

Delivering Digital Files:

What Publishers Can Do To Get Started

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An eBook is not an eBook...

■ Basic Features

- Text
- Images
- Tables
- Internal linking
- TOC

■ Multimedia

- Embedded multimedia
- Text to speech
- Synchronized audio/video

■ Learning features

- Highlighting
- Annotating
- Note taking
- Excerpting

■ Reference / navigation

- Glossary
- Tables of figures, illustrations, etc.
- Index
- Bibliography
- External references / citations
- History

■ Bookshelf/collection

■ Search

- Keyword
- Timeline
- Controlled subject
- Field search

■ Integration

- Assessment
- Custom Publishing
- Sales support (sampling)
- Resource centers

Publishing sectors have different needs beyond eBook features...

	<u>Trade</u>	<u>Education</u>	<u>Reference</u>
Formats	<ul style="list-style-type: none">• PDF• Mobipocket (OEB)• eReader (PML)• Sony (BBeB)• ETI (OEB)• MS Reader (OEB)	<ul style="list-style-type: none">• PDF• DocBook variants• IMS QTI• SCORM• NIMAS	<ul style="list-style-type: none">• PDF• Proprietary SGML• Proprietary XML• OEB
Metadata	<ul style="list-style-type: none">• ONIX• BISAC	<ul style="list-style-type: none">• Dublin Core• IEEE LOM	<ul style="list-style-type: none">• Dublin Core• MARC• METS• MODS
Channels	<ul style="list-style-type: none">• Mobipocket/ amazon• eBooks.com• eReader.com• Sony• Fictionwise	<ul style="list-style-type: none">• SafariX• Zinio• VitalSource• Xplana• Direct	<ul style="list-style-type: none">• Gale• Lexis Nexis• Dialog• netLibrary• Factiva• Looksmart

National Instructional Materials Accessibility Standard (NIMAS)

- **State legislation is accelerating**
 - Main focus has been K-12 publishers
 - This is moving into the Higher Ed space
- **Thomson Learning already distributing RTF and tagged PDF files**
- **DTBook:**
 - Satisfies NIMAS specs
 - ... is OEBPS compliant
 - ...and can be generated automatically from our XML

...which are beginning to come together through the efforts of the IDPF, the DAISY Consortium and others.

	<u>Trade</u>	<u>Education</u>	<u>Reference</u>
Formats	<ul style="list-style-type: none">• PDF	<ul style="list-style-type: none">• PDF• DocBook variants	<ul style="list-style-type: none">• PDF• Proprietary SGML• Proprietary XML
 NIMAS & OEBPS			
Metadata	<ul style="list-style-type: none">• ONIX• BISAC	<ul style="list-style-type: none">• Dublin Core• IEEE LOM	<ul style="list-style-type: none">• Dublin Core• MARC• METS• MODS
Channels	<ul style="list-style-type: none">• Mobipocket/ amazon• eBooks.com• eReader.com• Sony• Fictionwise	<ul style="list-style-type: none">• SafariX• Zinio• VitalSource• Xplana• Direct	<ul style="list-style-type: none">• Gale• Lexis Nexis• Dialog• netLibrary• Factiva• Looksmart

There are still some challenges...

