

# How and Why to Support EPUB

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# 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

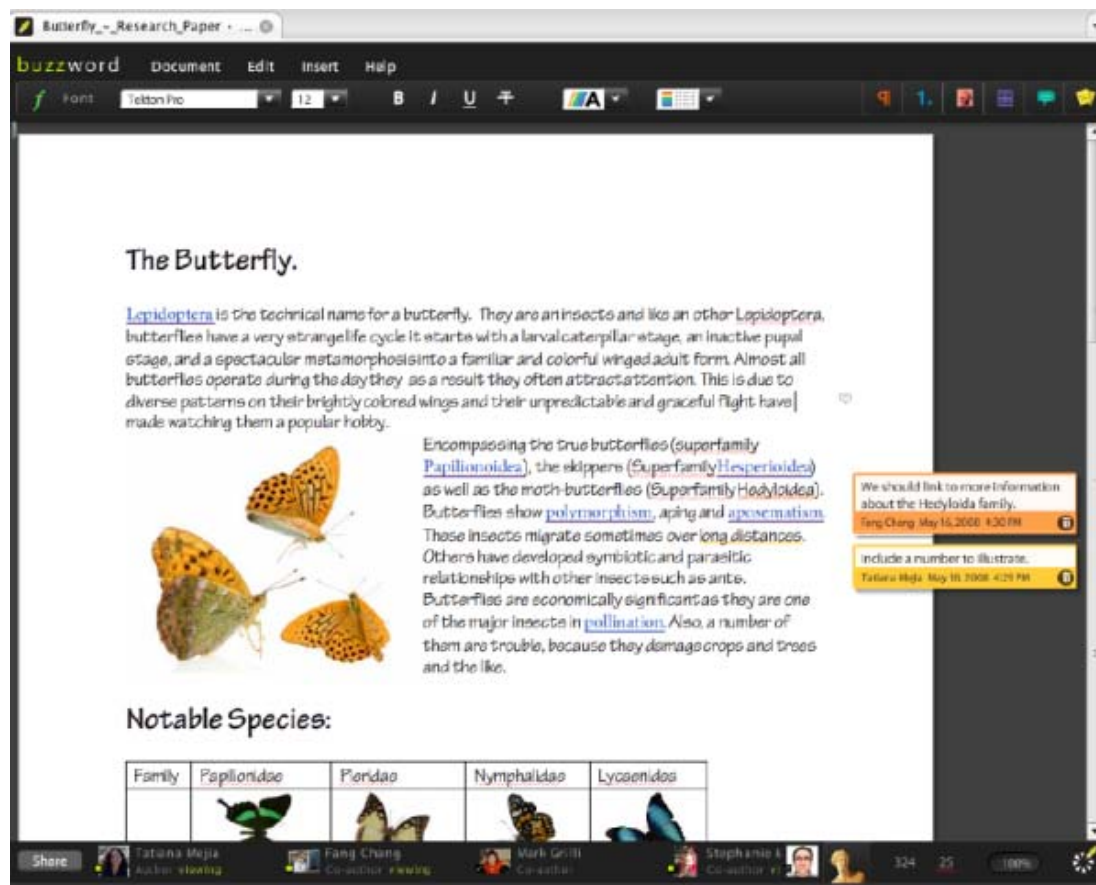
- Complements PDF, which focuses on final-form paginated documents
- EPUB designed to adapt to any device, any size screen
  - Structured and accessible, XML based
  - With SVG, font embedding, and styles/templates to enable an enriched experience
  - Support rich media & interactivity via embedded objects
- 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 displays the Adobe Buzzword web application interface. The document title is "Butterfly\_-\_Research\_Paper". The interface includes a menu bar (Document, Edit, Insert, Help) and a toolbar with various editing tools. The main content area shows a document titled "The Butterfly." with the following text:

Lepidoptera is the technical name for a butterfly. They are an insects and like an other Lepidoptera, butterflies have a very strangelife cycle it starts with a larval caterpillar stage, an inactive pupal stage, and a spectacular metamorphosis into a familiar and colorful winged adult form. Almost all butterflies operate during the day they as a result they often attract attention. This is due to diverse patterns on their brightly colored wings and their unpredictable and graceful flight have made watching them a popular hobby.

Encompassing the true butterflies (superfamily Papilionoidea), the skippers (Superfamily Hesperioidea) as well as the moth-butterflies (Superfamily Hodolidae). Butterflies show polymorphism, aping and aposematism. These insects migrate sometimes over long distances. Others have developed symbiotic and parasitic relationships with other insects such as ants. Butterflies are economically significant as they are one of the major insects in pollination. Also, a number of them are trouble, because they damage crops and trees and the like.

**Notable Species:**

Family	Papilionidae	Pieridae	Nymphalidae	Lycaenidae
				

On the right side, there are two notification boxes:

- Orange box: "We should link to more information about the Hedyloida family. Fang Cheng, May 16, 2008, 1:30 PM"
- Yellow box: "Include a number to illustrate. Tatiana Maja, May 16, 2008, 4:29 PM"

At the bottom, there is a status bar showing a "Share" button, user avatars for Tatiana Maja, Fang Cheng, Mark Grill, and Steph... with their roles (Author, Co-author), and a progress indicator showing 100%.

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# EPUB-related Open Source Initiatives

- **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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