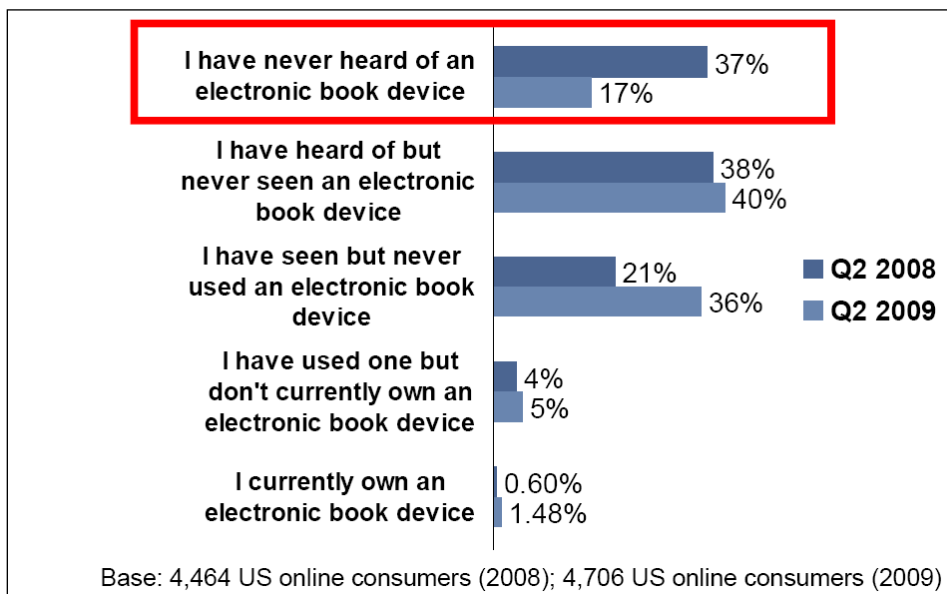


# eREADERS FROM A PUBLISHER'S PERSPECTIVE

*Awareness and ownership of eReaders is growing, but still low.*



Source: North American Technographics® Media & Marketing Online Survey Q2 2008 & Q2 2009

## **eReader outlook:**

- Sell-through of 3 million units in 2009
  - Amazon 60%, Sony 35%, others less than 5%
- 40% of 2009 sales (1.2M) in Q4
  - 900,000 in November/December holiday season
- A conservative estimate for 2010 would be for sales to double from 2009 (6M)
  - This would bring cumulative sales to 10M units by the end of 2010

Source: October 2009, Forrester report, "Forrester's eReader Holiday Outlook 2009"

Slides from Aptara webinar, "eBook Readers & Standards . . . Where to Next?"

Although our customers are not asking for content to be available on eReaders yet, we want to be prepared for the future.

Not all content is a good match for eReaders.

**HAZARDOUS MATERIALS COMPLIANCE MANUAL**

**Table §176.83(B) — General Segregation Requirements for Hazardous Materials**  
(Segregation must also take account of a single secondary hazard label, as required by paragraph (a)(8) of this section.)

Class	1.1 1.2 1.5	1.3 1.6	2.1	2.2	2.3	3	4.1	4.2	4.3	5.1	5.2	6.1	6.2	7	8	9
Explosives, 1.1, 1.2, 1.5	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)
Explosives, 1.3	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)
Explosives, 1.4, 1.6	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)
Flammable gases, 2.1	4	4	2	x	x	x	2	1	2	x	2	2	x	4	2	1
Non-toxic, non-flammable gases 2.2	2	2	1	x	x	x	1	x	1	x	1	x	2	1	x	1
Poison gases 2.3	2	2	1	x	x	x	2	x	2	x	2	x	2	1	x	1
Flammable liquids 3	4	4	2	2	1	2	x	2	1	2	2	x	3	2	x	1
Flammable solids 4.1	4	3	2	1	x	x	x	1	x	1	1	2	x	3	2	1
Spontaneously combustible substances 4.2	4	3	2	2	1	2	2	1	x	1	2	2	1	3	2	1
Substances which are dangerous when wet 4.3	4	4	2	x	x	x	1	x	1	x	2	2	x	2	1	x
Oxidizing substances 5.1	4	4	2	2	x	x	2	1	2	2	x	2	1	3	1	2
Organic peroxides 5.2	4	4	2	2	1	2	2	2	2	2	2	1	3	2	2	x
Poisons 6.1	2	2	x	x	x	x	x	1	x	1	1	x	1	x	1	x
Infectious substances 6.2	4	4	4	4	2	2	3	3	3	2	3	3	1	x	3	3
Radioactive materials 7	2	2	2	2	1	1	2	2	2	2	1	2	2	x	3	2
Corrosives 8	4	2	2	1	x	x	x	1	1	1	2	2	x	3	2	x
Miscellaneous dangerous substances 9	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