■ Features

- Index
- Glossary
- Citation

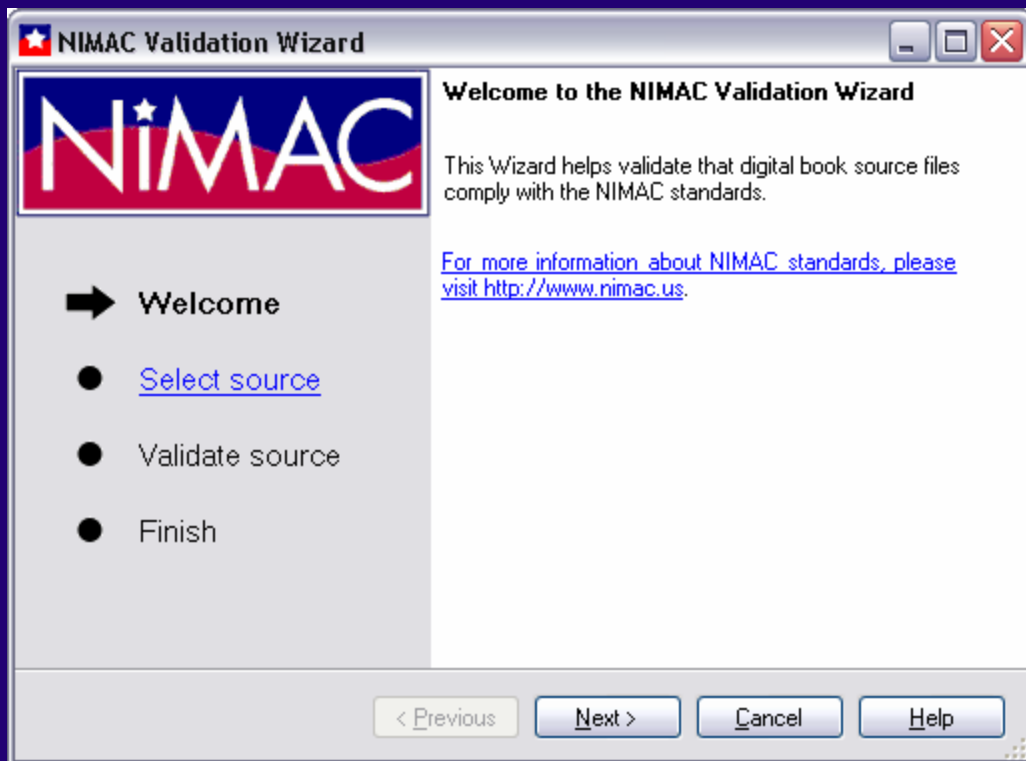
■ Metadata

- Integrated and/or independent delivery of metadata and content
- "Chunk" level metadata

■ Usage rights

- Standard rights expression language
- Enforcement of publisher-specified rights
- Support of multiple business models

