



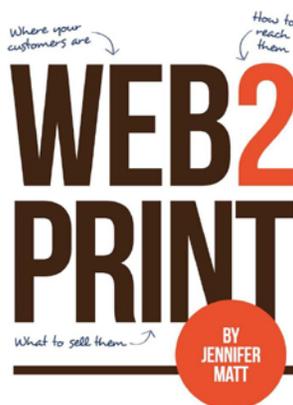
PRESS RELEASE

For Immediate Release

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EDSF Releases New Book About Web2Print by Jennifer Matt

New Book Focuses on Helping Printers Build Profitable Online Businesses



HURST, Texas U.S.A (May 2, 2012) --- [The Electronic Document Scholarship Foundation](#) (EDSF) is pleased to announce the release of a new book titled *Web2Print*, written by Jennifer Matt, president of Web2Print Experts, Inc. This how-to book suggests a common language for discussing the various components of web2print, so printers can first define their online strategy and then choose the enabling web technology that best supports their strategy.

The author, [Jennifer Matt](#), is one of the industry's leading experts in web2print strategy and large scale implementations and integrations. She also serves on the Board of Directors for EDSF, and is donating all proceeds from this book to the EDSF scholarship program. In addition, [HP](#), which is also represented on the EDSF Board, will print the book on HP Indigo digital presses and distribute it for free during drupa 2012, May 3 - 16 in Düsseldorf, Germany. After drupa, the book can be

purchased at www.edsf.org.

"The best investment we can make in the long term viability of our industry is to keep print relevant in the bright young minds of students," noted Matt.

[Brenda Kai](#), EDSF's executive director, said, "We are thrilled to be part of this collaborative project with Jennifer and HP, and we can't thank them enough. Their generous contributions to the scholarship program will help many students realize their dreams of a college education and provide them with the opportunity to become future industry leaders."



Jennifer Matt

To learn more about EDSF and how to get your electronic copy of Web2Print, please contact EDSF Executive Director Brenda Kai at 817-849-1145 or via e-mail at brenda.kai@edsf.org.

About Jennifer Matt and Web2Print Experts

Jennifer Matt is the managing editor of WhatTheyThink.com's The Web and Print Blog. She is the president of Web2Print Experts, Inc. and lives in San Francisco, Calif.



Web2Print Experts, Inc. is an international strategic consulting and software development company, which specializes in large scale web2print solutions, implementation, software customizations and integrations.

About EDSF

The Electronic Document Scholarship Foundation (EDSF) is a charitable foundation that engages in programs designed to attract the best and brightest to the industry. By granting scholarships, fostering education, promoting research, recognizing leaders, encouraging innovation and garnering and disseminating knowledge, EDSF is helping build the next generation of digital content and delivery professionals. For more information, visit

www.edsf.org.

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