The Evolving eBook and Mobile App Revolution
A Standards Developer's Perspective

Ron Jones; March 19, 2014

IDS
Enabling Success...

USA | INDIA | EUROPE
Topics to Discuss

• One minute on - IDS
• Background of Digital Delivery & Trends
• Examples of Digital Content Migration
• Evolution of Ebooks
• Emergence of Mobile App
• Drive to Future - HTML5
• Q & A

Overall Objective – Explore & consider new products
Mission of IDS

Support Transformation & ePublishing of all Content

IDS mission is to support and facilitate innovation and solutions for the benefit of all clients that create, produce, and distribute published content in print and all digital formats.

- **Standards** – Full composition to multi deliverable
  - Historical, scan and ePublish to multi digital deliverable & mobile apps

- **Books, Technical Papers** – Full composition to multi deliverable
  - Historical, scan and ePublish to multi digital deliverable & mobile apps

- **Journals** - support full composition to multi deliverable
  - Historical, scan and convert to multi digital deliverables

- **Certification Applications & other**—scan and convert to multi digital deliverable

- **Index and Metadata** - to support discovery of content
Who Is IDS

IDS Infotech

Healthcare
- Leading provider of complete healthcare business solutions around the globe
- Cater to provider, payer and pharmaceutical segments
- Provide medical transcription, accounts receivable management, electronic medical records, insurance, clinical data management, customer care
- HIPAA compliant and ISO 9001:2000 certified

Engineering and Design
- Support the design and manufacturing needs of Aerospace, Automotive and General Engineering industries
- Facilitate improvements within the manufacturing cycle
- Services for all phases of product development, design and manufacturing
- Benefit OEMs, Tier-1s and Tier-2s in improving process efficiency

Legal Services
- Provide legal outsourcing services to a diverse global clientele
- Offer client-dedicated teams, Six Sigma processes and leading edge world-class technology
- Deliver the highest quality and most cost effective solution
- Our litigation support experts include certified ESI processors, Attorney reviewers, project managers and litigation analysts

Content Management and ePublishing Solutions
- Specializes in content management and pre-press services like data capturing, data conversion, typesetting and document scanning
- Cater to the production and conversion needs of publishers, knowledge service providers, professional organizations and universities
- Services from editing books to academic and financial publications involving high volumes of mathematical and tabulated data

Software Services
- Provide IT solutions to help businesses across the globe leverage technological advances to accelerate their growth
- Provide end-to-end services in the IT lifecycle and develop custom software applications
- Work across sectors: Retail, eCommerce, Network security, Healthcare, Media and Entertainment and ISVs
- Provide world class QA services
Why are you willing to give up an hour of your time today!

What are your challenges?
First – We know your job is never over!!

“What you mean the specs are being changed again?!?”
What format do we put our standards & content on??

Paper, Microfilm, CD, DVD, Inter/Intranets, eReader devices

Slaves to format and devices....
It’s all about being the perfect “match-maker”!
Make your Content Global

Digital is the answer...
Where do you start? What source, workflow & deliverable?
Know your Deliverable Formats

- PDF
- Web PDF
- Smart PDF
  - redline
- Web- HTML
- ePub 2
- enhanced EPub
- ePub3
- Amazon - Mobi, prc KF8
- HTML5
- Mobile Apps
  - iOS, Droid, Windows 8
Know your User Devices
Know your users and connect!

Popular e-Book Formats & Readers

- **iPod**
- **Nook Color**
  - ePub
  - HTML
  - PDF
- **Kindle 3**
  - HTML
  - Kindle
  - Mobipocket
  - PDF
- **Windows 7 / 8**
  - ePub
  - eReader
  - HTML
  - Kindle
  - Mobipocket
  - PDF
- **Nook**
  - ePub
  - eReader
  - HTML
  - Kindle
  - Mobipocket
  - PDF
- **Kindle Fire**
- **Android**
- **Nokia**
  - ePub
  - PDF
- **iLibrarian** - http://oeddb.org/blogs/ilibrarian
What's going on with Digital Delivery and Current Trends!
Is it time to Migrate??
US eBook sales to surpass printed book sales in 2017

Source: Global Entertainment & Media Outlook 2013

Trade Publishers

Source: Global Entertainment & Media Outlook 2013
Future Education Publishing Market

Source: Global Entertainment & Media Outlook 2013

(US$ million)
US Education Publishing Market

Source: Global Entertainment & Media Outlook 2013
E-Reading Rises as Device Ownership Jumps

