

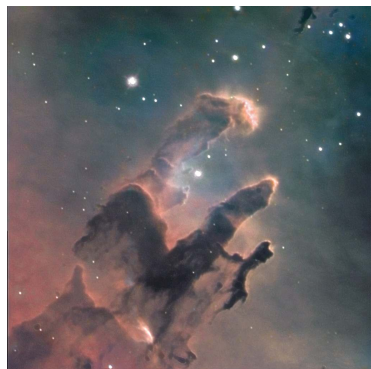
Canopus Academic Publishing Ltd

Books, graphic design, laminating, perfect binding

Canopus Academic Publishing is a book packager, publisher and multimedia creator specialising in science and astronomy. Canopus has developed an extensive programme of academic physics books for Springer Verlag in Heidelberg, Dordrecht and New York. In addition they publish titles in the UK under their own imprint. Authors Canopus have published include Sir Patrick Moore, Sir Arthur C Clarke, Brian May and Chris Lintott. A recent bestseller was 'Bang!' by May, Moore and Lintott, which has sold over 150,000 copies.

Scenario

Canopus were working towards the completion of their latest prestigious publication 'Dot Astronomy - Networked Astronomy and the New Media' edited by Cardiff University Department of Physics and Astronomy's Dr Robert Simpson and Professor Derek Ward-Thompson (renowned for his appearances on BBC TV's Sky At Night programme). The vision was to create a book produced with the ethos and spirit of the subject; new developments and technology.



The "pretty picture" aspect - a 3-colour (BVR filter) image of the "Pillars of Creation" region of M16, the Eagle Nebula

The final draft of the publication was completed in ten days in time to launch at Astrofest in Kensington, London.

Approach

Minuteman Press worked closely with Canopus' Director Robin Rees in developing the cover design and implemented final edits of text and images. The two hundred page book contained a significant proportion of full colour images, each of which had to be reproduced in the highest quality and definition. Accurate colour representation would be critical for the content

and an attractive cover would assist in selling the publication.

The first print run of 500 books for launch was completed using a Xerox digital press. The cover was produced on 300gsm silk art and matt laminated, the internal pages on 150gsm matt art. The books were then perfect bound and trimmed.

"Minuteman Press worked from 4.30am to late evening to get this project delivered on time - that's the right attitude"

Robin Rees

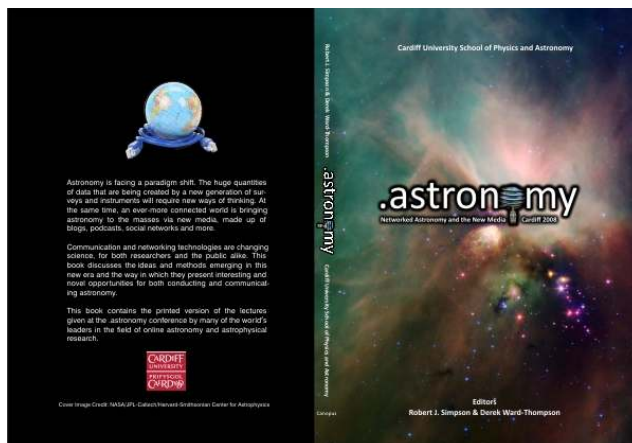
Result

The books were produced in time for Astrofest launch. The texts were autographed by Professor Ward-Thompson. Sales were excellent and the books success has been assured.

"One of my colleagues picked up the book which was on my desk and looking through was amazed at the high definition and quality of the images. He asked me if the final production version would be anywhere near as good. I told him that is a final production book!" Professor Ward-Thompson.

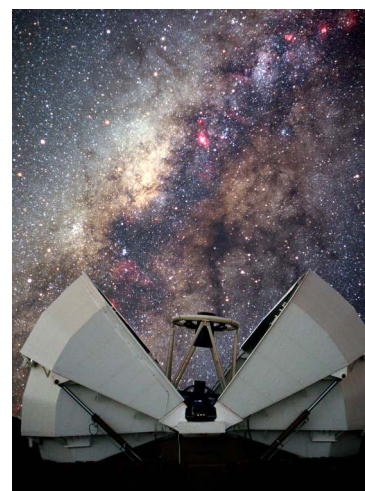
"Minuteman Press worked from 4.30am to late evening to get this project delivered on time - that's the right attitude" Robin Rees commented.

"It was a pleasure to work with such a professional team who have a real eye for detail" added Robin in concluding.



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Professor Ward-Thompson



The Faulkes Telescope (North)