

epub: a first step

December 3rd, 2009

Facing the challenge of digital change

scanning, digitize, check, sort, convert, recognize,
recognize, extract, classify, sign, preserve, index,
enhance, compose, structure, combine, translate,
design, integrate, develop, host, secure, manage
information, print, distribute, translate, safeguard



epub: a first step

A

**Relationship between
XML and epub**

C

**Targeting different
platforms, current
and future**

B

**Common existing
workflows to create
an epub**

D

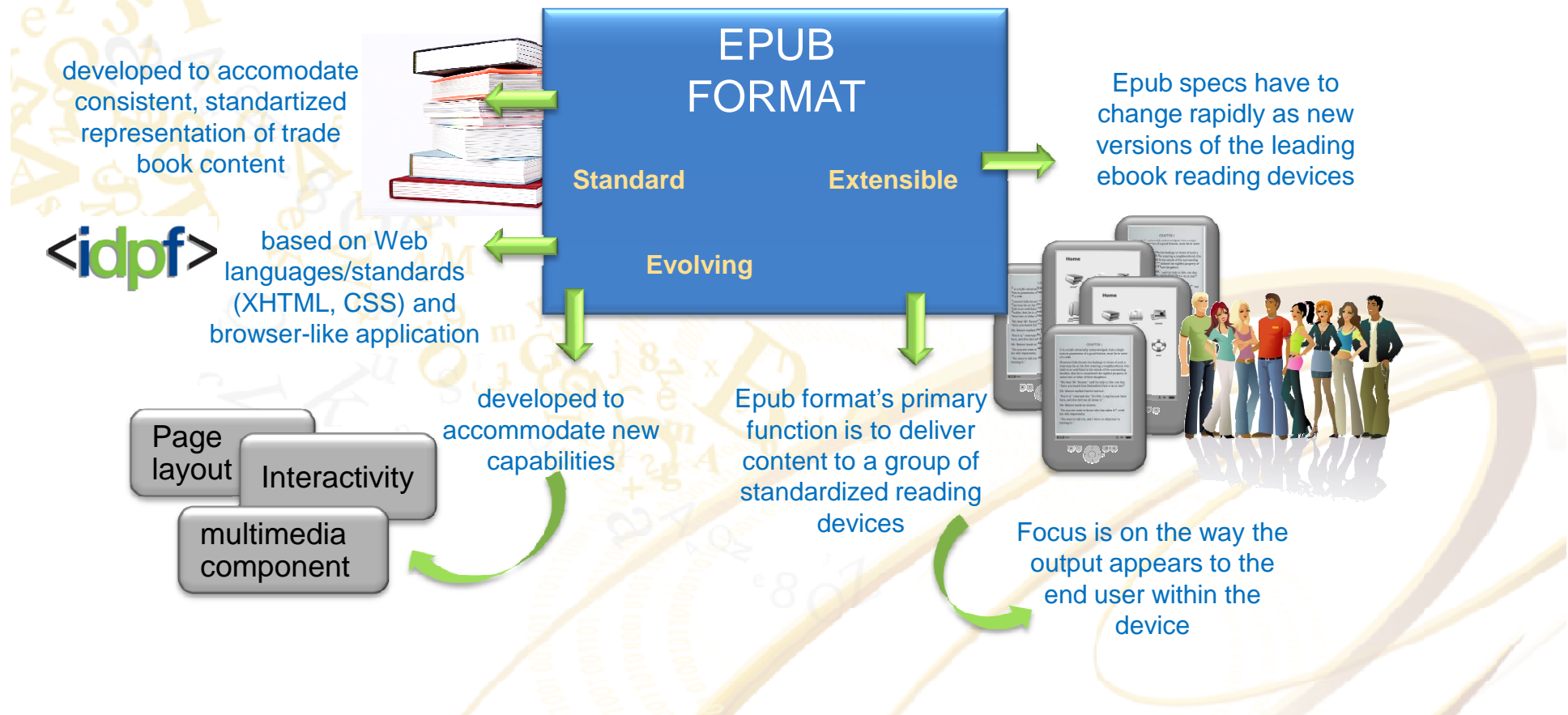
**Integration of rich
media into epub**

E

**Generating epub
on the fly from
XML/asset repository
to targeted platform**



Epub, a standard, extensible and evolving format





Content Rendition Differences

- While epub is an XML-based format, there are tremendous differences between
 - rendition of your content in epub
 - rendition of your content in richly tagged XML
- epub is a dedicated and optimized format for eBook
 - developed to accommodate consistent, standardized representation of trade book within browser like (HTML-based) applications