Most adults read a book in the past year; print remains most popular, but e-reading is on the rise

Among American adults 18 and older, the % who read at least one book (in total, in print, or as an e-book) in the past year

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (any format)</td>
<td>79</td>
<td>74</td>
<td>76</td>
</tr>
<tr>
<td>Read a print book</td>
<td>71</td>
<td>65</td>
<td>69</td>
</tr>
<tr>
<td>Read an e-book</td>
<td>17</td>
<td>23</td>
<td>28</td>
</tr>
</tbody>
</table>

* “Total” also includes those who listen to audio books (not shown).

Source: Pew Research Center’s Internet Project Omnibus Survey, January 2-5, 2014. N= 1005 American adults ages 18 and older. Interviews were conducted on landlines and cell phones, in English and Spanish.

PEW RESEARCH CENTER

Source: PEW RESEARCH CENTER Jan 16, 2014
E-Reading Rises as Device Ownership Jumps

Half of American adults now own either a tablet or an e-reader

% of American adults ages 18+ who own each device

- 80% Have an e-reader
- 60% Have a tablet
- 50% Have either tablet or e-reader

Source: Pew Research Center’s Internet Project Omnibus Survey, January 2-5, 2014. N= 1005 American adults ages 18 and older. Interviews were conducted on landlines and cell phones, in English and Spanish.

PEW RESEARCH CENTER

Source: PEW RESEARCH CENTER Jan 16, 2014
E-Reading Rises as Device Ownership Jumps

As tablet ownership grows, more use them for e-books

Among all e-book readers ages 18 and older, the % who read e-books on each device

<table>
<thead>
<tr>
<th>Device</th>
<th>2011</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-reader</td>
<td>41</td>
<td>57</td>
</tr>
<tr>
<td>Tablet</td>
<td>23</td>
<td>55</td>
</tr>
<tr>
<td>Computer</td>
<td>42</td>
<td>29</td>
</tr>
<tr>
<td>Cell phone</td>
<td>28</td>
<td>32</td>
</tr>
</tbody>
</table>

Source: Pew Research Center surveys, Dec 2011-January 2014. Interviews were conducted on landlines and cell phones, in English and Spanish.

PEW RESEARCH CENTER

Source: PEW RESEARCH CENTER Jan 16, 2014
E-Reading Rises as Device Ownership Jumps

Tablet ownership over time
% of American adults ages 18+ who own a tablet

Source: Pew Research Center surveys, May 2010-January 2014. Interviews were conducted on landlines and cell phones, in English and Spanish.
• 90% of Canadian publishers are producing eBooks
• The remaining 10% plan to produce eBooks in the future or are in the process of doing so
• 19% of Canadian publishers have their full lists available as eBooks
• About a fifth of Canadian publishers have developed enhanced eBooks and about a fifth have produced at least one app
• While the main sales channel for publishers in Canada is established eBook retailers, 12% reported getting the most revenue from direct sales channels
• 61% of Canadian publishers sell eBooks to libraries
• When asked for the main reasons they chose to publish eBooks?
  • the most popular response was to increase sales
  • followed closely by to improve accessibility and to meet customer demand.
  • 15% cited “as a mechanism to lower costs” as a reason to produce eBooks.

Source: Highlights from a new study by BookNet Canada on the Canadian digital publishing market Digital Book Wire | March 17, 2014
What are the trends of an SDO

SAE, presented at 2011 SES Conference - here is update

**eBook sales**

2009—0.5% of total book sales (4.5 months)
- 2010—6% of total book sales
- 2011—10% of total book sales
- 2013 – 24% of total book sales

**Location of eBook Sales (2013)**

- 40% of buyers from U.S. (was 39%)
- 60% of buyers from 49 other countries (was 61% from 35 countries)
- Contrasts with overall SAE revenue—typically 85% from U.S.

