New Titles from The MuPress

The Mudoc Corporation's MuPress is now preparing for publication three new books called, collectively, *The Mu Primer* trilogy. The books are intended to popularize and generate demand for the tools of the mudoc technology. To such ends, the books will be published in both print-on-paper and electronic editions. The text in the print-on-paper editions will be set in the mu typography. The text in the electronic editions will be set in interactive movable type and stored in the mudoc digital format. The print-on-paper editions will be called MuBooks. The electronic editions will be called Mudocs. The three works are:

1. *The Mu Primer* – a textbook that will enable most readers to become proficient in reading text displayed in the mu typography. The Mudoc edition will, in addition, enable readers to become proficient in using the mudoc software and interactive movable type. [The mudoc software will be introduced at the same time the books are issued]. *The Mu Primer* includes a chapter that describes the functions and capabilities of human/computer interfaces like the telereader terminal. Also discussed is the development and use of new computer languages like *Easy*. Further, the book explores the various ways in which the tools of the mudoc technology might be implemented and utilized around the world.

   The Mu Primer could become, in its two forms and many translations, history's largest selling textbook (see market research data in The Mudoc Corporation's business plan, *The Mudoc Technology*). Selected portions of *The Mu Primer* manuscript are now available on this website.

2. *The Performance Evaluation Kit for The Mu Primer* – a supplement to *The Mu Primer*. It will show the reader how quickly and how well he or she is learning to read text displayed in the mu typography and what kinds of additional training, if any, might be needed to achieve high proficiency with the mu method. The Mudoc edition will also show the reader how well he or she is learning to use the mudoc software and interactive movable type.

3. *The Metafarm* – a funny, exciting, mind-expanding, and eminently filmable novel that depicts the kinds of changes that are likely to be seen (1) as interactive movable type comes into wide use and (2) as the world's economy evolves from one powered primarily by carbon-containing fuels to one in which the principal fuel is hydrogen, a fully renewable non-polluting fuel. The novel describes the impact the new technologies are likely to have on human behavior and human societies during the next few decades. It is not science fiction. Rather, it's science extension that extrapolates, in a fictional format, the kinds of changes in our economies and ecologies that are likely to come about if and when interactive movable type becomes a basic communications tool and hydrogen becomes our primary fuel. To date The Mudoc Corporation has developed a production and marketing plan, a synopsis, and chapter summaries for *The Metafarm*.

The Mu Primer trilogy will be the first books set in interactive movable type. We believe they have a good chance of becoming the largest, the second largest, and the third largest-selling titles of the 2nd decade of the 21st century (although we're not sure which will be

which). We have done some preliminary market research to assess the sales potential of *The Mu Primer* and *The Performance Evaluation Kit*. The results indicate a remarkably high degree of receptivity to both books as MuBooks. (We didn't tell the market research respondents there would be electronic editions.) Of the 737 respondents who participated in the study, 92% said they would buy or borrow The Mu Primer (65% said they would buy it, 27% said they would borrow it from a library or elsewhere) if they knew that other books would be published in the mu typography. Almost 70% said they would buy The Performance Evaluation Kit. And 53% of the respondents said they would join The MuBook Club, a book club that would make available a large selection of MuBooks.

The Mudoc Corporation has, as yet, done no formal market research on *The Metafarm*. But, the novel will be offered in several different forms and many different translations. It will be exposed in a number of different media. It will be a high quality and highly entertaining literary work. And, it will be the first novel in history written with interactive movable type. With these advantages, we think *The Metafarm* has a reasonable chance of becoming the world's most widely known novel.