

## **Cambridge University Press to premier Hitachi Solutions' digital watermarking technology with new Penpals at Home series**

Cambridge-Hitachi, a joint venture between Cambridge University Press and Hitachi Solutions, today announced that new titles from their best selling Penpals series will premier Hitachi Solutions' new digital watermarking technology.

Hitachi Solutions has developed a new technology which embeds a digital watermark within an image, allowing a reader to access additional content by scanning the image with a smartphone or tablet. A watermark can be embedded in photos, pictures, small icons and even printed textures, and, since the codes are design-friendly, they are suitable for a range of different publications.

Shigeki Ishihara, Deputy General Manager, Product Solution Business Division of Hitachi Solutions, said: 'By connecting digital content to the printed page, books become more interactive and can provide more value to the reader. We are excited to see how Cambridge University Press has incorporated this technology into their new Penpals at Home books as a proof of concept and we are keen to see how their young learners engage with the technology.'

Rich Westwood, General Manager, Cambridge-Hitachi, Cambridge University Press, said: 'Penpals is the leading handwriting brand in schools, but this is the first time we have published books for parents to use with their children. Handwriting is such an important skill that it is vital that parents support children in learning the style they are using at school. The books teach early handwriting skills such as patterns and print letter formation, and Hitachi Solutions' new digital watermarking technology adds an extra bit of magic – the children can see and hear the patterns and letters come to life on the page. They can copy the pen movements as they watch.'

Penpals for Handwriting is the UK's leading handwriting scheme in schools. The Penpals at Home books are the latest additions to the series and have been designed to support the parents of 3-5 year-olds develop handwriting at home. The books will be available to purchase from 24<sup>th</sup> April 2014.

### **ENDS**

#### **Notes to Editors:**

For further information, please contact Adam Tuckwell on +44 (0)1223 326194 or email [press@cambridge.org](mailto:press@cambridge.org)

### **About Cambridge University Press**

Cambridge University Press is the publishing business of the University of Cambridge. Dedicated to excellence, its purpose is to further the University's objective of advancing knowledge, education, learning, and research.

Its extensive peer-reviewed publishing lists comprise 50,000 titles covering academic research, professional development, over 300 research journals, school-level education, English language teaching and bible publishing.

Playing a leading role in today's international market place, Cambridge University Press has more than 50 offices around the globe, and it distributes its products to nearly every country in the world.

For further information, go to [www.cambridge.org](http://www.cambridge.org)

### **About Cambridge-Hitachi**

Cambridge-Hitachi (Cambridge Hitachi-Solutions Education Ltd) is a joint venture between Cambridge University Press and Hitachi Solutions. Since 2003 Cambridge-Hitachi has been developing curriculum-based resources that teachers value – not just because of their educational content, but also because the multimedia experience is highly engaging for children. Additionally, Cambridge-Hitachi helps businesses fulfil their corporate social responsibility (CSR) objectives in schools and colleges. For more information visit: [www.cambridge-hitachi.com](http://www.cambridge-hitachi.com)

### **About Hitachi Solutions**

Hitachi Solutions, Ltd., headquartered in Tokyo, Japan, is a core member of Information & Telecommunication Systems Company of Hitachi Group and a recognized leader in delivering proven business and IT strategies and solutions to companies across many industries. The flagship company in the Hitachi Group's information and communication system solutions business, Hitachi Solutions offers solutions for social innovation such as smart cities. For more information on Hitachi Solutions, please visit: <http://www.hitachi-solutions.com/>