**Key drivers for 2014**

- More aggressive publication output: about 15 new titles in line to be published in 2014
- EBook production times are 71% faster for PT books and 6% faster for R books compared with those for 2012
- Developing second-generation eBook creation process to speed time to market
- Initiating new agreements for eBook distribution, which should positively impact 2014 eBook sales
- Refined corporate and academic bandwidths to accommodate real number of users and make pricing more realistic
- Proactively looking for cutting-edge content where there is a need for rapid development of bodies of knowledge

*Source: Becky Fadik, Business Unit Leader, Content Management, SAE*
You Have to be Adoptive

Plenty of lesson’s learned from SES Webinars & Conference

- As presented by SAE - 2011
- As presented by SMACNA (apps) – 2012 & 2014
- As presented by Inera/ISO (xml) – 2013
- As presented by ANSI (xml) – 2013
- As presented by CSA -2013
- As will be presented by NFPA in Aug at Annual Conference - 2014
- EVEN from our very own SES Publishing Committee!! 2013

** most of these presentations and content can be found on the SES website – take a look
When to migrate to ePub, enhanced ePub or ePub3!
Migration of Digital Delivery – Simple

Source: SES Members Section on website
Migration of Digital Delivery – Simple

Increase value from Print PDF, Web PDF, Amazon .prc & ePub 2
Migration of Digital Delivery — ePub2 enhanced

SMACNA Sample, now reflowable on any ePub2 device

Source; SMACNA enhanced ePub, on iPad
Migration of Digital Delivery – ePb2 enhanced

SMACNA Sample

FIGURES

4-1 Illustration of Testing
5-1 Duct Leakage Classification
6-1 Leakage Test Meter Apparatus-flange Taps
6-2 Leakage Test Meter Apparatus-Vena Contracta Taps
6-3 Typical Orifice Flow Curves
7-1 Duct System Example
8-1 Ratio of Over-All Pressure Loss to Metered Differential
9-1 Versus Diameter Ratio $\beta$

K-1 Flow Coefficients K For Square/Edged Orifice Plates And
Vena Contracta Taps in Smooth Pipe
K-2 Flow Coefficients K For Square-Edged Orifice Plates And
Flange Taps in Smooth Pipe
M-1 Gas Expansion Factor, $Y$, Versus Acoustic Ratio, $\Delta P/K P_1$

RELATED ENHANCED RESOURCES

- Technical Resource Bulletin Sealants and LEED sealant LEED.pdf
- Leakage App www.smacna.org/dalt
  (The app calculates the pass fail criteria for a section of duct using the methods outlined in SMACNA. The user inputs the test pressure, duct shape, and dimensions. The app generates a suggested leakage class which can be changed by the user and it generates the surface area and the pass/fail in cfm.)
**Technical Resources Bulletin**

July 31, 2009

To: SMACNA Members

From: Technical Resources Department

Subject: UPDATE on HVAC Duct Sealant Usage Requirements on USGBC LEED® Projects

The following bulletin is an update to TRB #4-09 issued March 27, 2009 with the Subject: HVAC Duct Sealant Usage Requirements on USGBC LEED® Projects.

In response to the following Credit Interpretation Request (CIR): "How does a project team classify duct sealants for application under EQc4.1?" the USGBC issued the following ruling: "Project teams may classify duct sealants under “Other”, as listed in the SCAOMD VOC Limits table."

Source: SMACNA enhanced ePub & Mobile App
When to migrate to ePub3!
• We have been waiting on eReaders & Devices to support ePub3 – 2 years
• EPUB 3 Goes ISO. EPUB 3.0 is in the process of becoming an ISO technical specification
• EPUB 3 implemented in leading reading systems; iBook's, Kobo (consumer books), to CourseSmart and VitalSource (STM – textbooks), browsers like Firefox, plug-ins like Readium for Chrome, and tools like BlueGriffon, Maybe Amazon - input for KindleGen, which produces its KF8 format from EPUB 3 files.
• EPUB 3 Implementation Project White Paper Now Online
New Benefits of ePub3

- TOC nav, page list
- XHTML5
- Spine can have HTML and SVG
- Video & audio support
- EPUB 3 Audio Overlays
- JavaScript support
- Enhanced global language support (vertical writing, writing directions)
- MathML support (not complete)
- CSS media-queries
- CSS3 styling with ePub-specific prefixes
ePub 3 in old eReaders designed for ePub2

Designed to be backwards compatible
• What did use to work in an old eReader mostly still does.
• What didn't use to work still won't.

SO – WHAT READERS REALLY WORK TO READ EPUB3
• BISG supports publishers, retailers, manufacturers, distributors, wholesalers, librarians and others involved in both print and digital publishing to forward its mission of facilitating innovation and shared solutions.

