pub coder

The interactive publishing tool

Digital Workflows with ‘killer features’

Paolo Albert, Founder & CTO

www.pubcoder.com

Topics

- What is PubCoder
- Our experience in e-textbooks
- “Killer” features for EDUPUB

PubCoder is an authoring tool to create interactive ebooks.

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PubCoder is perfect for:

Illustrated (childrens') books

E-textbooks

Non-fiction

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The vision

INTERACTIVITY

INTERACTIVITY

EPUB 3

The BETA

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The beta

Today PubCoder is

FREE*

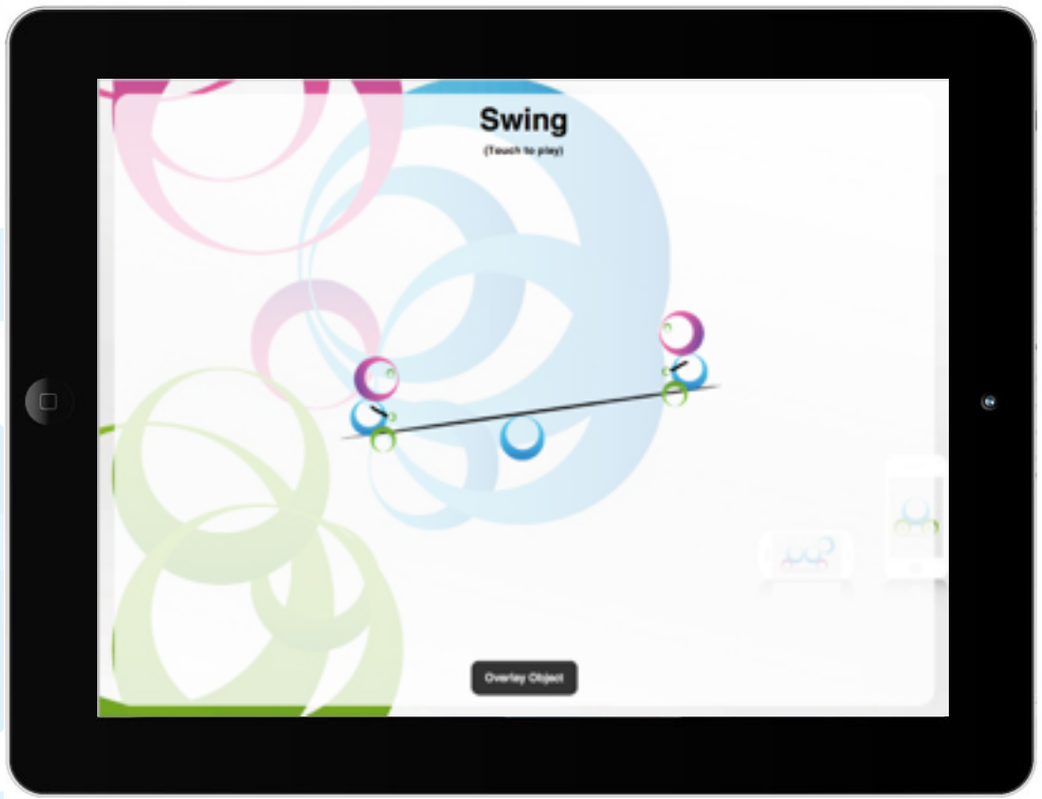
Features

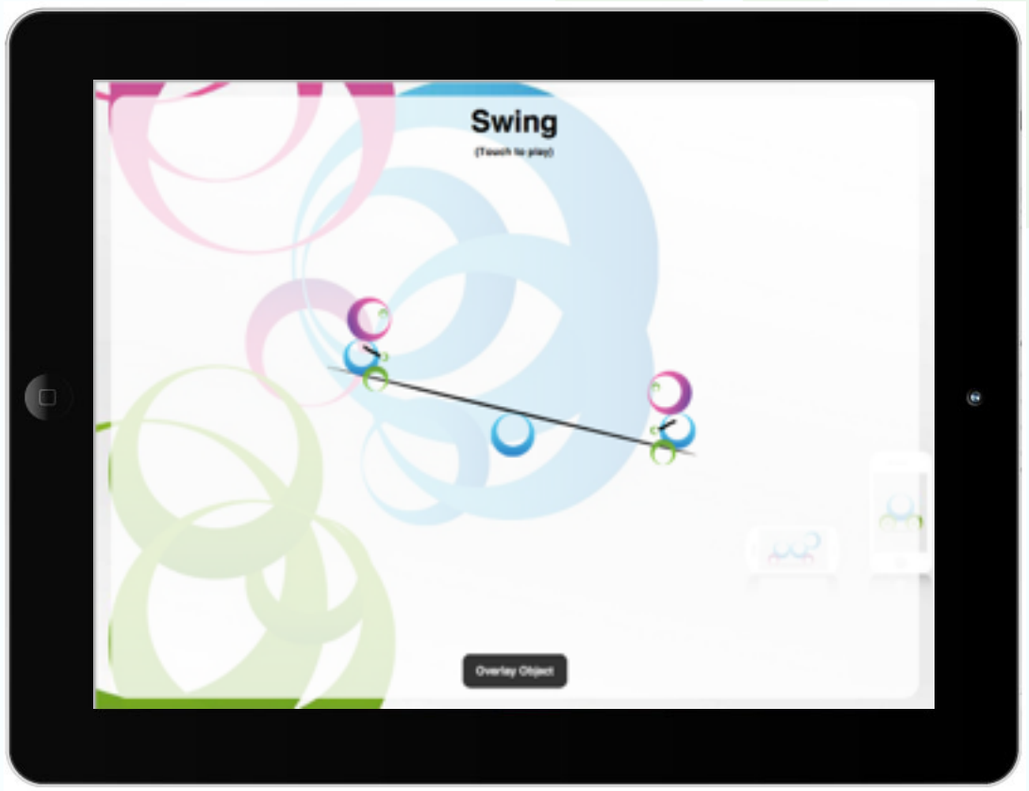
The beta

- Interactivity
- Media-overlays
- Widgets
- Multi-format
- Multi-localization

