

## Chapter 1 : The Baroque Cycle - Wikipedia

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VR Share The digital books landscape is starting to take on a different look, with mobile and the advent of Virtual Reality techniques. The Ancient versus Modern schism has never arisen! Numbers proved that it was a mistake to fear that printed books would disappear in favour of e-books. E-books have definitely found a niche in the market - sales are predicted to account for one quarter of global book sales by , with 20 billion dollars in revenue expected. But those numbers has not cramped sales of printed books “ quite the opposite, in fact. Nevertheless, the new digital formats have created new reading consumption habits by providing a more interactive, multi-channel reading experience. The market for e-books is certainly growing, but the future will perhaps see a very different multi-faceted way of reading, based on smartphones and virtual reality VR technologies. State of digital books market from the publishers point of view E-books have a number of advantages for readers: Despite some initial reluctance, a number of publishing houses have now understood the opportunity brought to them by this market. One example is Paris-based Bragelonne. Claire Deslandes , head of digital publications at the company, explains: Some people thought our approach was rather aggressive, but we just saw it as proactive. This approach went hand in hand with our publishing strategy, which enables us to move smoothly from print to digital. This has been very successful. E-book sales are not yet able to support a company all by themselves, so printed books still remain fundamental to the publishing business model. We see that people still want to read printed books. You really feel that readers are very fond of their printed books. Readers are quite versatile and they read in a multi-faceted way. And people actually feel a strong, even physical, attachment to printed books. Mobile apps a promising channel for e-books? Passengers on public transportation are indeed much more likely to use their smartphones than an e-reader. As a result, the publishing sector has now entered the smartphone world, seeking to marry literature with technology, as well as raise the profile of their book catalogues. The text has to be optimised for the screen. There is a wide range of mobile apps on offer: More rarely, you can also find ambitious apps that set out to re-invent the art of reading itself. The promise of VR: VR, which is now being used in many areas, has not so far been applied to reading, but may radically alter the reading experience. Indeed, with VR, readers will have the opportunity to truly live a story rather than just read about it. Besides, this technology is already beginning to shake up traditional ways of writing and illustrating stories. It is the case for S. Only the interactive arrows tell you which pages to turn. Books can also be created specially with VR in mind. You can touch the speech bubbles and virtually turn the pages with a gesture. Fabio Corrossi , a developer at Oniride, stresses that writing directly for VR alters the situation radically. The artist has to be able to draw the eye of the reader to get him or her to focus on the important part of the story that is unfolding. The VR book sector, which is still a niche market, has every chance of growing and becoming a major part of the landscape over the long term. Computer power and software programs enable you to develop content properly. Moreover, the audio-visual industry is now mature enough to cope with these challenges and make new platform available. Not least, the investment is there, the financial markets are hugely committed. Comic books using VR are a whole new way of reading especially designed as stories in a new format, a new option for the reader, who has a choice of whether to read a traditional comic book “ a printed book or even as an e-book “ or to plunge into a graphic story which has been especially designed to explore the power of VR. We can see that, whatever happens, the market for books is constantly changing. Our aim is to be there to meet all the demands of the market and to please both traditional readers and digital readers.

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