• EPUB 3 Support Grid
  A major update to the Grid was released on February 19, 2014, in which the EPUBTest.org website was launched as the new home of both the new EPUB 3 Support Grid and the EPUB Testsuite, a set of EPUB 3.0 files
# EPUB 3 Support Grid

**Source:** [tinyurl.com/bisgepub3](http://tinyurl.com/bisgepub3)

<table>
<thead>
<tr>
<th>FAMILY</th>
<th>Apple Family</th>
<th>CourseSmart Family</th>
<th>Google Family</th>
<th>IDPF</th>
<th>ARIA Desktop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kindle for Mac and PC (reads MOBI7)</td>
<td>Webskit</td>
<td>Browser</td>
<td>WebKit</td>
<td>Browser</td>
<td>Webskit</td>
</tr>
</tbody>
</table>

## EPUB 3 SUPPORT / FUNCTIONALITY

### Navigation Elements
- TOC navigation (toc nav): No
- Page-List Navigation (page-list nav): No
- Landmarks Navigation (landmarks nav): No
- Custom Navigation Elements (nav): No

### Additional notes - navigation
- Supports nav as well as XHTML
- Supports nav as well as XHTML

### Metadata
- Multiple title types: No
- External metadata tags (ONIX, MARC, VMP, etc.): No

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**© IDS Infotech Ltd.**
Next Generation EPUB 3 Support Grid launched with EPUBTest.org, for more reliable, comprehensive, and up-to-date reporting on EPUB 3.0 support

**BISG EPUB 3 SUPPORT GRID: CURRENT RESULTS**

These results are based on evaluations of reading system capabilities as described in the [EPUB Testsuite](#). Click on a Reading System name in the table below to view details.

Switch to detail view.

<table>
<thead>
<tr>
<th>READING SYSTEM</th>
<th>TOTAL</th>
<th>REQUIRED FEATURES</th>
<th>OPTIONAL FEATURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Readium for Chrome 2.12.4</td>
<td>72.5%</td>
<td>79.5%</td>
<td>62%</td>
</tr>
<tr>
<td>OSX 10.9.1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Locale: US-EN</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Added by Lauren Challman</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>This evaluation may not be current.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>iBooks 1.0.1</td>
<td>68%</td>
<td>80.1%</td>
<td>50%</td>
</tr>
<tr>
<td>OSX 10.9.1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Locale: US</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Added by Lucy Albanese</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>iBooks 3.2</td>
<td>67.3%</td>
<td>82%</td>
<td>45.4%</td>
</tr>
<tr>
<td>iOS 7.0.4 on Apple iPad 3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Locale: US</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Added by Lucy Albanese</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VitalSource Bookshelf Desktop Mac 6.2</td>
<td>61.7%</td>
<td>79.5%</td>
<td>35.2%</td>
</tr>
<tr>
<td>Mac 10.6-10.9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Locale: Various</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Added by Eric Harris</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

View the EPUB 3 Support Grid (all results)
EPUB 3 Device Support

Enough to drive you crazy

Apple
• Currently has the best support among retailers for reflowable and fixed layout ePub3 (but closely rivaled by Kobo)
• Some features are supported in non-standard ways, too (fixed layout, etc.)
• Implementation is not always defined in the spec, so Apple has implemented some things as they see fit.
  – Be careful about links inside footnotes…

Kobo
• Reflowable and Fixed Layout support
• Rivals iBooks in functionality, but more diversity across devices
• RMSDK still used for display on E Ink devices
• Some key missing parts:
  – Obfuscated fonts
  – Scripting
  – Media Overlay highlight styling
Enough to drive you crazy

Google
• Children’s Fixed Layout only
• Some key missing parts:
  – MathML
  – SMIL files (audio narration)
  – Scripting
• Distribution is difficult

Sony
• Brand new, minimal support
• Only supported in Android app, reflowable and fixed layout
• Backwards-compatible reflowable files will work in other apps/devices
Readium Foundation - IDPF

• Development of the Readium display engine for ePub files
• Launched in March 2013
• Active development of the Readium Software Development Kit, with launchers for iOS, Mac, Android, PC, and the web
• Download the Readium plug-in for Chrome

WHAT OTHER OPTIONS ARE THERE??
Let's review our options
IS THE ‘PDF-LIKE’ EXPERIENCE
THE USER EXPERIENCE YOU ARE LOOKING FOR?

PDF

WHEN TO MIGRATE TO ePUB3

ZARATHUSTRA'S PROLOGUE.

1.

