

The Venerable Master established the Buddhist Text Translation Society (BTTS) to make the teachings of the Tripitaka available to people all over the world. What better way to reach people and spread the Dharma than over the World Wide Web?

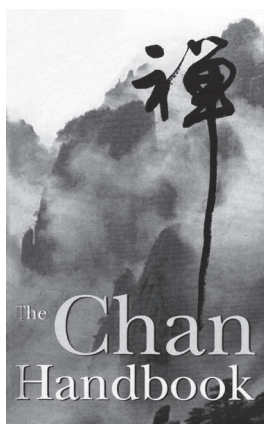
Many BTTS books have been available in HTML or PDF formats on various individual or branch monastery websites. One of the most visited sites is Dr. Epstein's "Resources for the Study of Buddhism" designed for San Francisco State University students. See <http://online.sfsu.edu/rone/Buddhism/Buddhism.htm>.

But the real push for digitizing books came when Amazon.com created a new e-book reader called the Kindle. The Kindle is a compact handheld device which can store hundreds of books, magazines and other media in electronic format. These books are downloaded directly onto the Kindle or other supported devices using Kindle software (smartphones, tablets or laptops), eliminating the need to ship books across the country or overseas.

In late 2010, Amazon offered to automatically convert all BTTS books that they sold into e-books. Standard English only books like *Buddha Root Farm* and *The Buddha Speaks of Amitabha Sutra* converted easily. However, books like *The New Surangama Sutra* and *Buddhism A to Z*, which have Chinese characters, footnotes, Sanskrit diacriticals and other characteristics which needed special handling need to be manually converted. Thus BTTS created an e-book conversion team to handle these special issues.

BTTS e-books have grown rapidly in the last three years beginning with English only, *The Chan Handbook: Talks on Meditation* to the bilingual Chinese/English *Dharma Talks*, to Spanish titles like *Los Diez Reinos del Dharma No Estan Mas Alla del Pensamiento* (Ten Dharma Realms), to the newest e-book the Vietnamese/English Daily Recitation Handbook with pinyin romanization.

Distribution has also expanded from Amazon.com, to Barnes and Noble Nook, and BTTS's own website www.bttsonline.org. Not only does Amazon.com reach Britain, Canada, France, Germany and Spain, but they now allow downloads in India, Japan and Brazil. In addition Katherine Lam, Jerry Hsu and Kent Wang have created a new website (btt.drba.org) where selected e-books are available for free download. These books, in print format, were designed for free distribution and will continue to be given away free as e-books. The most popular are *Meditation Handbook* and *Freedom Simplified*. ❀



數位流通——電子書行銷時代 // Digital Distribution—Spreading the Dharma through e-books //

胡愛蓮 文
By Eileen Hu

宣公上人當年成立佛經翻譯委員會時，目的是要讓全世界的人都有機會接觸經律論三藏教法。時至今日，還有什麼方法能比互聯網更快地將佛法弘揚開來？

許多佛經翻譯委員會出版的書籍，已經製作成HTML網頁或PDF檔案，可在法總分支道場或是其他個人網站下載。其中最多人造訪的網站之一，是易果容博士當初為舊金山州立大學學生所設的「佛教研究資源」網站——<http://online.sfsu.edu/rone/buddhism/buddhism.htm>。

但出版數位化的真正推手，是亞馬遜網站推出的電子書閱讀器Kindle。它是一種小型的手持裝置，可存放成千上萬本電子書籍與雜誌。這些書本直接下載到電子書閱讀器，省卻國內甚至海外郵寄的費用。

2010年末，亞馬遜網站主動表示，願將該網站代售之佛經翻譯委員會書籍自動轉為電子書。純英文書籍的轉換較為容易，例如《佛根地》與《佛說阿彌陀經》，但《楞嚴經新譯》與《佛學詞彙A到Z》附有中文、註腳、梵文，以及其他需要特別處理的地方，則必須以人工轉換。因此佛經翻譯委員會組成了電子書轉換小組，專職處理這些問題。

過去三年中，佛經翻譯委員會的電子書籍快速成長。一開始只有英文版，例如《The Chan Handbook》，之後漸進出版中英對照的《宣公上人開示錄》。如今已有西班牙文《十法界不離一念心》，以及最新推出的英越對照（附羅馬拼音）的《萬佛聖城日誦儀軌》。

流通的網站也自亞馬遜網站，擴增到龐諾書店以及佛經翻譯委員會的網站www.bttsonline.org。此外，法總三位年輕的義工（林春香、徐士捷、王可）共同設計免費電子書的下載網頁，將原本免費結緣的書籍以電子書格式廣泛流通，其中最受歡迎的有《Meditation Handbook》與《Freedom Simplified》。更多免費電子書可於btt.drba.org下載。 ❀