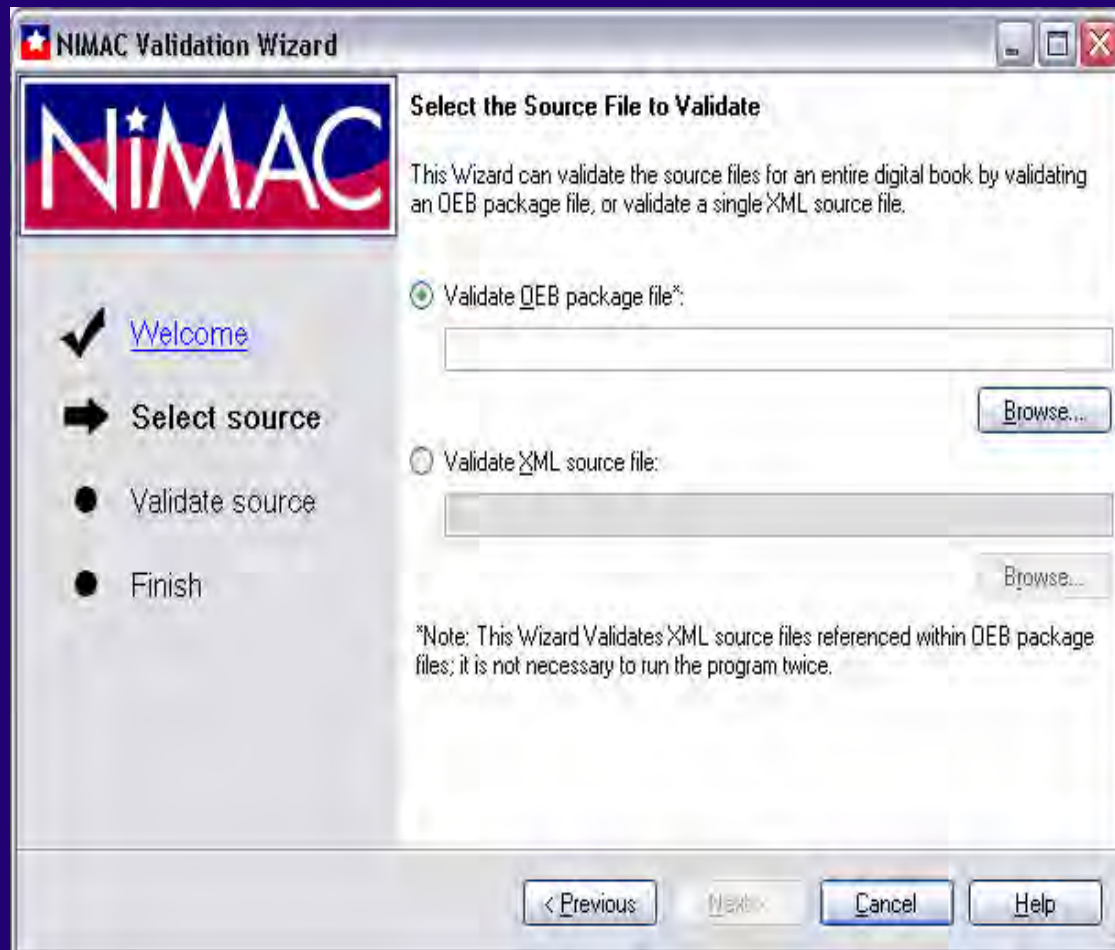
NIMAS File Validation Wizard



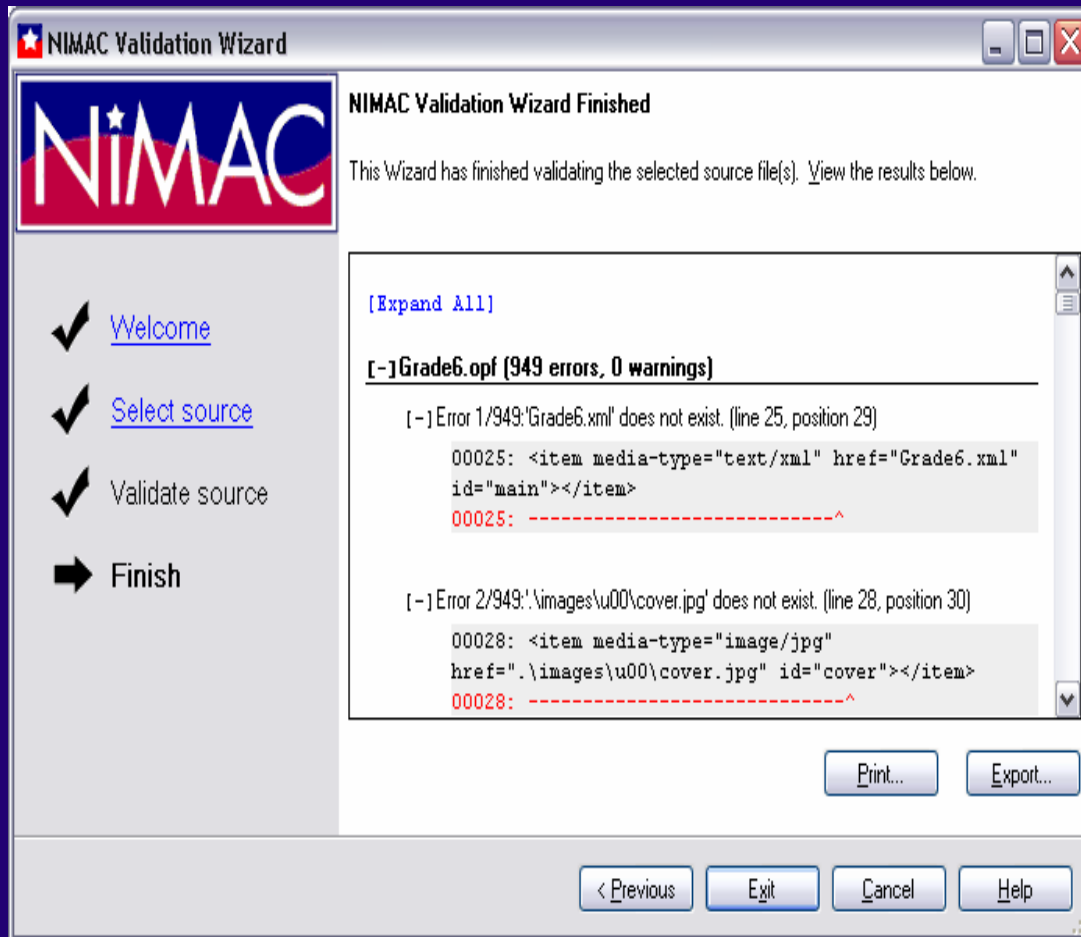
- Desktop PC software for publishers to test and validate NIMAS files
- Free software to registered publishers of the NIMAC