When Zarathustra was thirty years old, he left his home and the lake of his home, and went into the mountains. There he enjoyed his spirit and solitude, and for ten years did not weary of it. But at last his heart changed—and rising one morning with the rosy dawn, he went before the sun, and spake thus unto it:

Thou great star! What would be thy happiness if thou hadst not those for whom thou shinnest!

For ten years hast thou climbed hither unto my cave: thou wouldst have wearied of thy light and of the journey, had it not been for me, mine eagle, and my serpent.

But we awaited thee every morning, took from thee thine overflow and blessed thee for it.

Lo! I am weary of my wisdom, like the bee that hath gathered too much honey; I need hands outstretched to take it.

I would fain bestow and distribute, until the wise have once more become joyous in their folly, and the poor happy in their riches.

Therefore must I descend into the deep: as thou dost in the evening, when thou goest behind the sea, and givest light also to the nether-world, thou exuberant star!

Like thee must I GO DOWN, as men
IS THE ‘ePub2’ EXPERIENCE THE USER EXPERIENCE YOU ARE LOOKING FOR?

EPUB 2

To the end of his days Bilbo could never remember how he found himself outside, without a hat, a walking-stick or any money, or anything that he usually took when he went out; leaving his second breakfast half-finished and quite unwashed-up, pushing his keys into Gandalf’s hands, and running as fast as his furry feet could carry him down the lane, past the great Mill, across the Water, and then on for a mile or more. Very puzzled he was, when he got to Bywater just on the stroke of eleven, and found he had come without a pocket-handkerchief!

“Bravo!” said Balin who was standing at the inn door looking out for him.

Just then all the others came round the corner of the road from the village. They were on ponies, and each pony was slung about with all kinds of baggage, packages, parcels, and paraphernalia. There was a very small pony, apparently for Bilbo.

“Up you two get, and off we go!” said Thorin.

“I’m awfully sorry,” said Bilbo, “but I have come without my hat, and I have left my pocket-handkerchief behind, and I haven’t got any money. I didn’t get your note until after 10.45 to be precise.”

“Don’t be precise,” said Dwalin, “and don’t worry! You will have to manage without pocket-handkerchiefs, and a good many other things, before you get to the journey’s end. As for a hat, I have got a spare hood and cloak in my luggage.”

That’s how they all came to start, jogging off from the inn one fine morning just before May, on laden ponies; and Bilbo was wearing a dark-green hood (a little weather-stained) and a dark-green cloak borrowed from Dwalin. They were too large for him, and he looked rather comic. What his father Bungo would have thought of him, I don’t think. His only comfort was he couldn’t be mistaken for a dwarf, as he had no beard.

They had not been riding very long, when up came Gandalf very splendid on a white horse. He had brought a lot of pocket-handkerchiefs, and Bilbo’s pipe and tobacco. So after that the party went along very merrily, and they told stories or sang songs as they rode forward all day, except of course when they stopped for meals. These didn’t come quite as often as Bilbo would have liked them, but still he began to feel that adventures were not so bad after all.

At first they had passed through hobbit-lands, a wide respectable country inhabited by decent folk, with good roads, an inn or two, and now and then a dwarf or a farmer ambling by on business. Then they
When to migrate to ePub3

*IS THE ‘Fixed Layout’ EXPERIENCE THE USER EXPERIENCE YOU ARE LOOKING FOR?*
When to migrate to ePUB3

For more complex books, you need to migrate to ePUB3
What other options are there for ePUB3

• Build your own eReader APP
  • Like CSA
• Partner with company that can help like Gutenberg Technology
Build your own products

2002
First Launch CD-ROM

2006
CD-ROM
Audio read out
40% Growth over previous cycle

2009
CD-ROM
Available on LMS
20% Growth over previous cycle
10% online

2011
Free Mobile App Usability Focus
More than 8,900 downloads in first year.

2012
USB “GUY”
Downloaded Desktop App
Re-think UI
Link to Guides
68% Growth over same period, previous cycle
37% download

2013
Mobile App with In-App Purchases
Gas Trades

Source; CSA, Gianluca Arcari SES 2013 PPT
• **Existing Electricians Practice Exam App**, “pleased with the downloads and our revenue from related sale-able product continues to perform at least 50% better in any month than before we released the app”

• **Build own epub3 eReader APP**
  • epub3 file will be launching publicly in the next couple weeks (currently under apple review).
  • Developed two things;
    • an epub reader App
    • a pilot epub3 file.
  • Plan to scale out with additional documents going forward.
  • Two more major documents selected and will be working on them this year

Source: CSA, Richard Louttet, Manager, Product Strategy
PARTNER - Look for a unique SaaS platform to bring paper books on tablets, smartphones and PCs, across all major operating systems (iOS, Android, Windows 8)

MyEbookFactory 5.0
When to migrate to ePUB3

"HOW DO YOU DO THIS?"

