customers.



iPhone App (free) is available in the App Store. Search "BUYMA"

【Company Profile】

Enigmo Inc.

Established: February 10, 2004

Business: Planning, developing and operating internet business

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