- epub can support complex books but only to a certain extent
 - Those limits mainly result in the restrictions imposed by the reading devices on the market
- Do not use epub for what it is not aimed at
 - epub does not enable next-gen applications such a custom pub
 - epub is not a richly structured format like XML
 - epub does not typically take into account rich / semantic metadata



Epub and XML, an opportunity to rethink the business approach Epub, an XML format ?

To produce the
epub format,
XML is
necessary



XML, an
opportunity to
produce other
formats



Own internal XML

DocBook

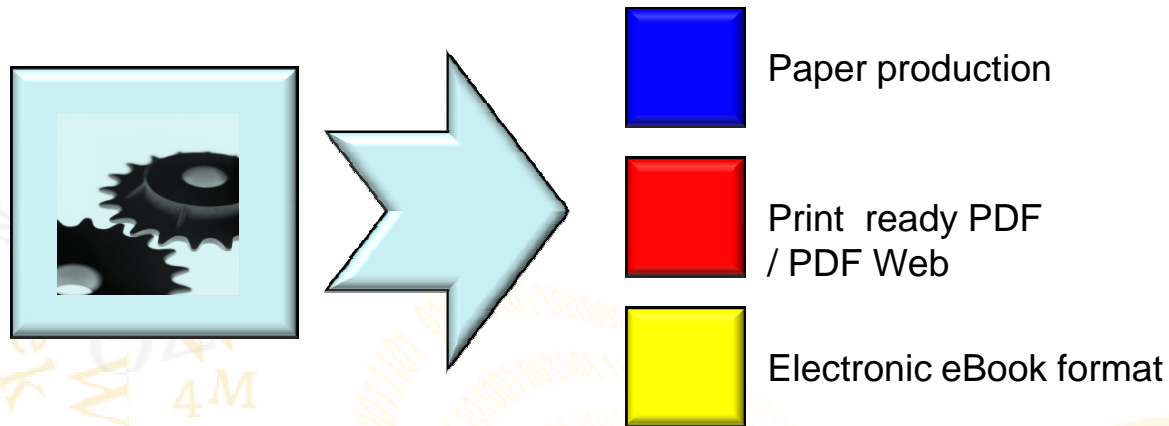
Digital Talking
Book

Digital Book
Adobe AIR

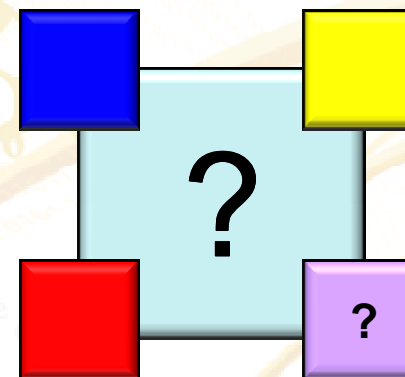
- Publishers who are moving toward a **content-centric view** and are rethinking their **businesses around digital from the ground up** have decided to adopt **their own internal XML** format based on their own **needs**, **customers**, and **opportunities**.
- This is a **strategic decision** which often evolves to a next phase as they consider that just delivering print books as epub has been beneficial but far from a major change.