Utilize OEP Package File

- Can utilize Open eBook Publication Structure Package File (.OPF) or valid XML source

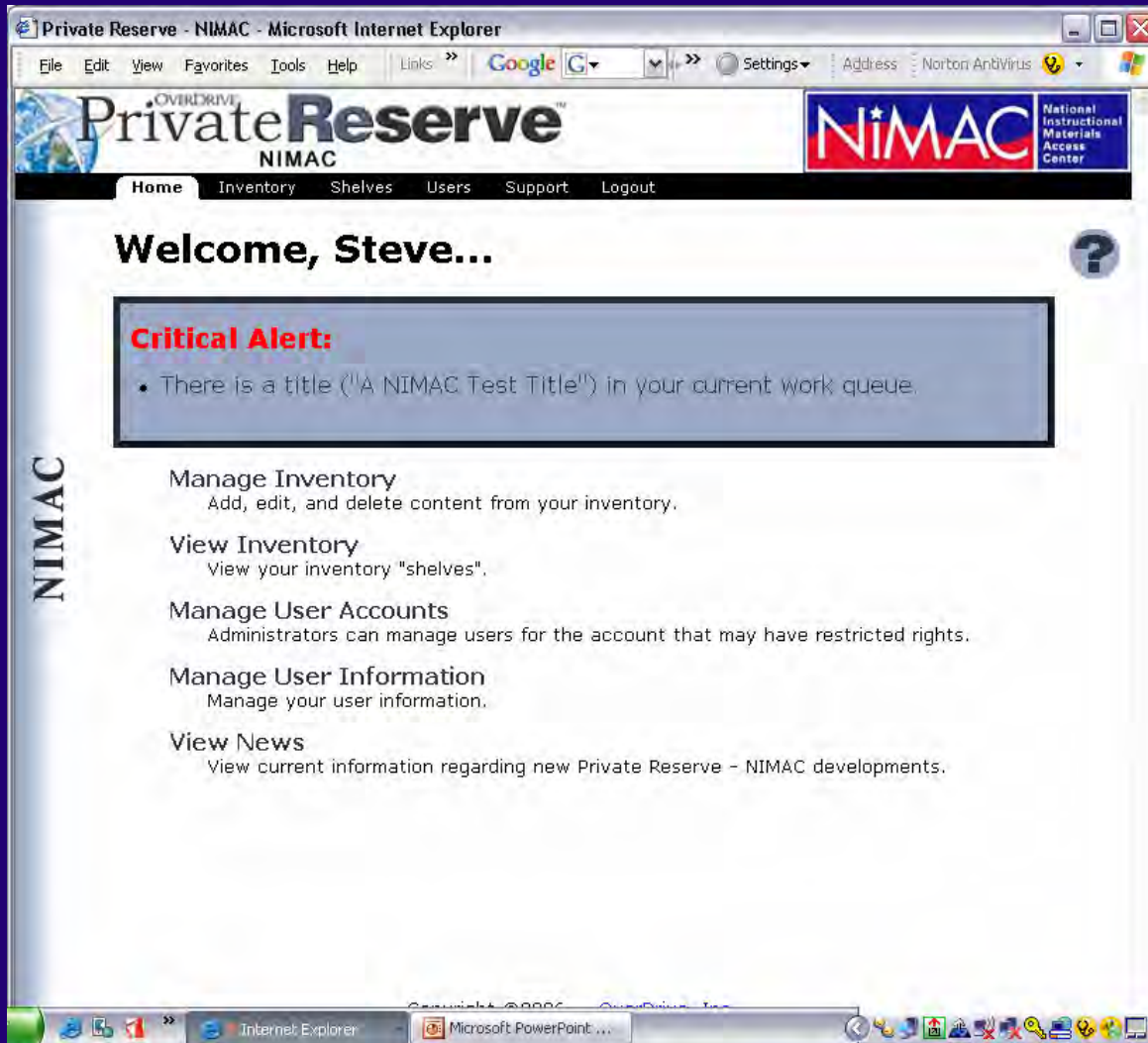


NIMAC Validation Report



- Validation Wizard either validates files or itemizes errors and provides specific issues report

