



Guildhall Press and Hive Studio – New eBook with Atmospheric Experience

A new type of multi-media eBook - produced by Guildhall Press and the Hive Studio, in partnership with Ulster University was launched.

The 'enhanced eBook' includes all the usual features of an eBook but also encompasses specially created, atmospheric sound, visual and film inserts. Issued under the folio Atmos Books, the eBook is an adaptation of the 2013 crime thriller 'Valberg', written by lawyer Desmond Doherty.

"It's effectively a hybrid platform," explains Hive Technical Director Kevin Hipsley. "It adds a visual/sound dimension to the book at key points – imagine it as a visual soundtrack for a book. The reader can enjoy an enhanced atmospheric experience, which complements the narrative of the book without being a distraction. Once downloaded, the enhanced features are embedded and don't require further access to wi-fi. We don't link off to external sites or assets – this minimises the distraction factor – keeping the reader focused on the key content of the book, i.e. the story."

"The twenty or so 'atmos' inserts for 'Valberg' were specially commissioned and created by ourselves in conjunction with Ulster University's Jim Curran and Vincent O'Callaghan from the School of Media, Film and Journalism, under Invest NI's Innovation Voucher scheme. They include filmic images and soundscapes from various locations where action takes place in the book."

Jim Curran, Ulster University adds *"we were delighted to bring our expertise in cross-media platforms to bear in the development of this new hybrid book-form. The challenge was to create a portable, wi-fi free eBook, while at the same time integrating both sonic and visual atmospherics."*

"The university was involved in every aspect of the project from design to actualisation. And the partnership we struck up with The Hive and Guildhall Press has already led to the development of new joint projects. This is an excellent example of how the university can bring direct, practical benefits to local industry."