

**bluefire**

# eBooks from Product to Market

Micah Bowers, CEO  
Bluefire Productions



# What I do

bluefire



# What you do

bluefire



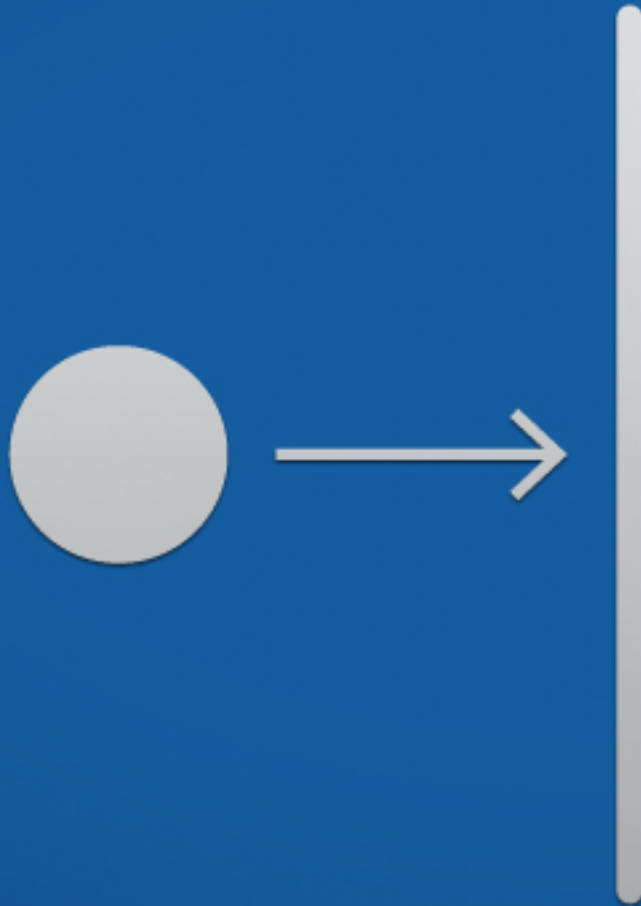
# Focus of this session

bluefire

- eBooks from End to End
- Direct to Consumer
- On Mobile
- eBook Tech and Infrastructure
- File formats and DRM
- Q&A

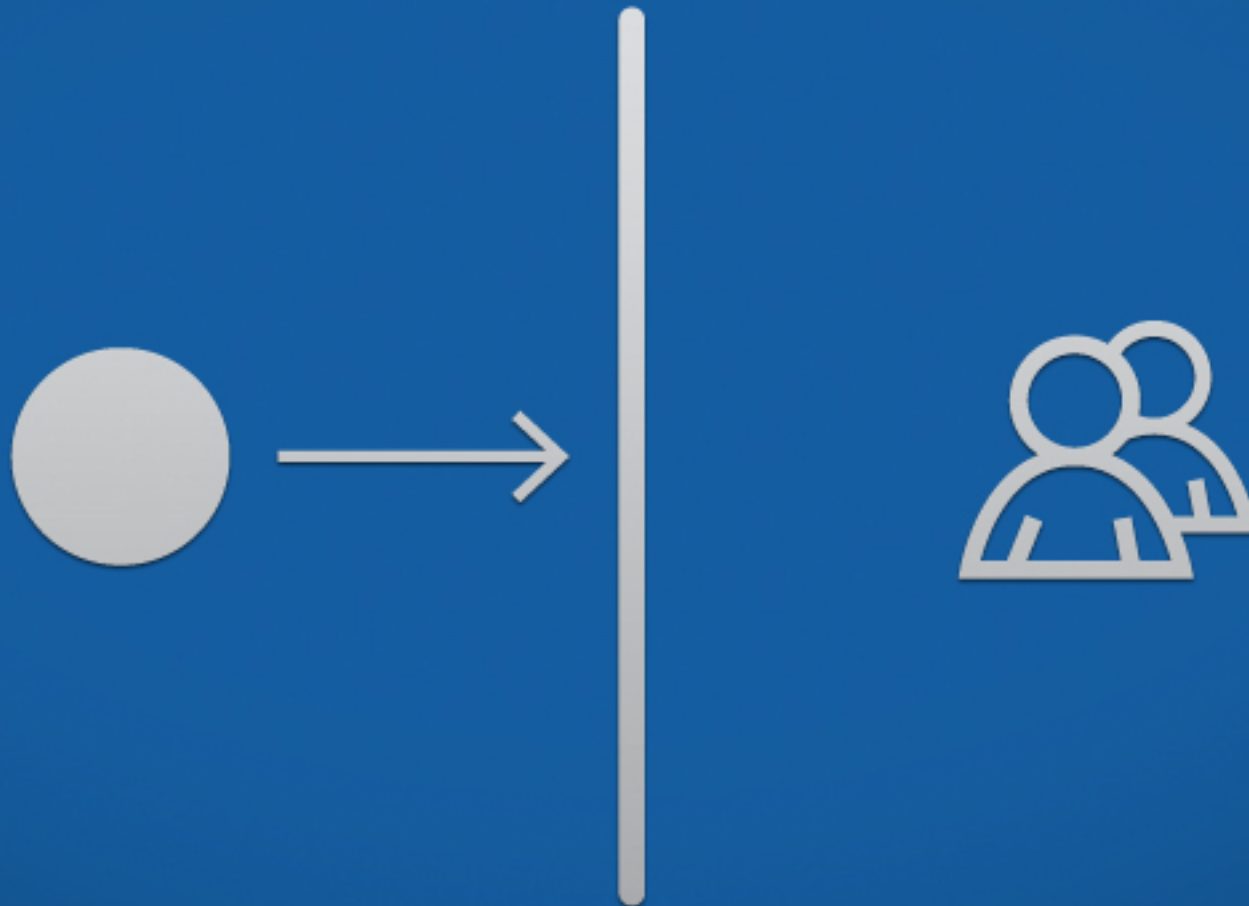
End to End?

