

Maxis Launches Ebook Service In Bid To Be More Competitive
Bernama
April 12, 2012

KUALA LUMPUR, April 12 (Bernama) -- Maxis Bhd plans to be more competitive in the market following the launch of its integrated digital book service, that can be used across devices.

Vice President and Head of Products, Device, Innovation and Roaming, Kugan Thirunavakarasu said the application, the first of its kind in the country, would also help local publishers commercialise their books.

"Currently, there are 300,000 ebooks from over 40 categories in the application, 20 per cent of which comprise local books," he told a press conference after the launch here today.

The integrated communications services provider also plans to partner with more local publishers, to nurture the growth of local books and content in its digital library, adding to the list of existing partners, which includes Cempaka Schools and Pelangi.

Maxis ebooks features a user-friendly interface and runs on a cloud-based digital bookstore, where customers can download books onto their iPads or Android tablets, anywhere and anytime.

For more information on Maxis ebooks, log on to www.ebuuk.com.my, or download the application for free from Google Play and Apple's app store.

-- Bernama

© 2012 BERNAMA.

Source: <http://www.bernama.com/bernama/v6/newsindex.php?id=658512>