

# Zondervan Releases 2011 Digital NIV Bible

Want to put the Bible on your iPod? You could download an app, or you could carry the entire 2011 NIV version around in your pocket with you.

Zondervan just launched the first product featuring the updated New International Version of the Bible – a digital e-book. The digital release marks the first time that a new Zondervan Bible translation has launched in a digital format before it is released in print. The printed version is due out March 2011.

“Launching in a digital format and spreading God’s Word through a one-for-one Bible giveaway follows the heritage of the NIV to reach more people with God’s Word by translating in the language that ordinary people can understand,” says Moe Girkins, president and CEO of Zondervan.

As part of the NIV e-book release, Zondervan launched a Christmas Buy One, Give One campaign. For every digital copy of the updated NIV Bible sold through Jan. 4, 2011, Zondervan will donate a New Testament of a new NIV-like Hindi translation through Biblica. Zondervan and Biblica hope to donate 30,000 copies of the all-new Hindi translation of the New Testament.

“There are more than 600 million people who speak Hindi, and Biblica is launching an NIV-like Bible translation in this native language so that God’s Word could be easily understood by average Hindi-speakers,” says Keith Danby, international CEO of Biblica.

The Bible is the bestselling book in history and the NIV Bible is the bestselling version year after year, selling more than 400 million copies since its first full publication in 1978.

Following the launch of the newly designed NIV eBook, Zondervan plans to continue to release several new NIV e-books, apps and digital products by the end of 2011.

*Do you read the Bible on a digital device? What are the pros and cons of the Bible as an e-book?*