

Adobe & EPUB

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Digital Book 2009



Open Standards and Interoperability for eBooks

- Publishers want to produce and distribute a single eBook file, with multiple authoring and production tool options
- Consumers want to buy from multiple points of purchase, read on their device of choice, without having to juggle multiple software programs and incompatible libraries
- We are all best served if the digital book value chain is not controlled by any one company
- At Adobe, we see our role as being an ecosystem enabler, working to foster standards and build associated tools and services on an open playing field

EPUB: the Standard Format For Reflow-Centric Publications

- Complements PDF, which focuses on final-form paginated documents
- EPUB designed to adapt to any device, any size screen
 - Structured and accessible, XML based
 - With SVG, font embedding, and styles/templates to enable an enriched experience
 - Support rich media & interactivity via embedded objects
- Publishers rapidly adopting EPUB across the spectrum: trade, technical, textbook, academic journals

- **InDesign** – the page layout tool of choice for professional publishers, for books, newspapers, magazines, and more
- Enhanced EPUB export now built-in to **InDesign CS4**
- Choice of XHTML or DAISY DTBook content schema
- Automatic TOC support
- Automatic embedded font support



EPUB Authoring: Adobe Buzzword

- **Adobe Buzzword** free, web-based document creation and collaboration with Acrobat.com
- EPUB export now built-in to the latest Buzzword release

The screenshot shows the Adobe Buzzword web interface. The document title is "The Butterfly." The text describes butterflies as insects in the order Lepidoptera, mentioning their life cycle and characteristics. It includes several hyperlinks: [Lepidoptera](#), [Papilionoidea](#), [Hesperioidea](#), [polyphormism](#), [aping](#), [aposematism](#), and [pollination](#). There are three images of butterflies. Below the text is a table titled "Notable Species:" with columns for Family, Papilionidae, Pieridae, Nymphalidae, and Lycaenidae. The interface includes a menu bar (Document, Edit, Insert, Help), a toolbar with font settings (Tahlon Pro, 12, Bold, Underline), and a sidebar with two comments from users Fang Cheng and Tatiana Mejia. The bottom status bar shows a "Share" button, user avatars, and a 100% zoom level.

Family	Papilionidae	Pieridae	Nymphalidae	Lycaenidae

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EPUB-related Open Source Initiatives

- **Acrobat Plug-in for PDF->EPUB Gen**
- **DocBook Project**
 - XSLT stylesheets for converting from DocBook XML, now supports EPUB output
- **EPUBcheck**
 - Java-based validator of EPUB conformance
 - Command line tool, web application, and embeddable library
- **EPUBGen**
 - Adobe will open source, with BSD license, a Java library to generate EPUB
 - Supports advanced EPUB features including font subsetting with obfuscation
- **Open Publication Distribution System (OPDS)**
 - Atom-based syndication enabling integrated acquisition in reading systems

Protecting eBooks for Secure Distribution

Adobe Content Server 4

- Protects PDF and EPUB
- Java server integrates into existing CMS databases
- Used by publishers, distributors and retailers worldwide
- Control print, copy and expiration
- No title or CPU limitations
- Pay-as-you-go pricing



Adobe Digital Editions v1.7

- Free desktop client (Macs and PCs) for reading and organizing eBooks
- Supports PDF and EPUB
- Language Support: English, German, French, Dutch, Spanish, Italian, Portuguese, Chinese (s&t), Japanese, Korean
- Tethered (USB) mobile device management
- Bookmarking, highlighting, notes etc.



ADOBE® READER® MOBILE 9 SDK

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- Tethered or Over-the-Air Fulfillment
- Integrates with Adobe Digital Editions
- Delivered as Source Code
- Licensees: Bookeen, Polymer Vision, iRex Technologies, SONY Reader, Lexcycle Stanza (iPhone), PlasticLogic and Others

Emerging EPUB Myths

- Myth #1: “EPUB can’t handle complex layouts, images, tables etc.”
 - Reality: Support for SVG, CSS, Embedded Fonts, Embedded Video and Audio, Page Templates (multi-column) etc.
- Myth #2: “EPUB somehow doesn’t meet the requirements to be a consumer format”
 - Reality: There is no real technical reason why device manufacturers and software developers don’t use EPUB as a native consumer format. The issue is business and distribution control.
- Myth #3: “I need to produce different flavors of EPUB to work correctly on each software application or device”
 - Reality: EPUB is compliant if it passes EPUBChecker. Device/software implementation of EPUB is the problem. IDPF should address asap with compliance test suites for software companies that support EPUB.



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