bluefire



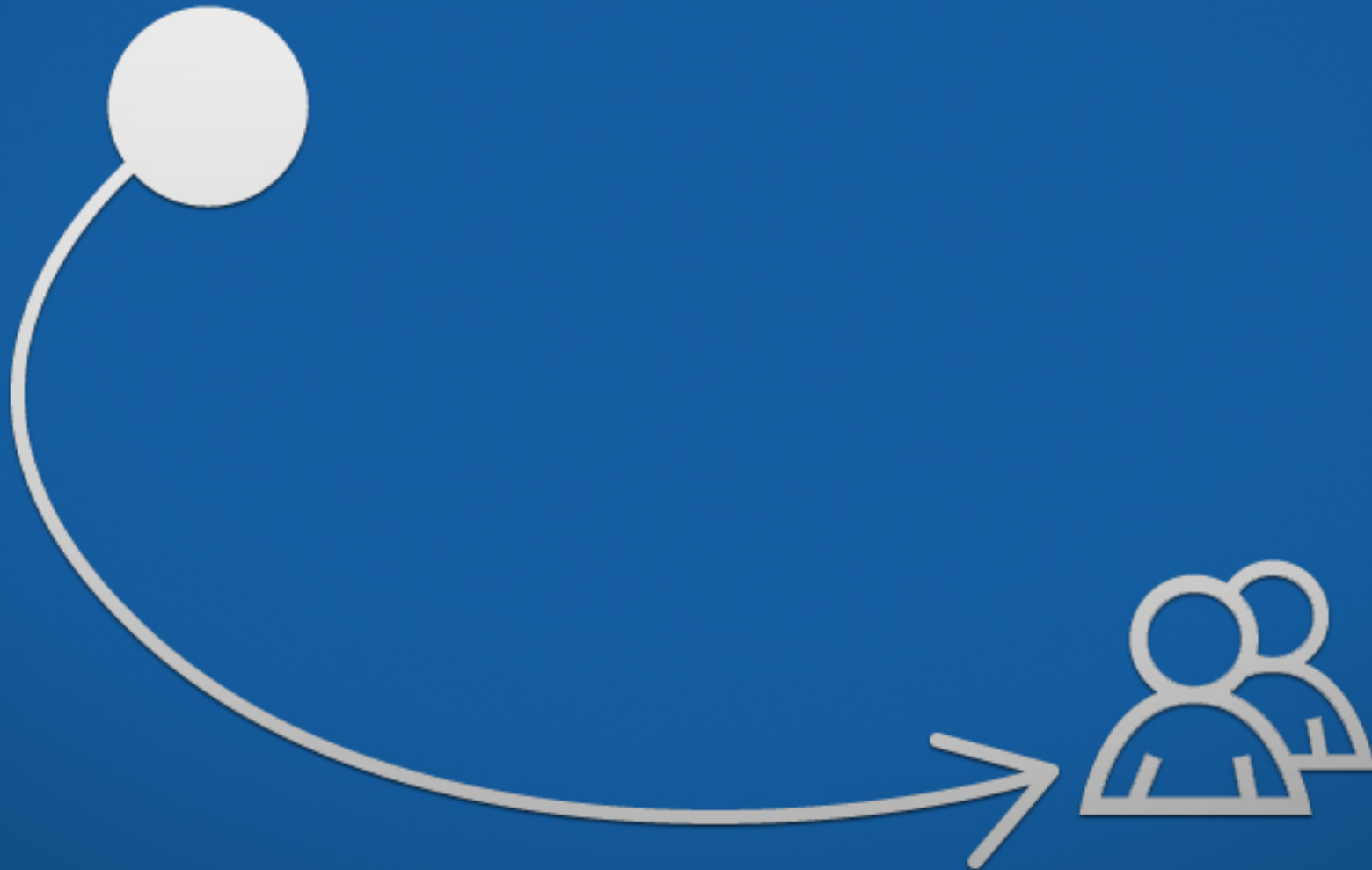
# End to End?