Interactivity

Bring your eBooks to life





Interactivity

Events

Touch

Swipe

Drag

Pinch

Show

Actions

Switch

Hide

Move

Play

Show

Drag

Rotate

Scale

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Interactivity

Read-aloud

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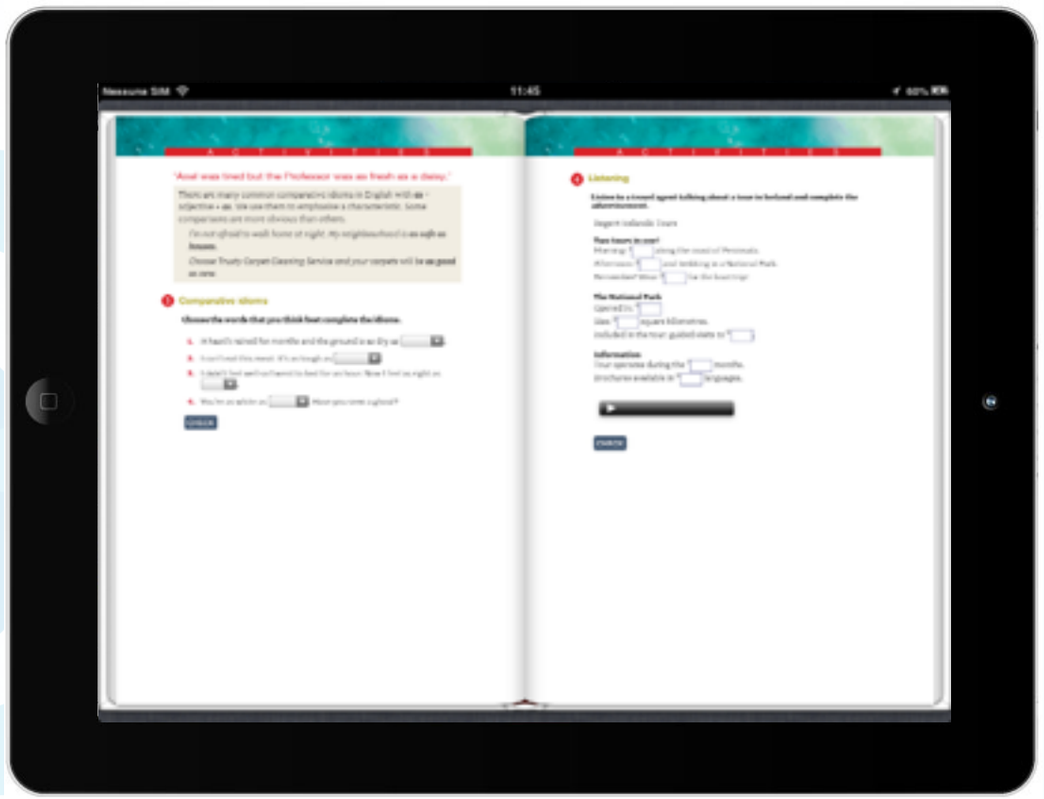
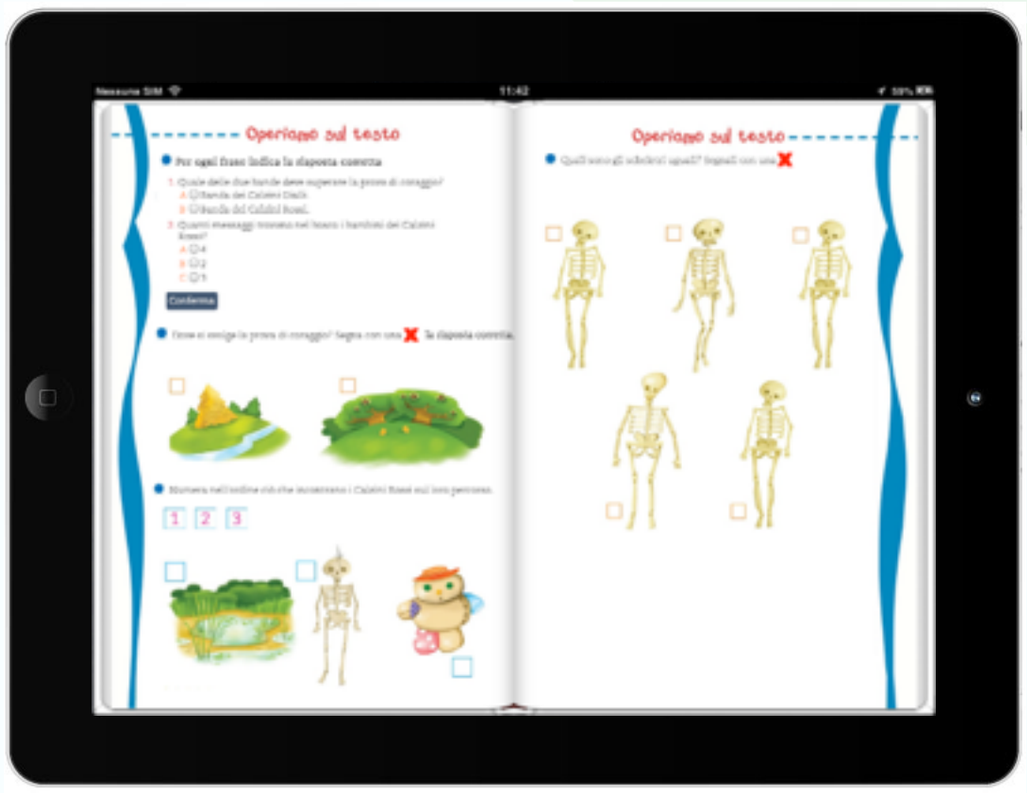
Interactivity