NIMAC Portal for Publishers



- Publishers will be provided self-managed portal for upload and management of NIMAS files

Publisher Portal for upload of NIMAS files

Private Reserve - NIMAC - Microsoft Internet Explorer

File Edit View Favorites Tools Help Links » Google G Settings Address Norton AntiVirus

Private Reserve™ NIMAC National Instructional Materials Access Center

Home Inventory Shelves Users Support Logout

OPF File Path: Browse... ?

Default Metadata

* NIMAS ZIP File Path: Browse...

Note: The online portal cannot accept ZIP files larger than 60 MB. If your ZIP file is larger than 60 MB, please contact nimac_support@overdrive.com to arrange the delivery of your content files.

Note: A NIMAS file set has already been uploaded for this title.

* Title:

* Sort Title:

Author:

Illustrator:

Editor:

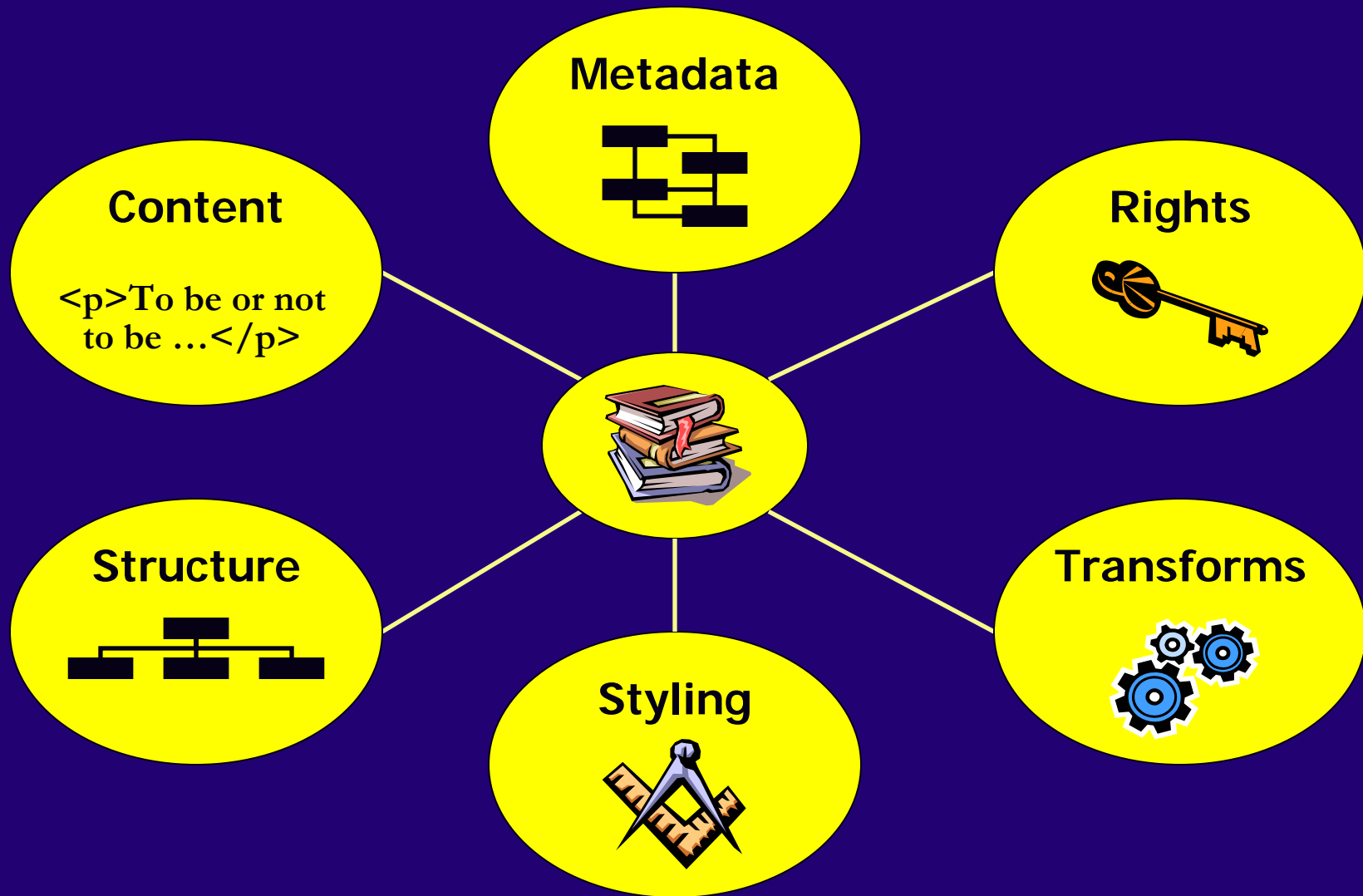
* Publisher: ▾

Add Publisher Edit Publisher Delete Publisher

* Publisher Place (Imprint):

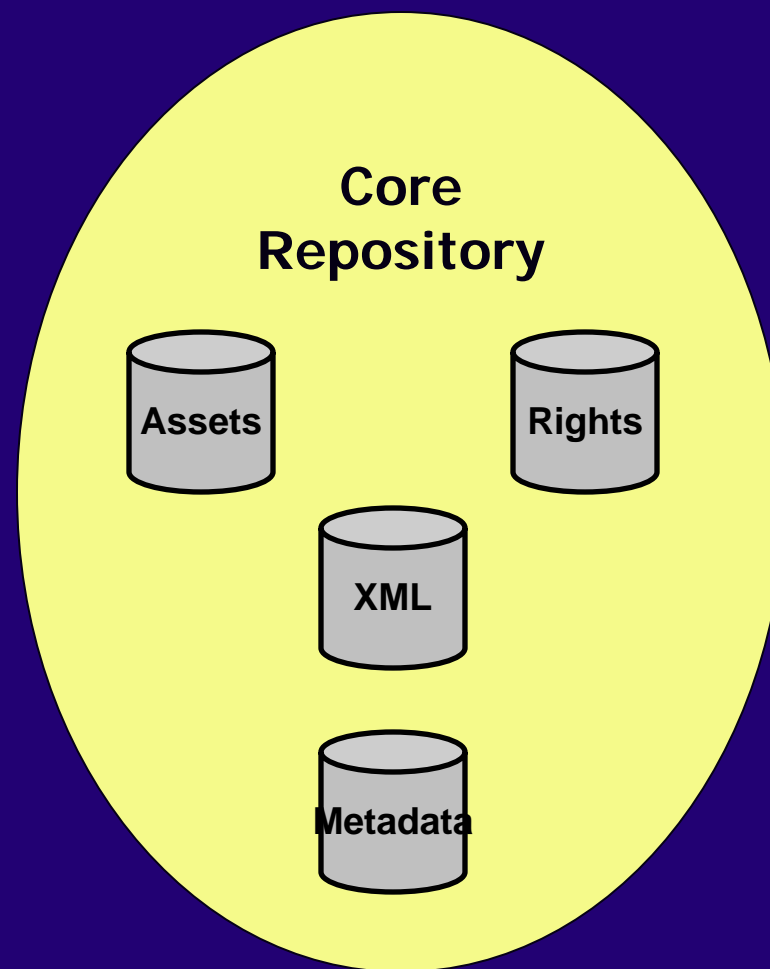
* Identifier (xxxxxxxxxNIMAS):

It comes back to what we need to maintain.