bluefire



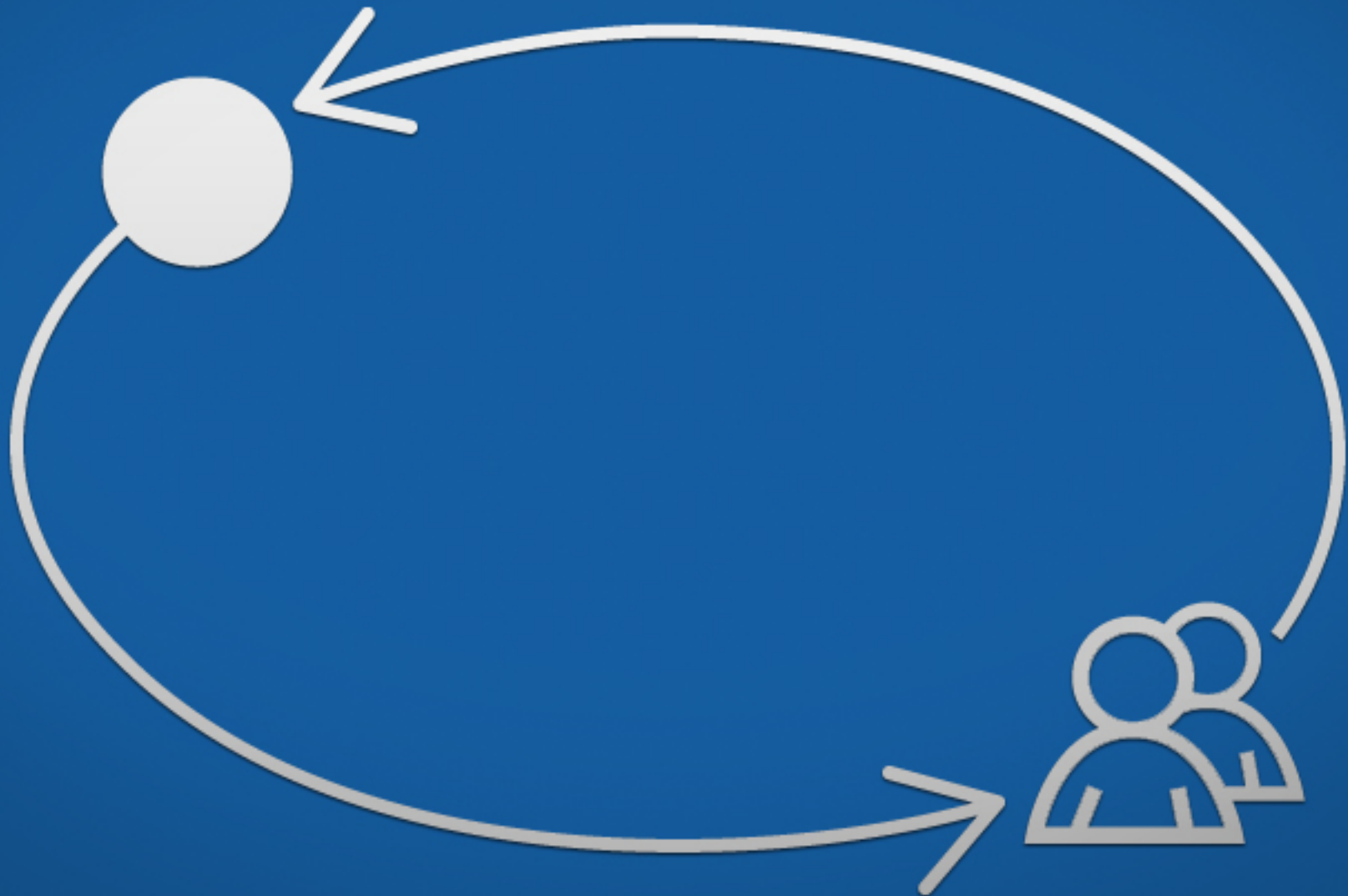
# Direct to Consumer

bluefire



# Direct to Consumer

bluefire





But why?

