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## HARPERCOLLINS PUBLISHERS PARTNERS WITH AUTOGRAPHY

### *Authors to Sign and Personalize Ebooks in 2013*

July 15, 2013 – ST. PETERSBURG, FL – Autography LLC today announced it has signed an agreement with HarperCollins Publishers that will allow HarperCollins authors across all genres to use the Autography software to engage fans through digital book signings from anywhere in the world.

The first event will be held by Avon Impulse at the Romance Writers of America conference (RWA) in Atlanta, Georgia. Twenty Impulse authors will participate, including Eloisa James, Rachel Gibson, Kerrelyn Sparks, Lena Diaz, Karen Erickson, and Molly McAdams, as well as some of the imprint's new talent, such as Jennifer Ryan. This unique meet-and-greet will be a special-in person autographing session for RWA attendees, and will be held in room L405 at 10:45am on Saturday, July 20th at the Marriott Marquis Hotel.

The partnership follows the success of a virtual signing event for *New York Times* bestselling romance author, Stephanie Laurens, this winter. Using the Autography software, Laurens chatted online with fans from around the world, answered their questions, and autographed eBooks to coincide with the release of her new book, *And Then She Fell*.

"We are thrilled to be the first major publisher to partner with Autography, and are especially excited to kick off our relationship by delivering this innovative and personalized experience to our authors' devoted fans at the Romance Writers of America Conference," said Angela Tribelli, Chief Marketing Officer, HarperCollins Publishers. "Partnering with Autography allows us to preserve the intimacy of an author signing while reaching readers around the globe."

Autography's e-signing technology works across all major eReader platforms and applications, inserting a unique, personalized autograph page that becomes a part of the eBook. The signature page can be customized with specific background graphics to help brand the author, series, or event. For in-person book signings, the signature page can even feature a picture of the fan with the author, creating a truly personal keepsake. Fans can share their autographed pages on Facebook or Twitter with one simple click.

"We are delighted to be working with a major publisher like HarperCollins in providing innovative solutions for their authors," said Garry Martin, Chief Marketing Officer, Autography LLC.

#### About Autography

Autography LLC is a media technology company headquartered in St. Petersburg, Florida. The firm features a patent-pending method for personalizing digital media that can be enjoyed on a wide-variety of consumer devices. The company was co-founded by author TJ Waters and technology executive Robert Barrett in May 2011.

([www.autography.com](http://www.autography.com), 727-388-1605)

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