EPUB2

EPUB3

White-label reader

©IDS Infotech Ltd.
WHY DO YOU NEED A WHITE-LABEL READER APP?

Have more control

White-label reader

- Statistics
- Authentication
- Customized store
- API
- SDK
- Adaptive learning

When to migrate to ePub3
When to migrate to ePub3

STATISTICS

[Graphs and charts showing statistics related to migration to ePub3]
When to migrate to ePub3

Authentication

Username
Password

Login
When to migrate to ePub3

“CUSTOMIZED STORE”

Let the customer feel they are connected to your site/brand
When to migrate to ePup3

SDK

Turn your eBook to a unique app, like email features
Create online quiz, allow users to receive recommendations – personalized to every learner
ePublishing Production Workflows
Things to consider about eBooks

- There's no such thing as creating one eBook.
- Forget about pages.
- Tables are difficult. Keep it under three columns in width.
- Targeting the iPad as your platform or consider converting your tables to an image.
- There is no One Size That Fits All, people read from different devices.
- Standards need high accuracy required- 99.995% plus accuracy!
  - Watch equations, fonts, bullets, images (size & orientation)
Success Factors to Projects

- Embrace collaboration (Editorial, Digital, Technology, etc).
- Find the right expert partner/vendor – some level of support
- Hard personnel/HR decisions to unify Print & Digital folks
- Product Planning (Digital & Print output to be a part of Unified Strategy)
- Provide ample professional development
- Cultural Change for Print & Digital (i.e., Editorial to choose a programmer not just a copyeditor)
- Communication & Periodical (Daily/Weekly review with various stakeholders)
- Change Control Management / Governance
- Develop a Pilot/Proof of Concept with Stakeholders and Sponsorships
- A Marathon, Not a Sprint
What Workflow is best

Every solution different to each clients needs!

- XML first
- XML middle
- No one solution fits all
- Constantly supporting new products, new features
- New workflows and new standards
- SDOs are different then typical publishers
- Quality is key
  - Internal QA tools, proofing and schematron tools
Typical eBook Implementation

1. Book - Content Selection
2. Determine Best Workflow
3. Conversion Standards
4. Quality Assurance
5. Outputs
Another Client XML Publishing Workflow – ePUB3 takes any source files and is independent to clients output needs!
Multi-Device ePub3 - 4-STEP Workflow

1. CONVERSION TO XML
   Gutenberg Technology creates the book structure in the BUILDER and the content is prepared to be injected and enriched.

2. INJECTION AND EDITION OF THE CONTENT
   The XML-converted content is added to the platform. Enrichments like images, audio, video, interactive exercises are added. The book is imported in Gutenberg Technology’s database and can be edited on the WRITER interface.

3. STYLES AND DESIGN
   The eBook is customized on the TEMPLATES INTERFACE. Styles and templates are applied to the elements of the eBook according to the Publisher’s design instructions, taking into account the expected layout on the different devices.

4. PUBLISHING OF THE EBOOK
   Last reviews and corrections are made before publishing the eBook simultaneously on all devices.
Other items to think about
No Hard Copy Books

No - Machine Readable Codes

© 2014, the Book Industry Study Group, Inc.
Guidelines for the assignment ISBNs to e-books and apps

• Publications need separate ISBNs if anyone in the supply chain needs to identify them separately.

• Separate ISBNs to facilitate the listing of various e-book versions in trade databases, sales and usage reporting and e-commerce transactions, especially where multiple formats are sold through the same channel.

• Each different format of an electronic publication that is published and made separately available should be given a separate ISBN.

• If the different versions use the same DRM software (e.g. Adobe ACS4) with substantially the same settings and are interoperable on different devices or software, then a single ISBN should be used.

  • If, however, the same DRM software is used on two versions but with significantly different settings (e.g. one allows printing but the other does not) then each version should have its own separate ISBNs.
Guidelines for the assignment ISBNS to e-books and apps

• Enhanced e-book that includes audio, video or other additional content should have a different ISBN from the standard e-book.