- Typically, the editorial chain should be able to generate 3 current formats and be ready for any new upcoming ones



- A new process path

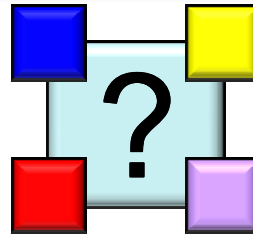




Relationship between XML and epub

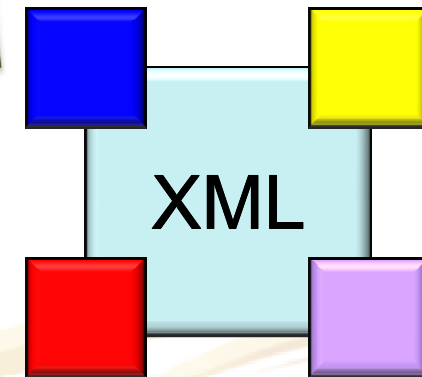
A

A new process path



XML, a “stretching” format

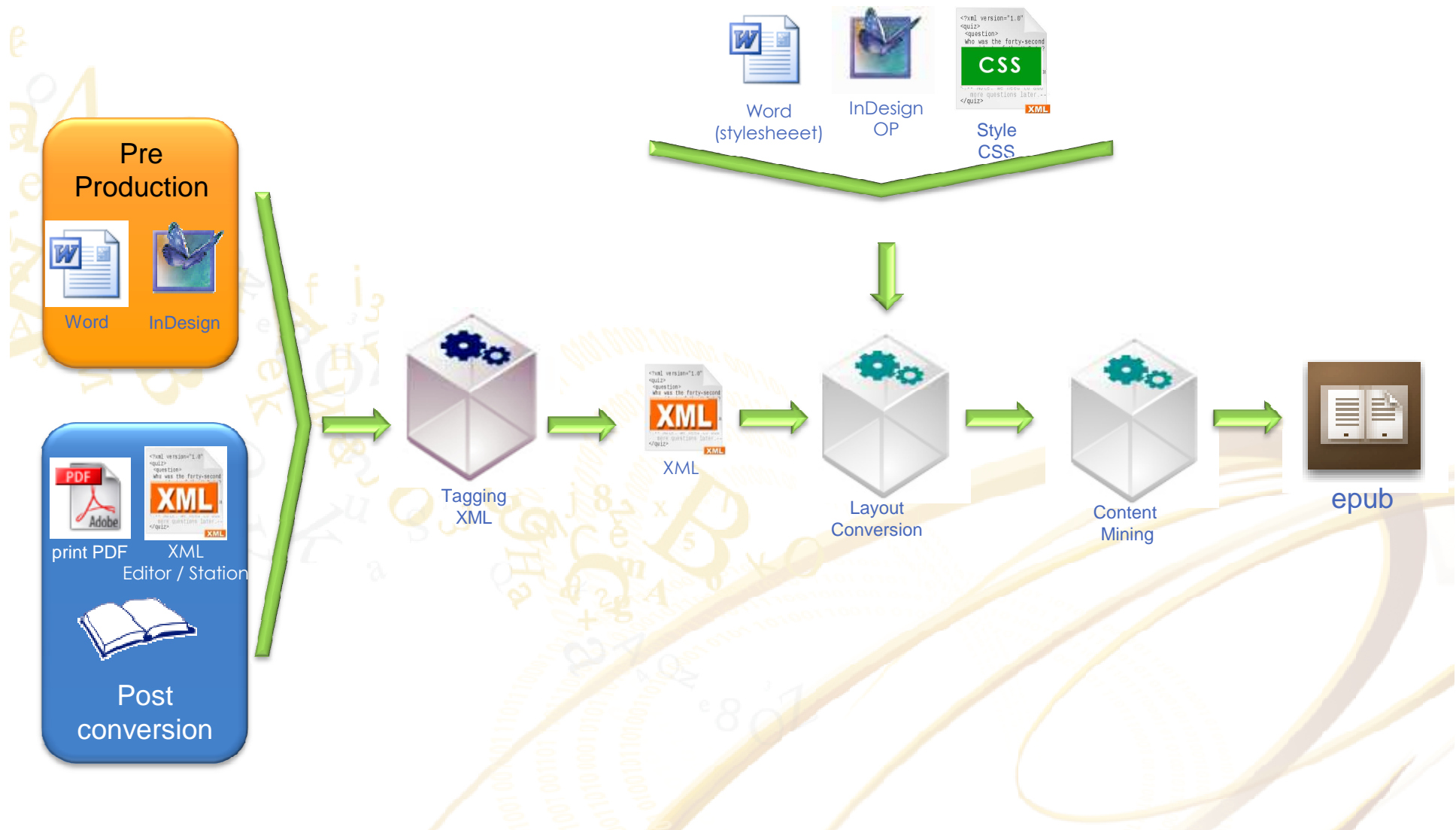
- Content centric process
- Reusable
- Independent of the form