Numbers and symbols relate to the following terms as defined in this section:  
1—“Away from.”  
2—“Separated from.”  
3—“Separated by a complete compartment or hold from.”  
4—“Separated longitudinally by an intervening complete compartment or hold from.”  
x—The segregation, if any, is shown in the §172.101 Table.  
\*—See §176.144 of this part for segregation within Class 1.

To use the Segregation Table:  
(1) Locate the hazard classes or divisions of the materials in question — one in the vertical column, the other in the horizontal row.  
(2) Follow each to the location where they intersect.

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**Hazardous Materials Incident Report**

Form Approval OMB No. 2137-0039

U.S. Department of Transportation  
Research and Special Programs Administration

According to the Paperwork Reduction Act of 1996, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 2137-0039. The filling out of this information is mandatory and will take 30 minutes to complete.

**INSTRUCTIONS:** Submit this report to the Information Systems Manager, U.S. Department of Transportation, Research and Special Programs Administration, Office of Hazardous Materials Safety, DHM-63, Washington, D.C. 20590-0001. If space provided for any item is inadequate, use a separate sheet of paper, identifying the entry number being completed. Copies of this form and instructions can be obtained from the Office of Hazardous Materials Website at <http://hazmat.dot.gov>. If you have any questions, you can contact the Hazardous Materials Information Center at 1-800-HMR-4922 (1-800-467-4922) or online at <http://hazmat.dot.gov>.

**PART I - REPORT TYPE**

1. This is to report:  A) A hazardous material incident  B) An undeclared shipment with no release  
 C) A specification cargo tank 1,000 gallons or greater containing any hazardous materials that (1) received structural damage to the lading retention system or damage that requires repair to a system intended to protect the lading retention system and (2) did not have a release.

2. Indicate whether this is:  An initial report  A supplemental (follow-up) report  Additional Pages

**PART II - GENERAL INCIDENT INFORMATION**

3. Date of Incident: \_\_\_\_\_ 4. Time of Incident (use 24-hour time): \_\_\_\_\_

5. Enter National Response Center Report Number (if applicable): \_\_\_\_\_

6. If you submitted a report to another Federal DOT agency, enter the agency and report number: \_\_\_\_\_

7. Location of Incident: City \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_ ZIP Code (if known): \_\_\_\_\_  
Street Address/Mile Marker/Yardname/Airport/Body of Water/River/Mile \_\_\_\_\_

8. Mode of Transportation  Air  Highway  Rail  Water

9. Transportation Phase  In Transit  Loading  Unloading  In Transit Storage

10. Carrier/Reporter Name \_\_\_\_\_  
Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_  
Federal DOT ID Number \_\_\_\_\_ Hazmat Registration Number \_\_\_\_\_

11. Shipper/Officer Name \_\_\_\_\_  
Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_  
Waybill/Shipping Paper \_\_\_\_\_ Hazmat Registration Number \_\_\_\_\_

12. Origin (if different from shipper address) Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

13. Destination Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

14. Proper Shipping Name of Hazardous Material: \_\_\_\_\_

15. Technical/Trade Name: \_\_\_\_\_

16. Hazardous Class/Division: \_\_\_\_\_ 17. Identification Number: \_\_\_\_\_ 18. Packing Group: \_\_\_\_\_ 19. Quantity Released: \_\_\_\_\_  
(E.g. UN2914, NA 2020) (if applicable) (Include Measurement Units)

20. Was the material shipped as a hazardous waste?  Yes  No If yes, provide the EPA Manifest Number: \_\_\_\_\_

21. Is this a Toxic by Inhalation (TIH) material?  Yes  No If yes, provide the Hazard Zone: \_\_\_\_\_

22. Was the material shipped under an Exemption, Approval, or Competent Authority Certificate?  Yes  No  
If yes, provide the Exemption, Approval, or CA number: \_\_\_\_\_

23. Was this an undeclared hazardous materials shipment?  Yes  No

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