

30 Years On Reviewing *The Wychwood* Esi-Reader Mk3

The new electronic *Wychwood* Esi-Reader really is a gem. Easy to hold and carry around, it opens up into a dual screen crystal-clear display, bright enough for direct sunlight reading. The new long-life battery means it is usable on a good holiday without having to recharge and its long-range wireless connection means you can download new articles from almost anywhere.

From Paper to Reader

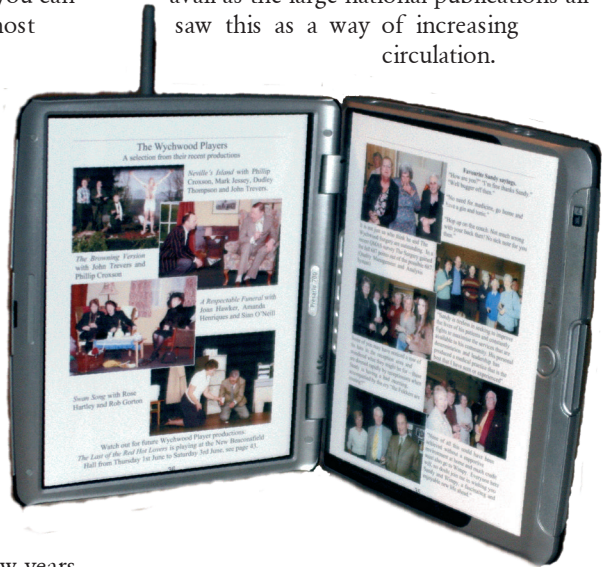
It's fascinating to see how far we have come over the 60 years of *The Wychwood* magazine. For the first 40 years or so, the magazine was a normal paper-based publication, although the technology of production had changed enormously. It's strange to think that the first email article was only received in 1997 and that broadband, now essential to everyday life, didn't finally arrive in the Wychwoods until 2004.

But the real change happened a few years later, brought about by the two big crises for the magazine - the soaring cost of white paper and the EU Directive 187678/336 on Mandatory Language Diversity for Local Publications.

The problems with paper production were really sown in the early 2000's with growing environmental pressures and the expansion of China and India. The banning of bleaching agents in paper production, a massive increase in recycled paper content and the redirection of forestry products to biofuels all meant that paper costs soared, as white paper became a premium product.

Infamous

Then that infamous EU directive. Did we really have to produce *The Wychwood* in four different languages? Who locally really reads Welsh and Urdu? Together with many local communities we, of course, lobbied hard against it but finally to no avail as the large national publications all saw this as a way of increasing circulation.



Luckily, the technology of ebooks had been progressing rapidly. As far back as 2008 the Sony Ereader was a great early product, although it now looks crude compared to the present generation of readers. Our first attempts to introduce an Esi-Reader as an alternative to a paper edition met with quite a deal of resistance from our subscribers. They were rightly concerned about the readability of the new devices compared to the paper edition and how difficult the reader would be to use. The committee made a wise decision early on to rent Esi-Readers in place of the magazine subscription. This provided a

major incentive for subscribers to take it up, giving them access not only to *The Wychwood* but also all the other ebooks now being distributed via the local library. At first, the need to go to a distribution point - the library, the local shops and pubs - to get the latest edition was a drawback, but with faster broadband and the enlargement of the community wireless network, we were able to deliver new issues automatically.

Moving Adverts

And the Esi-Readers solved some other long-term problems. The ability to automatically enlarge the text helped solve growing problems for those with poor sight and of course the problems of Multilingualism were also easier to address. The other major benefit, initially unforeseen, was that the costs of producing and distributing the magazine were now radically altered. Once the edition had been produced there was no limit to the number of subscribers we could support. Our advertisers also found this very attractive, now able to introduce both colour and moving adverts - and reach a much larger readership.

Electronic Wrapper

But enough of the history lesson, back to the new Mk3 Esi-Reader. A couple of really neat new ideas sets this apart from other electronic readers in this class. The use of an external cover display allows us to reintroduce a distinctive colour electronic 'wrapper', which changes with every edition so you can easily identify which issue you are reading. The two page fold-out display makes it more comfortable to hold and displays twice the content. The latest 'bright-screen' technology really does mean you can read this in all

conditions and of course the longer battery life is something we have all been asking for.

Enjoy your next edition of *The Wychwood* on the new Esi-Reader!

READER COMPETITION

Let us have your most novel ways of using your Esi-Reader. Do you listen to music on it, watch films, surf the web? Let us know and there will be prizes!

Closing date for all entries,
20th December 2009 so hurry!

Country Life's Like That!

More opportunities for confusion from June 2002.

It just shows how international we are!

Here are a few more of the amusing David Say's e-mails to Marian and Phil Wakefield apropos signs seen around the world. In a Nairobi restaurant: "Customers who find our waitresses rude ought to see the Manager!" On an Athi River Highway: "Take notice. When this sign is under water, this road is impassable! On a poster at Kencom: "Are you an adult that cannot read? If so, we can help!" An advertisement by a Hong Kong dentist: "Teeth extracted by the latest methodists! Finally, how about this one for an open invitation seen in a laundry in Rome. "Ladies, leave your clothes here and spend the afternoon having a good time!"