Common existing workflows to create an epub

B





Export from InDesign to epub, pros and cons: Constraints and limitations

- Lack of scalability and quality consistency

- Conversion depends on InDesign tools and its update

- For e.g. updated in May 2008 which corrected export issues coming from multiple documents ; style issues (bold) or TOC issues (if TOCStyle is not used)

- Lack of standardization across multiple books

- Difficult to impose a uniform style management and restrictive in a heterogeneous editorial flow

- Various authors,
 - Import from Word documents (styles)
 - inDesign use patterns (styles, elements)
 - Wide range of books types (collections, more or less complex structure, layout and enhancements)

- Manual corrections necessary to limitations of automatic conversion process

- Do not take into account reading device specificities (Kindle DX and 2de edition; Sony PRS, iPhone eBook application ...)

- Lack of reusability of the outputs

- Difficult to reuse the same output to produce a new version in a new released of epub format or another eBook format

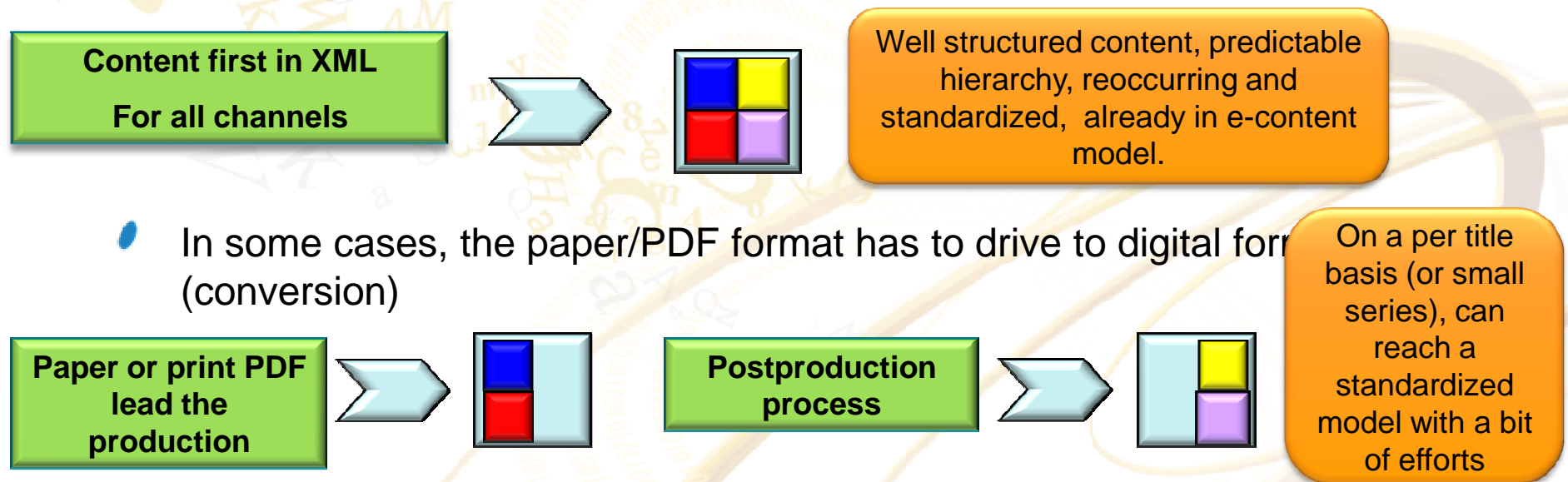


Common existing workflows to create an epub

B

Industrial, highly automated, with standardized style sheets – Post conversion

- A process ideally suited to Well structured content, predictable hierarchy, reoccurring and standardized, already in e-content model
- A template library to manage book series and multi-formats
- Choose a permanent content (XML format) for a use within the various publishing channels





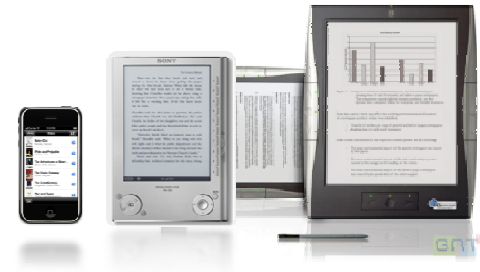
Targeting different platforms, current and future

C

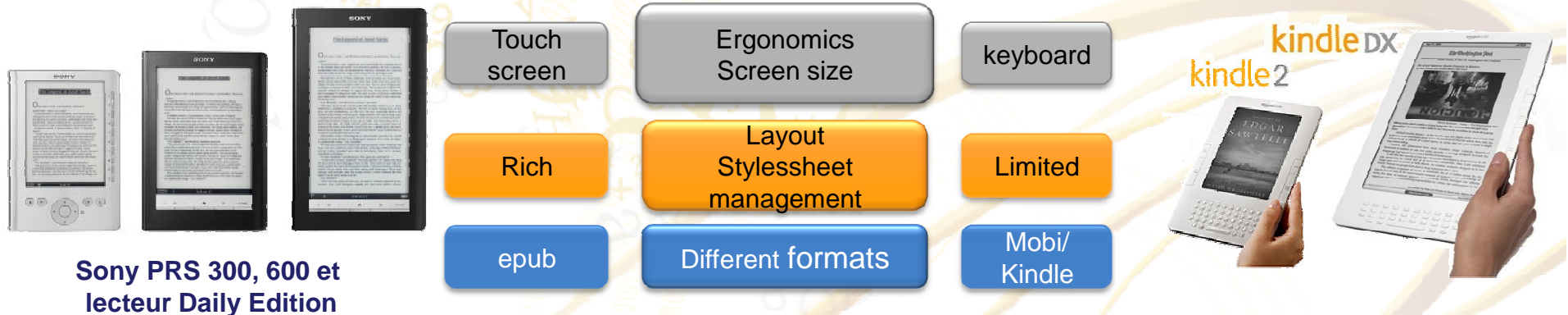
Slight but important differences from device to another that affect user experience and need to be managed properly in the conversion process

Different type and size of screen for different read and uses

- 4 types of display for different purposes
 - Screen dedicated to digital book
 - Screen for a professional use (ultraportable)
 - Mobile screen
 - Screen dedicated for game



