

DBB - The Danish National Library for the Blind
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Rimage and Danish Library for the Blind team up to provide electronic book services for the Blind

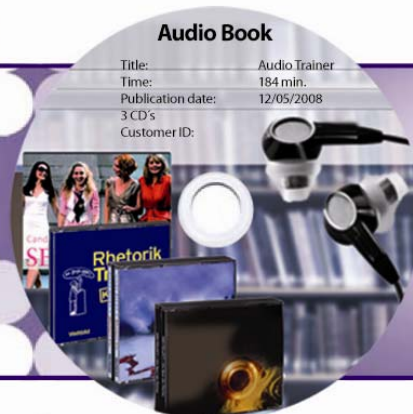
Introduction

The Danish Library for the Blind (DBB) is a government run initiative and is by far the main provider of alternative reading resources in Denmark. The DBB is used by a wide range of customers whose handicaps prevent them from reading standard printed text. The DBB offers audio books and soft copies of both fiction and reference material, and uses Rimage Publishing Solutions to produce individual CDs for every customer on demand.

Accordingly, the demands upon it are huge, and there is constant pressure to provide more resources, despite the limited funds available. DBB's partnership with Rimage is now in its eighth year, and answers the needs of 14,000 people across the country.

The DBB belongs to an international network, where members share their specific experience and knowledge. This has led to other organisations copying DBB's lead in adapting digital publishing systems for automated audio book production.

The technology behind this specific audio book format is a worldwide standard, so called DAISY (Digital Accessible Information System). Utilizing a unique framework, a talking book format is presented that enables navigation within a sequential and hierarchical structure consisting of (marked-up) text synchronized with audio. DAISY books have the benefits of regular audio books, but they are superior when it comes to navigating the content and displaying synchronized text. DAISY books can enable blind users to navigate for example an encyclopedia. This as a regular audio book would be useless because it lacks search and navigation features and requires a linear listen.



The Challenge

The DBB started out as a project in the Ministry of Social Affairs in 1924, making Denmark one of the first countries in the world to acknowledge its responsibility for making information available and accessible to the visually impaired.

The DBB has long operated with cutting edge technology, achieving a completely computerised lending system by 1984. The library also has its own audio recording studios to create audio books and a specialised production department to produce Braille texts. However, before it began using Rimage Publishing Systems, there was no way to provide customers with their own digital copy of the book they had borrowed, despite the clear advantages of the structured digital media and of reading via computers.

The DBB has never been an open library, customers typically order resources by post, phone, or via the website. The shift to digital resources was a necessary step in the aim to speed up the service and to serve more customers in an easy-to-operate process. By integrating Rimage CD/DVD Producer Systems in their network environment the total process of producing a customized Media from the incoming order toward the shipment to the customer should be fully automated.

The Solution

In 2000 the DBB chose Rimage Publishing systems as the most effective way to provide its customers with digital resources. When a customer requests a title, it is automatically located in the library, instantly copied and burned onto a CD, printed with a personalized and unique label and then posted to users. Embedding the Rimage Disc-Publishing systems in the in-house developed operator-interface, the entire ordering process is now a powerful automatic workflow. Thus, by ordering a title via the web browser the customer details and title choices are mapped automatically into the order-system. The CD production starts right after data check and general approval. The addresses of the recipients are then printed directly onto the CDs. After producing the audio book it will be packed and finalised for shipment. The ordering process via post or phone has to be transferred manually into the system first and then followed by the same workflow as above.

“We looked at a number of other solutions, comparing how the systems were built and how they interacted with the distribution systems already in place. We chose Rimage because of its competitive offering and the quality of its systems in terms of the flexibility”, said Thomas Kjellberg Christensen at DBB.



In order to guard against any breach of copyright, the DBB system is also used to implant a watermark onto every CD it produces. The watermark is an invisible part of the content itself. This new technology is designed in a way that does not affect the compatibility to any audio players. The customer therefore has permanent access to the file, while the information remains traceable and thus safeguarded from being copied without authorisation or misused in any way.

The Results

The DBB now use ten Rimage CD/DVD Production systems, and has seen a vast improvement to the service it offers its customers. That means higher throughput and quality, better control and management of incoming orders and shipment to the customer to finalize the process.

Christensen explained that: 'Providing CDs is by far the best system for the end-user because they don't have to return the audio books. It's also the best system for us, because we maximise the amount of content we can offer, without great expense or storage issues as all titles are stored on a content server.'

In future, the DBB is looking to provide resources in the form of downloadable internet files, however until this option is viable on such large scale, Rimage discs remain the best solution.

About Rimage

Rimage Corporation (www.rimage.com) is the world's leading provider of optical media publishing systems, which are used by enterprises and governmental organisations to produce CD, DVD and Blu-Ray discs with customized digital content, on-demand. Rimage systems, which handle high to low optical media production volumes, integrate robotics, software and surface label printers into a complete publishing solution. In Europe, Rimage focuses on key markets and applications including medical imaging, financial institutions, broadcast, IT, manufacturing and government where its entry level to high end publishing systems solve specific challenges in archiving and digital production and create new opportunities in customer service, marketing and retailing. Founded in 1978, Rimage is listed on NASDAQ and reported \$109m revenues (2007)

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