Smart Object





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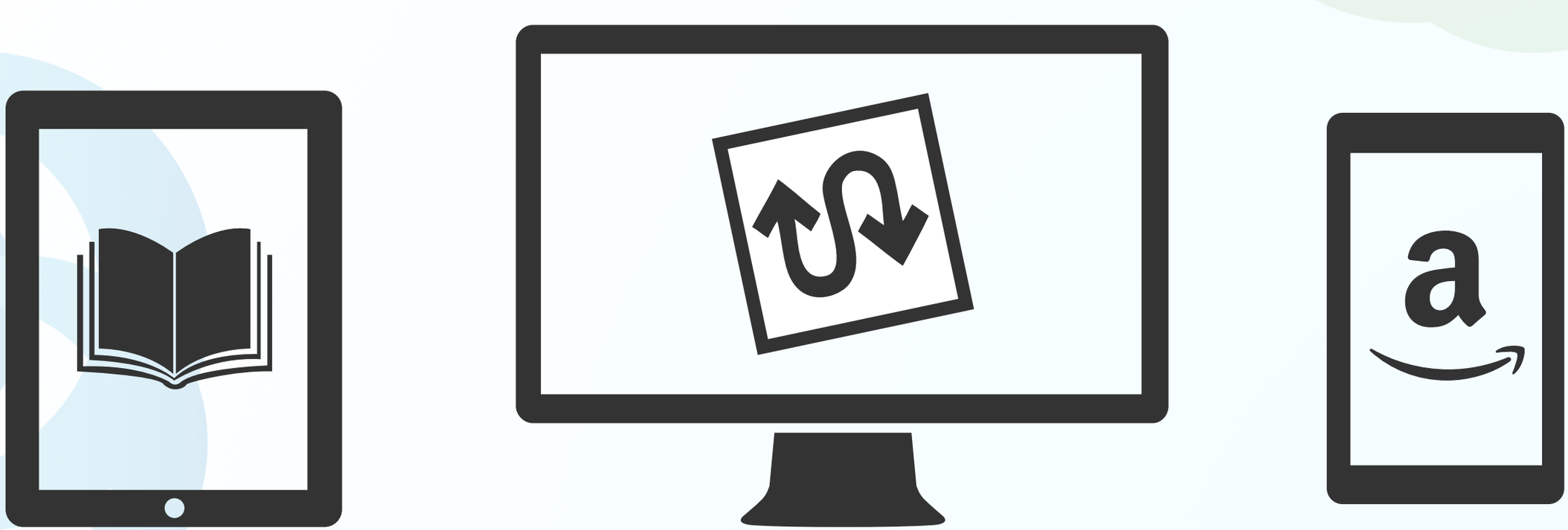
Multi-format

Export your project in

- EPUB 3 Fixed Layout optimized for iBooks, Readium, (Kobo)

- KF8 Fixed Layout optimized for Kindle.



Multi-localization

One project file -> Many localized ebooks.