Sony vs Kindle 2 vs Kindle DX

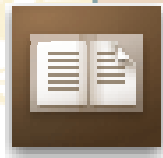




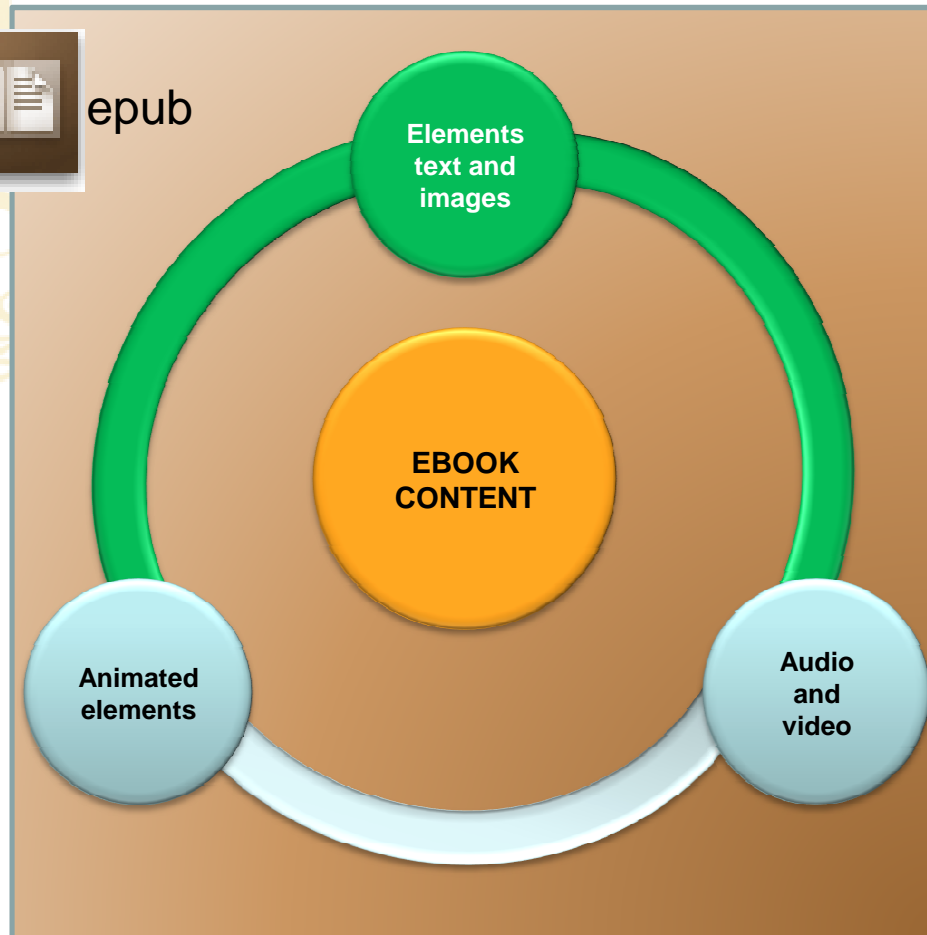
Targeting different platforms, current and future

C

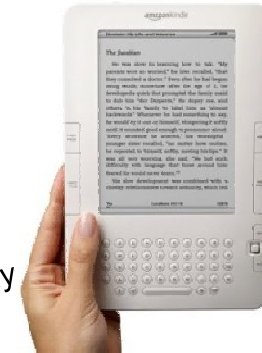
Some support integration of rich media into epub, some do not



epub



Only text and images
in grayscale on E Ink display



Dual display for
current text and
rich media



only available
on screen LCD
(Nook, NetBook ...)





