

editorial flash

The Birth of Xerography

February 8, 2006 marked the 100th birthday of Chester Carlson, the inventor of the Xerox copier.

It is amazing to look at the industry created by a simple idea to use an electrostatic charge to copy and transfer images from an original to a paper copy. This industry would go from making monochrome copies to the printing of billing, banking, and brokerage statements to single-copy books to one-to-one marketing...a more than \$112 billion industry.

We take for granted all of the changes that Carlson's "electro-photography" patent, #2,297,691, filed on April 4, 1939, brought to not just our industry, but also to the world. From a simple seed grew the plain paper copier industry, toner manufacturing, specialty papers, laser printers, and today a multibillion-dollar marketing industry. The latter is in its infancy and likely will breed even more new business models and market opportunities.

Happy 100th birthday, Mr. Carlson; may the seeds of your inventions continue to produce new innovation.

Your editor, Steven Kingsley

Excerpted from *The Birth of Xerography* article by Ira A. Gold, Electronic Publishing March, 2006 issue

author's spot: Emma Gabor

It's fun to work with the guys at Newmedia on the release of my upcoming book, *The Hungarian Bride - Dracula Defeated*. One fringe benefit is that I get to read all the books they publish free! The latest one is *101 Great Ways to Improve Your Life*. My favorite author, June Marshall is in it too, together with John Gray, author of *Men are from Mars, Women are from Venus*, Jack Cranfield who co-wrote the *Chicken Soup for the Soul* series, and others. I put in my piece about it on the book's page, I liked it so much:

101 Great Ways to Improve Your Life: Volume 2 is a supermarket of all of the best ideas for making your life better. You may choose to select a variety of nourishing articles at a bargain price. You may fill your mental shopping cart to overflowing with great ideas. Or you may decide to randomly select an article a day. Whatever your method, you will get more than your money's worth in insights about increased abundance, love, and happiness."

hot off the press

Lots of web work came to fruition this past few months, thanks to our ever busy, multitalented author-comedienne-songwriter-performer-gym instructor-personal trainer, etc...etc engine of creation, June Marshall:

* You may be ready for the *June Marshall Show...*

* but how about *June's Gym*, her virtual health club gym?

Now, if you happened to live close by, she could be your personal trainer - and believe me, she would make you sweat!

We also did a thorough update and streamlining on our own site, to get it ready for the holiday season rush, by adding streaming video interviews, for example. Cool!

hot on the burner

Not to be outdone in any way, June's single, *Booby Trapped*, from her album by the same title, has been nominated for inclusion in GarageBand.com's upcoming new song contest. Check it out at:

[The Dirty 7 Band's section on GarageBand.com](#)

We are still undecided about rolling *Love Show* as our own program on our iTV channel, or creating a channel on "GoogleTube," now that Google is buying YouTube, or one of the more family friendly services, like AOL or Yahoo Video. Any thoughts?

our multimedia projects are cool

See the capabilities available to you



This clip is in Apple QuickTime format. [Download the player, or its latest version free](#), if it isn't on your computer and enjoy!

questions, comments or suggestions?
send them all, to our editor@newmediapublishing.com

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