



# eSellerate Provides E-Commerce Solutions for DNAML Desktop Products

eSellerate, Inc, June 08, 2004

URL: <http://www.pr9.net/business/ecommerce/1060july.html>

*eSellerate Inc., a leading e-commerce provider, is pleased to announce its partnership with DNAMLTM, a leader in the field of electronic publishing with its flagship DeskTop Author package based on the Digital Web Book format.*

PR9.NET June 08, 2004 - Under this joint effort, eSellerate will provide commerce solutions for Web Book authors who take advantage of the built-in DRM (Digital Rights Management) solution within the DNAML Desktop products.

The e-commerce solution is one of the newest additions to DNAML's Desktop product features. Seamlessly incorporated within a fully integrated system managed by eSellerate, this solution allows for purchase and verification of the Web Book from within the publication created with the Desktop products. Publishers using the DNAML format may now elicit payment for content viewing at their discretion, allowing users to preview a set amount of content prior to being prompted for purchase.

"This is a great step forward for the desktop publishing community. Never before have publishers been able to distribute, sell and protect their digital media in one all-inclusive package," said Patrick Lambrecht, Marketing Director for eSellerate. "Finally there is a solution for desktop authors to truly protect their publications and take advantage of previously untapped business models and revenue streams."

Richard Springhall, media contact for DNAML, comments, "The partnership between DNAML and eSellerate, sees the marriage of a leading-edge electronic publishing solution with proven security technology. The combination of DRM with e-commerce capability within a stand-alone document is a world first."

###

## About DNAML

In operation since 1999 and based in Fox Studios Sydney, Australia, DNAML Pty Limited, continues to lead innovation in the field of electronic publishing with its flagship DeskTop Author package based on the Digital Web Book format. Building on exponential growth in its customer base and widespread acceptance of the 3D page-turning document format in 2002, DNAML is releasing the next generation of the software that incorporates major new features together with improved performance.

## About eSellerate, Inc

eSellerate is a leading software commerce provider focused on providing the tools and solutions for software publishers and other digital goods providers engaging in digital distribution and sales strategies. Founded from within MindVision Software, the leading provider of installer utilities like Installer VISE since 1987, they offer groundbreaking solutions to some of the largest software companies in the world, such as Microsoft, Apple and Adobe.

**Phone:** 402-323-6600  
**Website:** <http://www.esellerate.net>  
**E-Mail:** [media@esellerate.net](mailto:media@esellerate.net)