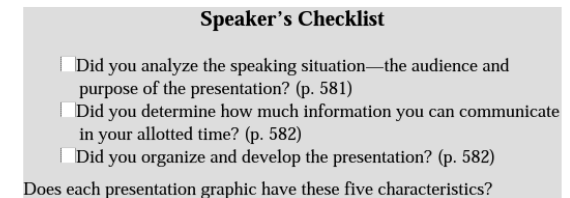
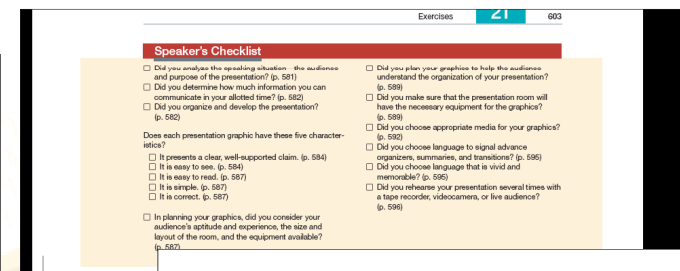
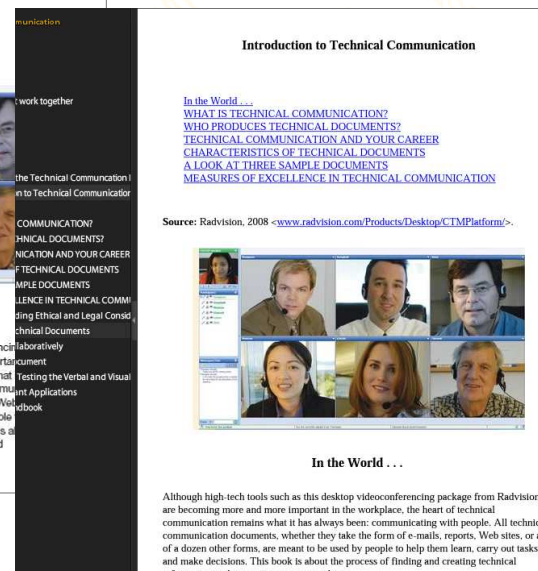
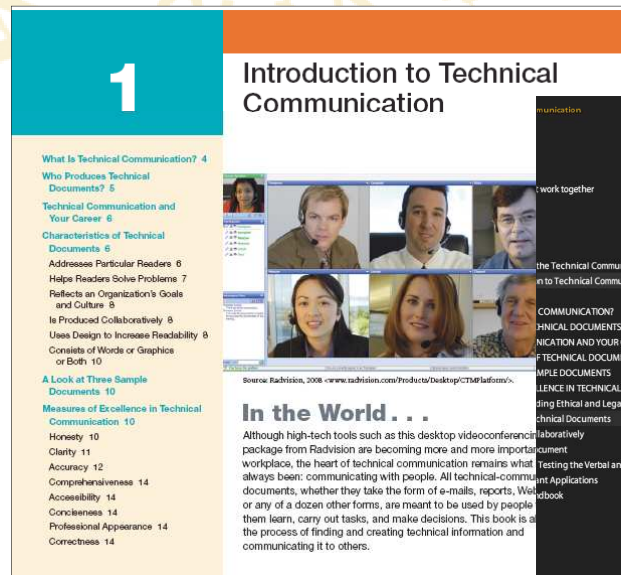
Integration of rich media into epub

D

ePubs, digital facsimiles of the print product

ePubs today are typically digital facsimiles of the print product, albeit with some improved features, like better navigation

- Notes, footnotes, TOC hyperlinked (bidirectional navigation)
- Table of maps, diagrams, illustrations, index and glossary with hyperlinks



