

News - City

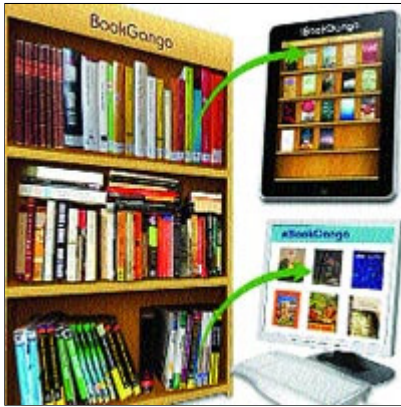
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City youth launches ebook store

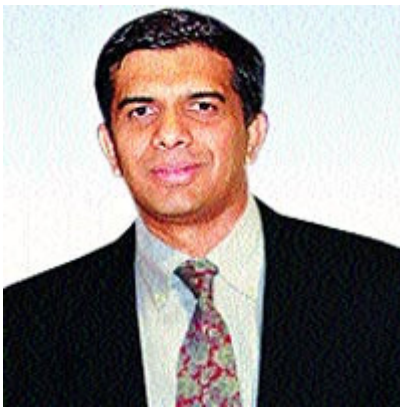
Developer claims unique software prevents privacy of downloadable books

By **Nitin Brahme**

Posted On Monday, August 30, 2010



Images of iBookGanga app and the online store.



Mandar Joglekar

A Pune youth has launched an online book store which readers can access from iPad and iPhone.

The online venture primarily aims to primarily promote Indian literature by enabling convenient access from internet and smartphones.

From Mandar Joglekar's ebook store you can download some books free too. Joglekar, who had recently set up the company Myvishwa, told Pune Mirror that "from the website bookganga.com one can access ebooks as well as download the ebook reader which will make one's reading easier and more enjoyable.

On the site readers can benefit from information posted by multilanguage book publishers who provide information about the books free of cost.

Moreover, publishers will be able to sell books at reasonable cost. Book lovers can also order books in print or as ebook. Books will be delivered in any part of the world."

The software required for the download is available on the website free of charge. The iBookGanga application is specifically

for downloading of books on to Apple's iPad.

Joglekar says that the online store has taken precautions to prevent piracy. "Till date ebooks have been available in PDF format, thus increasing the chances of getting copied.

The software we have developed can prevent piracy in every way. The book buyer can read the book only on his computer or iPad. For this purpose, the buyers 'device ID' is registered with bookganga.com.

Thus the book cannot be read on any other computer or iPad," claimed Joglekar.

How it works

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