NO STARCH
PRESS

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**THE CULT OF iPOD FROM NO STARCH PRESS WINS
PRESTIGIOUS DESIGN AWARD**

March 21, 2006, San Francisco—The designer behind *The Cult of iPod*, Derek Yee of Octopod Studios, was selected for inclusion in the annual STEP inside 100 special issue, presenting the top designs from among thousands of entries. The STEP competition is the only design award of its kind to interview all the winners and get the inside story behind the winning designs' development, all of which is presented in the magazine's March/April 2006 issue, on newsstands now. Yee was honored in the Editorial category; his write-up in the magazine can be viewed at http://www.stepinsidedesign.com/STEPMagazine/Article/28590/0/page/11.

"You don't hear about many computer books being recognized for outstanding design achievement, but it's consistent with our desire to bring something new to the table and always push the envelope," said Bill Pollock, founder of No Starch Press. "We work with authors who have something interesting and different to say, and we like the design of their books to reflect that attitude. Derek has always known just how to capture it."

In profiling Yee's work on *The Cult of iPod*, the editors of STEP inside design wrote that the book "doesn't miss a beat with a format that imitates the design of this highly coveted and increasingly iconic gadget." Cited among Yee's distinctive design elements were the back cover's display of "160 pp" where the device would normally indicate the amount of memory, and a gradually decreasing battery insignia as you flip through the colorful pages towards the end. Yee was also responsible for the design-winning look of *The Cult of Mac* (No Starch Press, November, 2004), the previous release from author Leander Kahney.

Describing his approach to designing *The Cult of iPod*'s unique cover, which shows the back of a man's head with an iPod scroll wheel shaved into it, Yee said, "I really wanted to stay away from anything that showed an actual iPod, that was silhouetted, or had white ear buds and wires. I didn't want to sell the iPod. I wanted to sell the people that love their iPods. And I wanted to do it in a way that was pure."

Octopod Studios has been an important partner of No Starch Press for nearly 10 years, coming up with the eye-catching designs for most of its books, including the best-selling Steal This Computer Book series, the Wicked Cool series, and the retro look of the core of No Starch Press titles, and even the No Starch Press t-shirt. More examples of Yee's book design work are available at www.nostarch.com.

ABOUT Octopod Studios
Octopod Studios s a multi-disciplinary creative group based in the San Francisco Bay Area. For over seven years, we've been delivering innovative communications solutions in print and on the web. Although our clientele is as diverse as one-person startups to global corporations, our

ideology remains the same: a respect for the project, an approach that doesn't rely on trends, and a commitment to substance over style.

ABOUT NO STARCH PRESS: Founded in 1994, No Starch Press is one of the few remaining independent computer book publishers. We publish the finest in geek entertainment—unique books on technology, with a focus on Open Source, security, hacking, programming, and alternative operating systems. Our titles have personality, our authors are passionate, and our books tackle topics that people care about. See www.nostarch.com for more. (And by the way, most No Starch Press books use RepKover, a lay-flat binding that won't snap shut.)

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