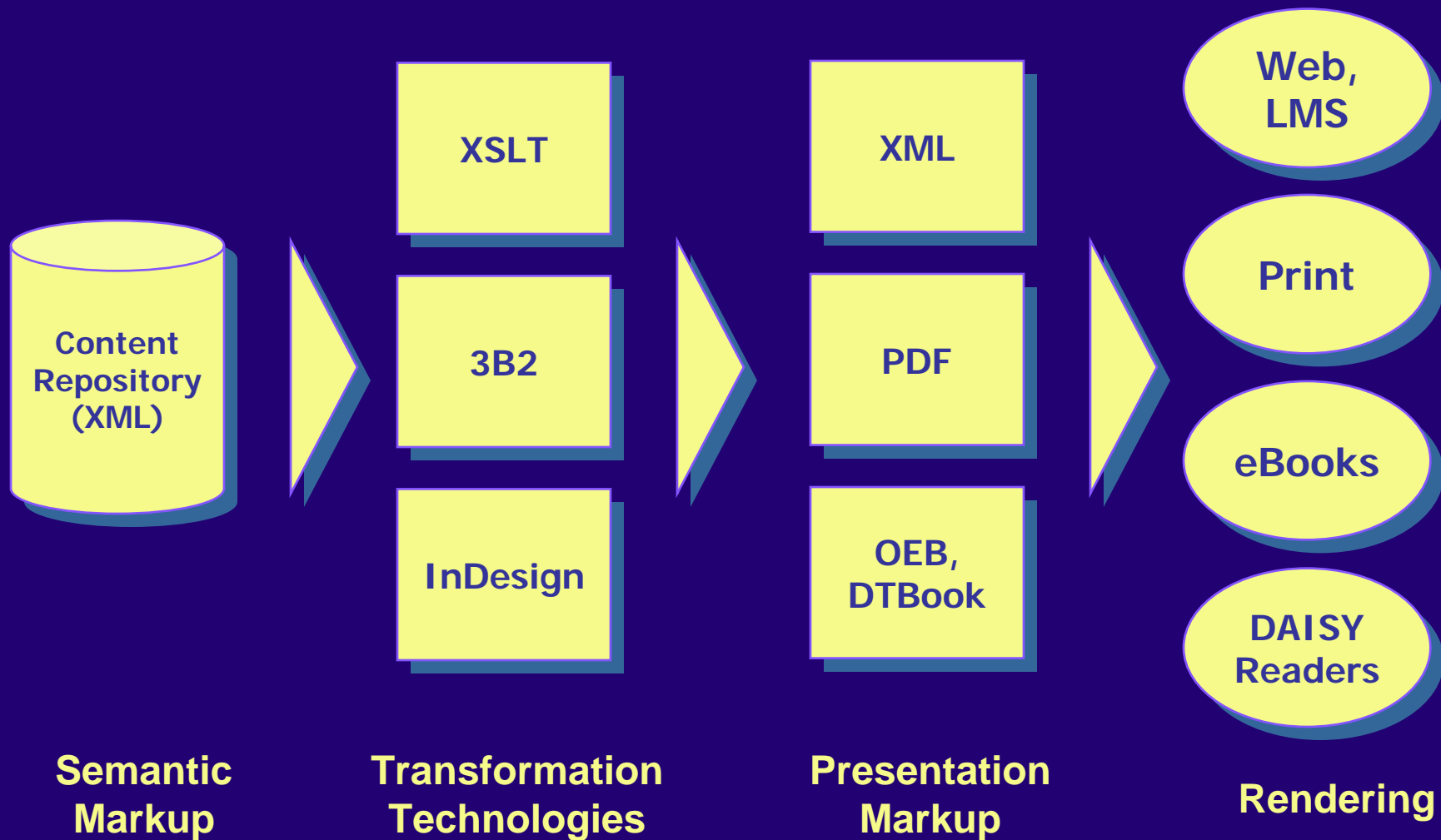


We start with a central repository...

- Multi-format support
- Maintain links with assets
- Standards based
- Links with other systems
 - Royalties
 - ERP/Workflow
- Work in Process and Finished Goods...but separate from distribution repository



...integrated into our overall workflow.



Initial steps

1. **Save your production files where you can get to them**
2. **Utilize post-production conversion to get to OEBPS**
(save with your production files)
3. **Use available tools to validate files**
4. **Use ONIX to distribute metadata**
5. **Encourage channels to take OEBPS and OCF**

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