Our Experience

Transform 100 titles in interactive ebooks

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The Workflow

DeAGOSTINI

BLACK CAT

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1. Market model

2. Assets assessment

3. Storyboard definition

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4. Content production

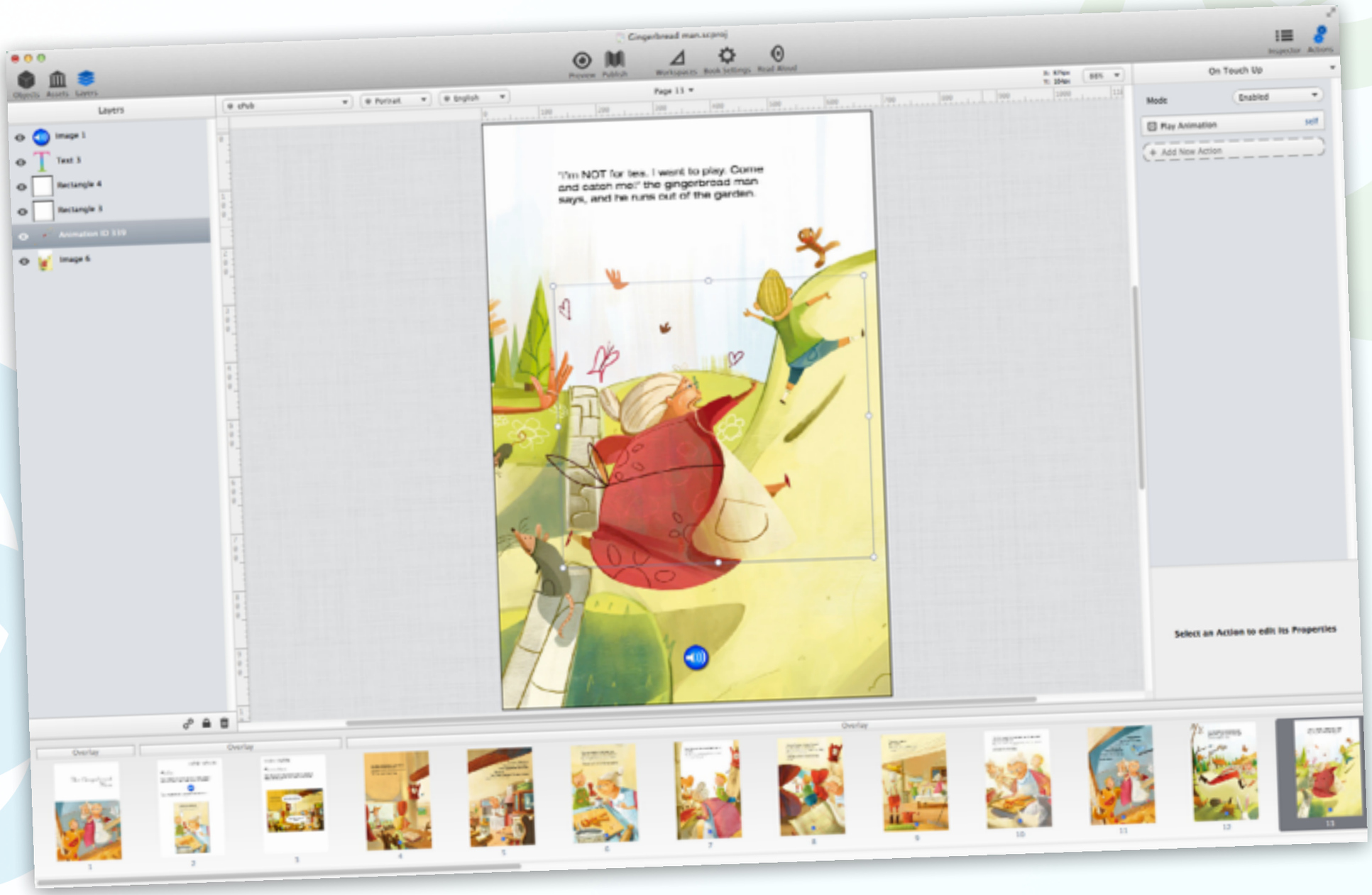
Background

Frame 1

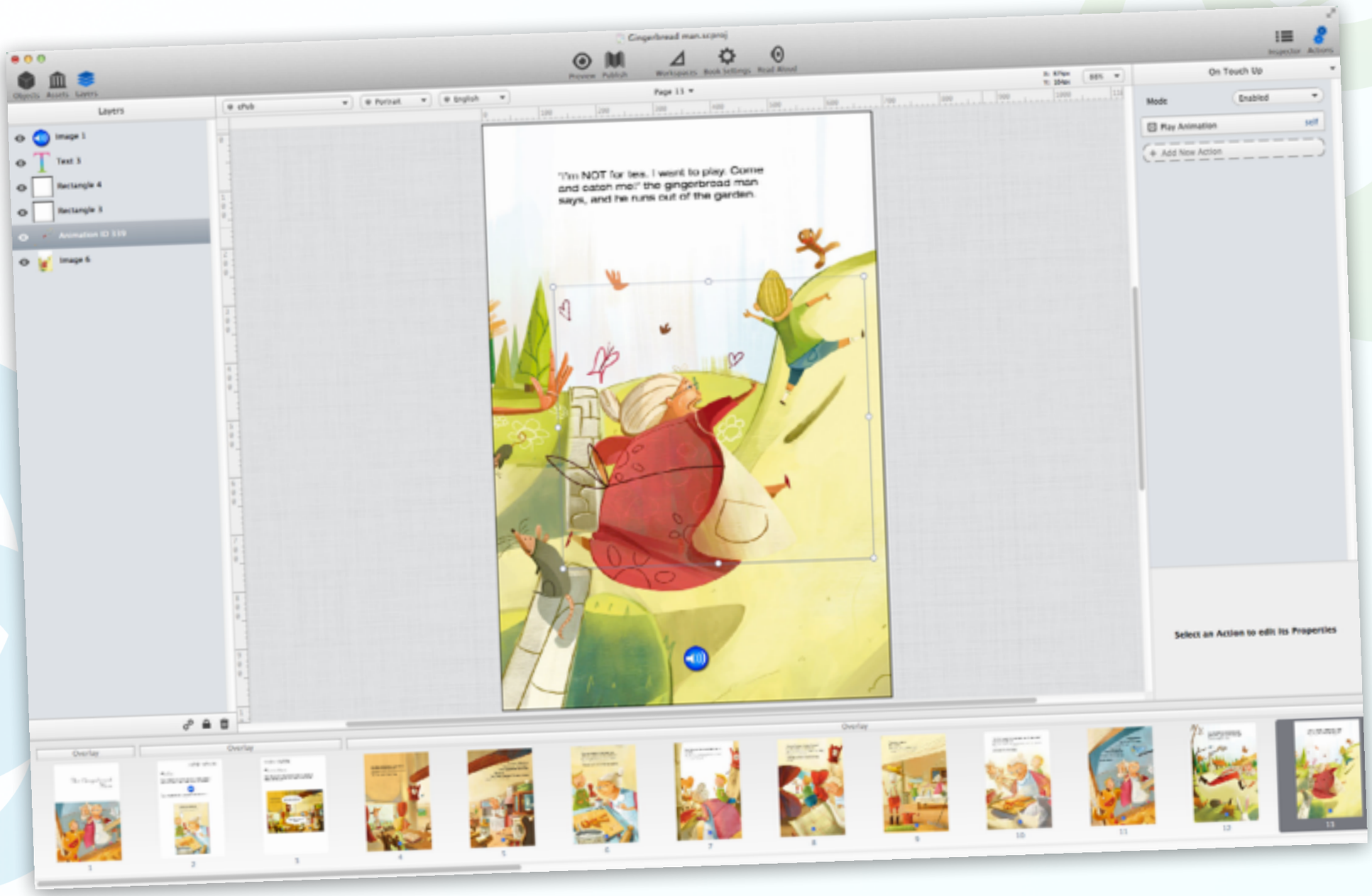
Frame 2

Frame 3

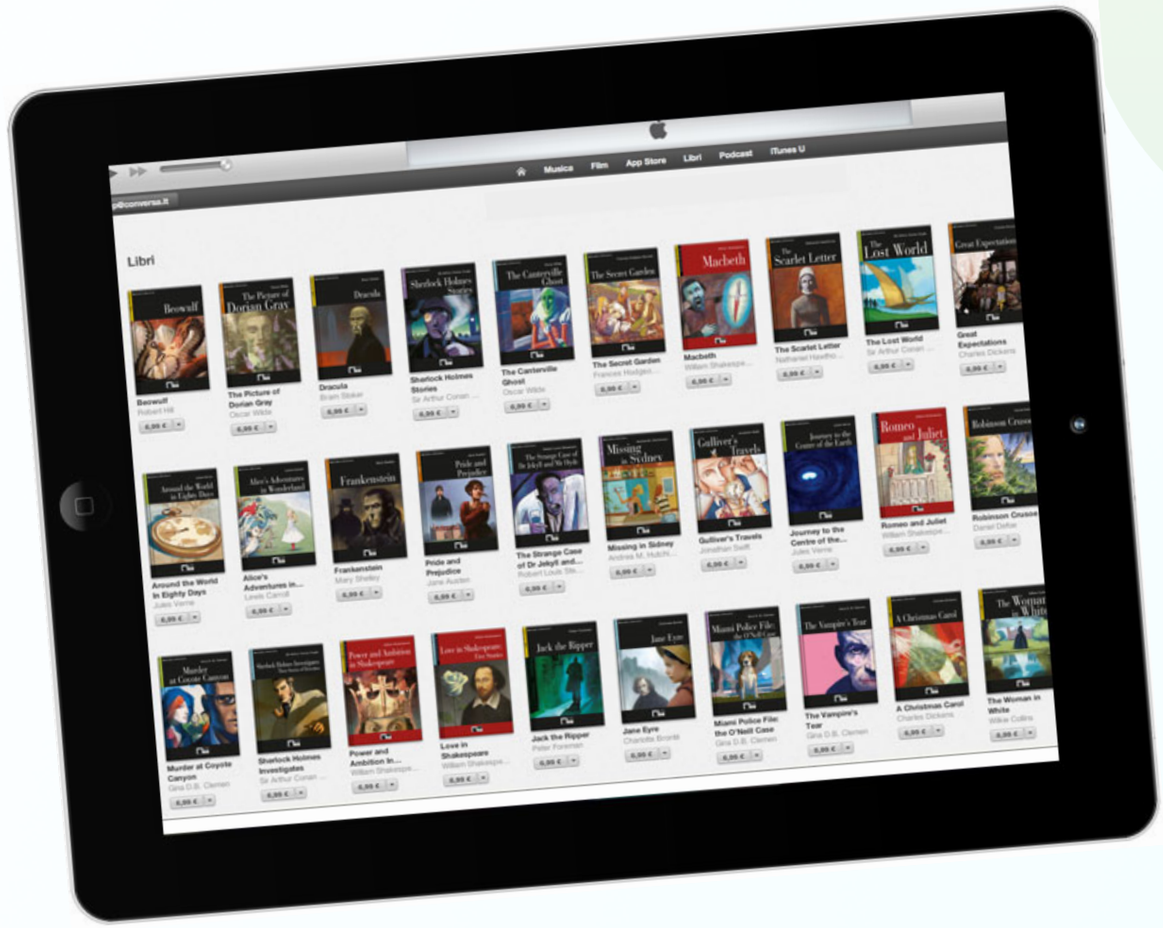
5. Layout


Gingerbread man.sxpmj
Preview
Publish
Workspaces
Book Settings
Read Aloud
Inspector
Actions
Objects
Assets
Layers
Layers
Image 1
Text 3
Rectangle 4
Rectangle 3
Animation ID 139
Image 6
shvb
Portrait
English
Page 11
"This NOT for two. I want to play. Come and catch me!" the gingerbread man says, and he runs out of the garden.
On Touch Up
Mode
Enabled
Play Animation
self
Add New Action
Select an Action to edit its Properties
Overlay
Overlay
Overlay

6. Revisions


Layers
Image 1
Text 3
Rectangle 4
Rectangle 3
Animation ID 339
Image 6
"I'm NOT for tea. I want to play. Come and catch me!" the gingerbread man says, and he runs out of the garden.
On Touch Up
Mode
Enabled
Play Animation
Add New Action
Select an Action to edit its Properties
Overlay

7. Go-to-Market



Critical

Critical

- Variety of digital formats

- Limitations in the “walled garden”

Killer features for e-textbooks

ADOPTION

EPUB 3

STORAGE

STORAGE

Learning
=
Change

Killer features for e-textbooks

STORAGE

- Assessments
- Gamification
- ....

STORAGE

Spec?

No more walled-garden?

THANK YOU

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