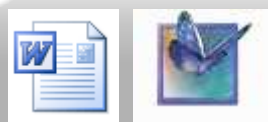


Generating epub on the fly from XML

E

1

Manage multiple
input sources



Word

InDesign



XML
Editor / Station



print PDF

2

Book typology
analysis

Specific layout

Book series

Well structured
content

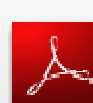
3

XML tagging



Import InDesign
Styled Word

XML tagging

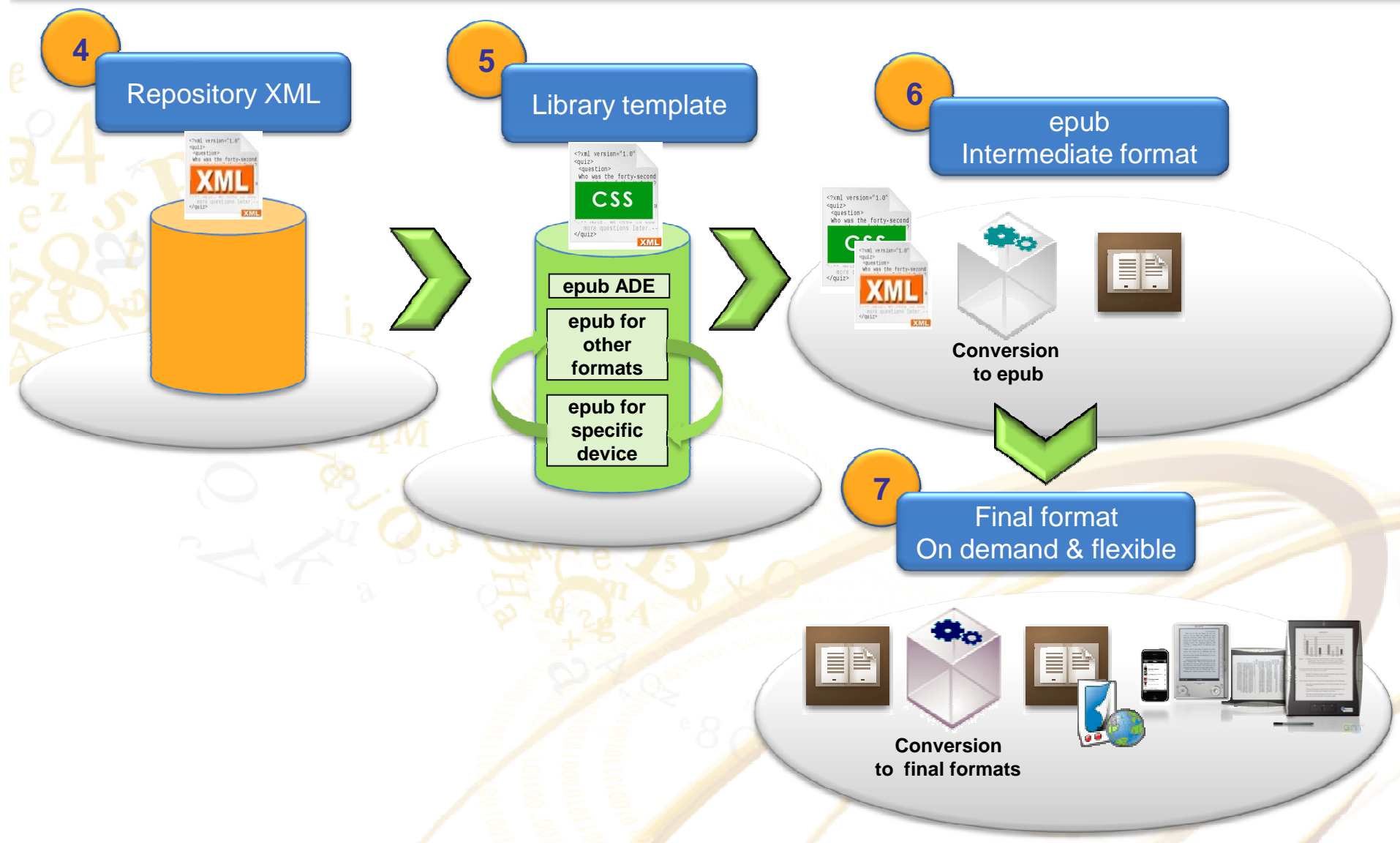


Structuration



Conversion







Hervé ESSA

Sales & Marketing Director
Trade & Learning Content Services

hessa@jouve.fr

+33 662.176.418



*Together we can design
The future of your content
Together we can design
the future of your content*

*Together we can design
the future of your content*

JOUVE

www.jouve.com

FRANCE

Paris

Jouve

11, Boulevard de Sébastopol

CS 70004

75036 Paris cedex 01

Tél. : +33 (0) 1.44.76.54.40

Fax : +33 (0) 1.44.76.86.39

© Jouve 2009
Confidential