

metro digi

Joshua Seah, Chaucer Product Manager

metro digi

- ▶ Industry leading software company with scalable digital authoring platform and full-service digital book development
- ▶ Preferred developer and channel partner for Apple, Amazon, Google, Ingram and major publishers
- ▶ Award-winning digital books in education, entertainment, and trade publishing
- ▶ Active leaders in industry standards organizations: IDPF, IMS, Open Web Standards

Industry Pain

- ▶ Lack of open standards.
- ▶ Lack of authoring tools that allow collaboration that follow traditional publisher workflow paradigms.

Publishing Pain

- ▶ Have legacy content in formats that are not easily converted into digital mobile standards like HTML 5
- ▶ Little or no knowledge how to create digital first content.
- ▶ Difficulty in adding interactivity within digital book content

What we need?

- ▶ **A conversion software** to easily transform legacy content to recognized mobile web standards.
- ▶ **A collaborative authoring tool** that follows the publishing workflow to create digital first content.
- ▶ **On-demand software engineers** to add interactivity to digital content on the fly.
- ▶ **An export software** to output content that can be easily read by any reader device.



- ▶ Secure cloud-based authoring platform
- ▶ Collaborative publishing workflow and customizable roles for teams
- ▶ Extensible widget framework for adding interactivity and authoring tools
- ▶ Batch processing for volume conversions
- ▶ Integrated font and asset management systems
- ▶ Open standards-based solution
- ▶ Common file format support: InDesign, PDF, EPUB 2/3, Word
—output to EPUB 2/3, KF8, and proprietary HTML5 outputs

Identified Publisher Workflow



Examples of interactive content by Trade

Trade (NBC Grimm: Essential Guide)

Behind the Scenes

Go behind the scenes of *Grimm*.



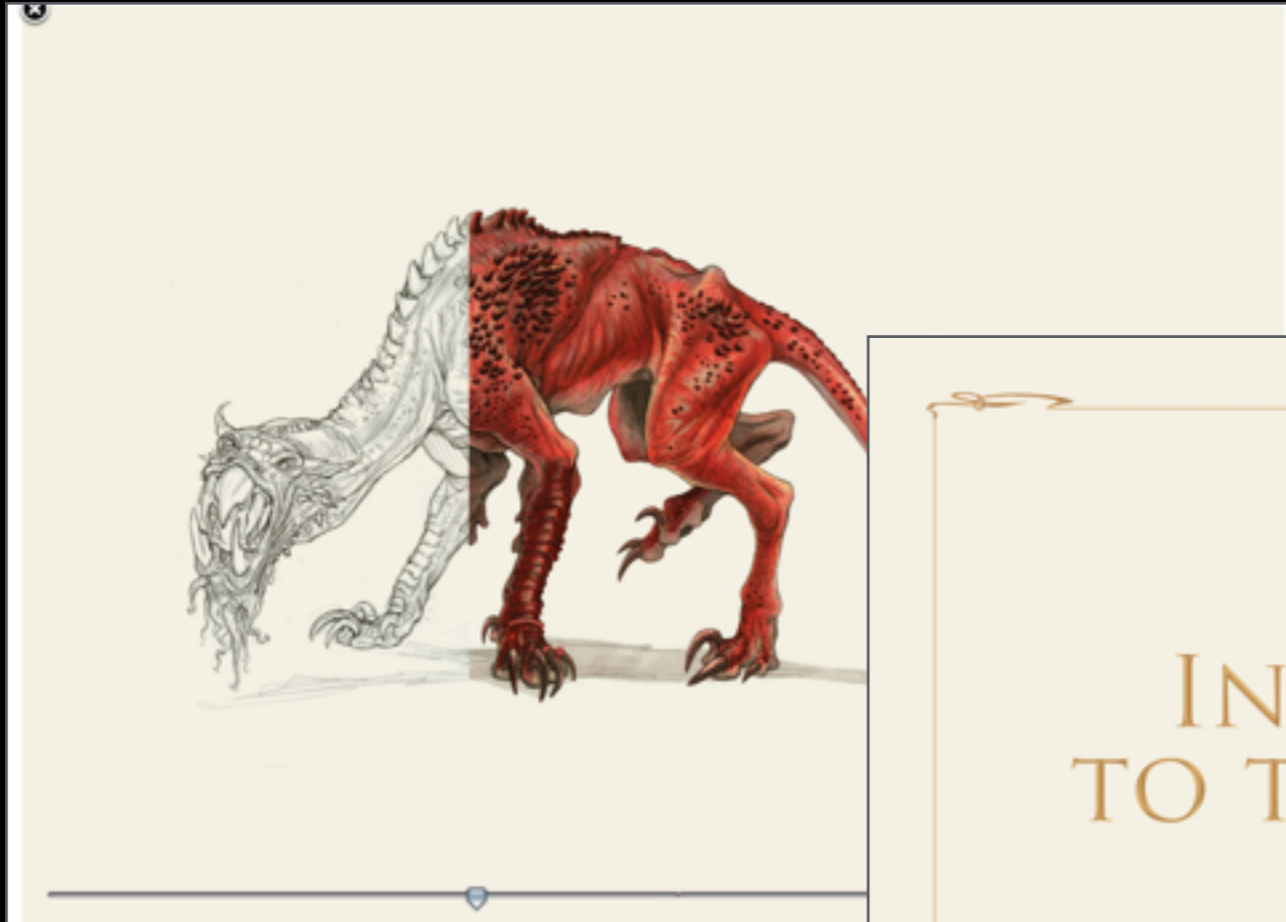
Bauerschwein

A pig-like creature also known as Wildschwein and specifically similar to a wild boar, it has giant tusks jutting up from the lower jaw. Mud baths have a calming effect on the Bauerschwein and they are centuries-old enemies of Blutbaden.

[← Creature Gallery](#)



Trade (Star Wars: The Jedi Path)



PART I
INTRODUCTION
TO THE JEDI ORDER

FOREWORD
THE JEDI CODE
THE HISTORY OF THE JEDI ORDER

What's Under the Hood



The Poe[®] widget framework is a key component of Chaucer allowing for the rapid development of amazing interactive features.



Our powerful Book Element Ranking[™] (BER) algorithm intelligently analyzes book content behind the scenes and supports PXE.

Impact of **Interactivity**

- ▶ Education: Empowering publishers to create engaging content, assess student learning and improve outcomes
- ▶ In the classroom: enabling both teachers and students to be creative, collaborate, and learn

thank you

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