bluefire



# Brand equity

bluefire



Lost in the crowd

bluefire



# Relationship marketing

bluefire



# Insight

bluefire



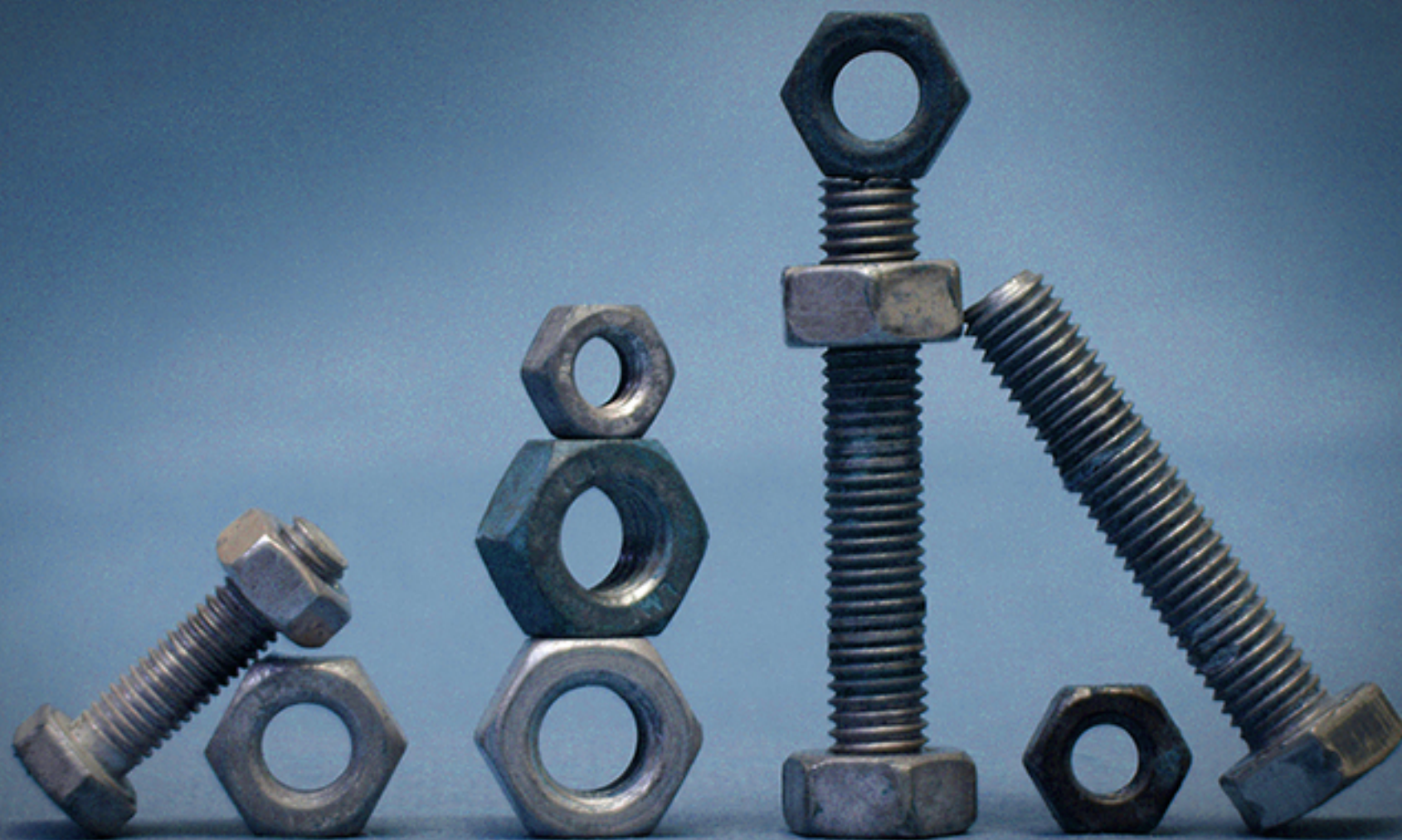
Being different

bluefire



# A look inside

bluefire



# File formats

bluefire





DRM

bluefire



# Adobe Content Server

bluefire

**ADMIN CONSOLE** Inventory Distributors Licenses

SEARCH FOR:  IN **TITLE**

Title	ID	Author	Publisher	Format	Language
Advanced ActionScript 3 with Des...	urn:uuid:dd20004-a000-	Jacy Lott, Da...	Adobe Press	application/epub+zip	en
Macromedia Flash 8 Advanced for I...	urn:uuid:dd60ff046-8f6f-4	Russell Chun,	Peachpit Press	application/pdf	en
Tony Hillerman E-Reader	urn:uuid:dd10035-a000-	Tony Hillerma...	HarperCollins	application/epub+zip	en
Hot	urn:uuid:dd10035-a000-	Julia Harper	Forever	application/epub+zip	en
The Art Of War	urn:uuid:dd10039-a000-	Sun Tzu	FeedBooks	application/epub+zip	en
Flashpoint	urn:uuid:dd10039-a000-	Suzanne Broc...	Ballantine Books	application/epub+zip	en
The Goodbye Summer	urn:uuid:dd20040-a000-	Patricia Gaffn...	HarperCollins	application/epub+zip	en-US
Inside the Publishing Revolution: T...	urn:uuid:df4d80499-67a5-	Pamela Pflinn...	Adobe Press	application/epub+zip	en
Adobe MAX 2006 Sample	urn:uuid:7799021c-2d46	SafariJ and A...	SafariJ	application/pdf	en

**ITEM INFO**

TITLE: The Art Of War  
 AUTHOR: Sun Tzu  
 PUBLISHER: FeedBooks  
 DESCRIPTION:  
 FORMAT: application/epub+zip  
 LANGUAGE: en  
 ID: urn:uuid:dd10039-a000-  
 a195-93d4fd79931  
 THUMBNAIL URL: http://aretailer.com/thumbof/artofwar

**BASE PERMISSIONS**

---