• If you are making chapters or other parts of a book separately available through the normal supply chain and want to have them listed in trade databases then you should regard them as individual publications and assign separate ISBNS to them.

• Describing different product forms and DRM features ONIX for Books is the international standard for representing and communicating book industry product information in electronic form. The latest release, 3.0, has improved handling of digital publications and provides structures for describing product form detail and DRM usage constraints. Even if you do not use ONIX, you can use this.

Further information on ONIX for Books 3.0 and code lists is available at http://www.editeur.org/93/Release-3.0-Downloads/
Guidelines for the assignment ISBNs to e-books and apps

• **Linking different versions of an e-book together?**

The ISTC (International Standard Text Code) is a new ISO identifier that identifies the underlying textual content of the book and is therefore shared by all digital and physical manifestations of the same title. The assignment of ISTCs would facilitate the linking of all versions and, with the addition of a filtering element such as product form, could also be used to link all e-book versions. Some systems already use an internal work identifier to provide this functionality but this cannot be used in the supply chain.

Note that the implementation of ISTC also facilitates the “inheritance” of metadata from work level to manifestation level and can save rekeying.

Further information on ISTC is available at [http://www.istc-international.org](http://www.istc-international.org)

• For further information please contact **info@isbn-international.org**

• If you’ve gone through the trouble of creating an eBook, you might as well get one. Besides, they are relatively cheap (10 ISBN numbers for $250, not a bad deal).
Driving content to repurpose
Driving content HTML5
Drive to HTML5

Long term 5 things to consider

• Move older legacy content in older formats.
• Migrate PDF content to rich, multimedia, and interactive user experiences.
• Avoiding proprietary tool traps that are not supported on all mobile platforms (e.g., Flash).
• Designing agile content collections that automatically reformat based on the size and screen resolution of a mobile device’s display
• Creating new potential revenue streams from existing content assets
Drive to HTML5

Move older legacy content in older formats

- Large amount of legacy content in proprietary file formats
  - Difficult to reuse internally and repurpose to mobile devices.
- Start thinking XML (extensible mark-up language),
- HTML5 - de facto standard for mobile content delivery.
- HTML5 - the international web content standard, HTML5 - rendered in any modern web browser or on mobile devices.
- Converting legacy content to HTML5 – lifelong insurance to deliver to virtually all current and future mobile platforms and browsers
Drive to HTML5

Migrate PDFs to rich, multimedia, and interactive content

• Benefits of HTML5
  • Tracking Analytics – monitor traffic
  • Text reflow
  • Interactivities
  • Animation – Supports HTML5/CSS/javascript based animation
  • Graphic interaction
  • Multimedia (Audio & Video)
• Accessibility Options – All Apple, Droid and some devices support Text to speech
Drive to HTML5

Avoid proprietary traps not supported on mobile platforms

• Interoperability between proprietary software applications & proprietary hardware platforms - causes problems.
  • Example is Apple vs. Adobe Flash video animation.
    • most popular mobile devices (the iPad and iPhone) do not support the industry's most popular format for animation (Flash)—critical for eLearning & video.

• Use open standards for independence from proprietary tools.

• content authoring, XML mark-up, example; DocBook (www.docbook.org).

• Content delivery, HTML5 is best-of-breed standard for cross-platform mobile device support.
Drive to HTML5

Create new revenue streams from your existing content assets

- SDOs & companies are sitting on Golden Nuggets of potential revenue.
- Standards, Manuals, Handbooks, Certification & training materials, internal ROM all have value to your customers.
- Think outside the box - repackaging content with new assets to new products that customers are willing to pay for
- CONCLUSION – PDF Standards/books perceived as low value/free to members mentality.
  - BUT - Mobile apps or interactive eBooks of same content + digital assets = new revenue, subscriptions through new eCommerce solutions.
Key Resources Referenced

- International Digital Forum: IDPF.org
- IDPF Accessibility Guidelines: idpf.org/accessibility/guidelines
- BISG ePub3 Support Grid: tinyurl.com/bisgepub3
- Kindle tools and info: amazon.com/kindlepublishing
Thank you

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For further information and for any service assistance, please contact:

**Ron Jones**
VP. Business Development
IDS America, Inc.
310 SE 10th Street
Pompano Beach, FL 33060
954-946-7371
Ron.jones@idsil.com
www.idsinfotech.com