

Skoobe – The Mobile Library Launches on February 29th

The mobile e-book library Scoobe launches on February 29th 2012. Scoobe offers readers a whole new access to the world of electronic books. Readers do not buy single titles, but become members of an ever-growing mobile library and can borrow current bestsellers like “Das Orchideenhaus” [Hothouse Flower], much-discussed nonfiction titles like Steve Jobs’ biography by Walter Isaacson, or classics like Kafka’s “Die Verwandlung” [The Metamorphosis], and instantly read them on their smartphone or tablet.

With the limited introductory offer, the first 10.000 readers can borrow and read any number of new books each month for Euro 9,99 monthly until 1st of March 2013. Up to five borrowed books are available on the personal book-shelf at the same time. There are no out-of-stock titles at Scoobe, every e-book in the library is available always and everywhere. After the end of the introductory offer, Scoobe-Members can borrow two new books each month for Euro 9,99. Comprehensive read-ins allow the reader (even without being a member) to read extracts of all available books of Scoobe. Trying Scoobe is very easy: Register at www.skoobe.de, download the free App from the Appstore and start reading. Scoobe is available as app for iPhone, iPad and iPod touch. An Android version is planned.

“With Scoobe, we have created a whole new service with which to read e-books”, explain **Christian Damke** and **Henning Peters**, executive directors of Scoobe. “Within the Scoobe-App, members feel like it’s their personal library, by discovering new books and borrowing them immediately. In developing Scoobe, we have tried to understand the special needs of e-book readers better: Now browsing, reading and organizing the own library, as well as the possibility of synchronized reading on up to three devices offer a rewarding reading experience. In collaboration with our readers, we will continuously improve Scoobe to provide the best reading experience on smartphones and tablets.”

Skoobe’s e-book catalog focuses on the segments of fiction, non-fiction, and reference books, as well as children and young adult books, and already comprises thousands of renowned German publishing houses’ latest books, Droemer, DVA, Fischer, Goldmann, Heyne, Kiepenheuer & Witsch, Lübbe, Luchterhand and Rowohlt amongst others.

“Scoobe is a chance for publishing houses to meet the reader’s new needs of the e-book market”, explains **Thomas Schierack**, commercial director of Bastei Lübbe since 2008. “We believe Scoobe can reach new audiences for our digital books.”

Skoobe – the new mobile library – is a joint venture of arvato, Verlagsgruppe Random House and Verlagsgruppe Georg von Holtzbrinck and is open to e-books of all publishers.
Further information can be found on www.skoobe.de

Contact:

Christian Damke, executive director
Skoobe GmbH, Klenzestr. 38, Rückgebäude, 80469 München
Phone: 089 24 29 26711 E-Mail: christian.damke@skoobe.de