**ADMIN CONSOLE** Inventory Distributors Licenses

SEARCH FOR:  IN **User ID**

Operator Licenses

User ID	Resource ID	Expiration
urn:uuid:dbd93c40-7c60-4e1a-b665-0b863a5ae84	urn:uuid:00070d7-28a6-4a65-8b79-999126482234	<NOT SET>
urn:uuid:dbd93c40-7c60-4e1a-b665-0b863a5ae84	urn:uuid:11b64d2-433c-4d7d-bf9f-c0a1fc3553d	<NOT SET>
urn:uuid:dbd93c40-7c60-4e1a-b665-0b863a5ae84	urn:uuid:157f8dd-42d9-4bbb-b68f-47201051a55e	<NOT SET>
urn:uuid:dbd93c40-7c60-4e1a-b665-0b863a5ae84	urn:uuid:6bd36b6f-c6d2-4584-ab29-0858a6e1240d	<NOT SET>
urn:uuid:dbd93c40-7c60-4e1a-b665-0b863a5ae84	urn:uuid:a5f6e67-e403-4db7-9e99-e21a8bbae216	<NOT SET>
urn:uuid:dbd93c40-7c60-4e1a-b665-0b863a5ae84	urn:uuid:abe6609e-09e1-4857-979a-d4e7e46943c9	<NOT SET>
urn:uuid:dbd93c40-7c60-4e1a-b665-0b863a5ae84	urn:uuid:b6844e35-4e19-4314-ac73-702020db156	<NOT SET>
urn:uuid:dbd93c40-7c60-4e1a-b665-0b863a5ae84	urn:uuid:c999136-b023-4074-a95e-a100d47d2382	<NOT SET>

Vendor ID

bluefire

Good-to-go



# Hosting

bluefire



eCommerce

bluefire



# eCommerce

bluefire

## Retail Infrastructure



## Rights Mgmt. & Fulfillment

Co Adobe Content Server

Packaging Service

Media Store

Fulfillment (ACS)

Generate ACSM link  
(after purchase)

Generate  
re-fulfillment links

## Reading Clients



Bluefire Reader,  
Adobe Digital Editions  
and compatible  
dedicated devices

iOS

bluefire



Android

bluefire





# Desktop

bluefire



Browser

bluefire



# Leveraging assets

bluefire



# DIY vs. Whitelabel

bluefire



Q & A

bluefire



**bluefire**

Thanks!

- Micah Bowers

Please visit with us in the Digital Zone:

Booth #2122