

# Books on demand

**Long and winding family histories, poetry and personal memoirs can now see the light of day, in book form.**

Instabook, a new kiosk-like book printer, offers a way to economically publish books for those who don't have the funds, don't have a large demand for copies, or opt not to deal with publishing companies.

"Our customers range from those seeking to publish their family histories to people who have been trying to get their books published for years," said Dave DiMarcantonio, President (and client) of Instabook Canada.

The desk-sized kiosk produces one soft-cover book in 3-10 minutes; depending upon the number of copies, customers could have a stack of paperbacks ready the same day.

Hamilton, Ont.-born DiMarcantonio said the idea for an economical book publisher spawned from a story he read a few years ago about the problems within the industry of traditional printing and the amount of unsold books returned.

Hearing stories in

which payment for publishing books reached \$20,000 US in extreme cases reinforced the need for a place like Instabook.

"Why not produce as many books as needed, on the day they are needed?" DiMarcantonio said.

And through Instabook, struggling poets or those itching to get their memoirs out can have their prose — which might not have survived a global market — printed in a book warmly welcomed by family or a community.

DiMarcantonio, 30, says the unique technology, which has sprung up in three locations across Canada, is expected to splash out with 300-600 sites next year in libraries, copy centres, book stores,

and Universities.

For \$150, Instabook will design the cover, offer up a proof for review, cull the words from an email or disc, print, cut the pages, bind the book, and produce 10 books of up to 400 pages. Each additional book is \$7-\$14, depending on the number of pages, and each photo or graphic is an extra 10 cents each.

Check out [www.instabook.ca](http://www.instabook.ca) for locations.

- Jennifer Bill 24 hours

