



Dev Ganesan
Aptara President & CEO

As content production rushes headlong from print to digital, Aptara's technology services are keeping publishers ahead of the curve with apps, eBooks, XML solutions, Apple's new Fixed Layout format, and EPUB 3—all of which we invite you to read about here, in the August 2011 issue of *Aptara Context*.

- EPUB 3 and Apple's new Fixed Layout format are game-changers for the design and presentation of eBooks on color touch-screen devices like the iPad. Get the low-down on what the new EPUB 3 eBook standard has in store for publishers, particularly on the

enhancements front, in Eric Freese's article "Breaking it Down—The EPUB 3 Spec." And learn how and when to apply Apple's Fixed Layout for illustrated eBooks, in our webinar recap.

- As eBooks' popularity grows worldwide, so does Aptara's global presence. We're pleased to announce two new partnerships with publishing consultants in Spain and Italy who are delving deep into these core publishing markets, and our recent role in helping Lonely Planet launch its first French eBook travel guides.
- In spite of challenging economic conditions, book publishing revenue rose 3.1% last year due almost entirely to the 39% growth in demand for digital products. According to statistics from the American Association of Publishers, trade eBook sales increased an amazing 1274% from 2008–2010 and now form a \$1.6 billion market. Challenges in K-12 educational publishing were offset by 23% gains in the higher education market, again, mostly driven by eBook sales. Aptara's latest strategic partnership is laser focused on increasing those sales percentages in the college market. You'll read about Aptara's support of San Francisco based Inkling, the most talked about start-up in publishing, who's producing the epitome of enhanced eBooks—digital textbooks.
- XML is without a doubt one of the strongest tools for facing the digital revolution head-on. In "Solving the XML Puzzle," you'll learn how Aptara's content technology solution for one company enabled them to conveniently convert and store huge volumes of print content that's at-the-ready for whatever sudden evolutions the digital revolution brings.

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Lastly, a reminder that the results of Aptara's 3rd eBook Survey will soon be released. Aptara has tracked book publishers' journey across the eBook landscape through a series of three surveys in 2009, 2010 and 2011, examining everything from preferred eBook formats, to production approaches, enhancements, distribution channels, revenue models and sales. The result is significant insight into the emergence of best practices and trends across all publishing market segments: Trade (Consumer), Scientific/Technical/Medical (STM), Education and Corporate. Stay tuned for the release of this comprehensive report next month.

Until then, here's to a prosperous digital voyage.

—Dev



3110 Fairview Park Drive, Suite 900
Falls Church, VA 22042

+1-703-352-0001

An Inkling of the Future

Aptara and San Francisco's Inkling Team Up to Reinvent College Textbooks



Ah, college! Memories of cozy classrooms, cavernous lecture halls, tree-shaded campuses, late evenings in the library, coed dorms, frat parties, and—iPads?

Even if iPads don't appear in your college memories, that won't be the case for future grads. From now on, more and more college bookstores are going to be online. What was once printed with dried ink on the husks of dead trees is turning into an unbounded stream of bright pixels on touch screens. Because of this, the possibilities for enriching higher education are endless. Visionary companies like Inkling and Aptara are partnering with major publishers to reinvent the college textbook, turning it into a tablet app and adding the full suite of available digital enhancements— sound, video, motion graphics, and interactivity.

Founded in 2009 and led by Matt MacInnis, an eight-year veteran of Apple, San Francisco-based Inkling brought together a team of digital revolutionaries with foresight and a vision. Their efforts have resulted in a universal app platform for digital textbooks on mobile devices such as the iPad. "Inkling is at the forefront of

the most promising and exciting application of digital books yet . . . in the college education market," said Dev Ganesan, Aptara's President and CEO.

Inkling's revolutionary app delivers all the standard content of a textbook and adds unique digital features such as notes streaming, which lets students view their professor's comments on the text and add their own. Key term definitions pop up at a touch of the screen. Students can use a search function, interactive quizzes, online social collaboration, and all the rest of the regular video, sound, and motion possibilities built into Apple's tablet.

Owners of Android tablets and other eReaders may soon see the textbook app available for their devices, too. Some of Inkling's tablet textbooks are even available for purchase chapter by chapter, allowing professors to pick and choose among available texts. Tablet textbooks are 'green' products, can cost significantly less than traditional printed books, and weigh no more than the tablet they're loaded on. What can be said about freedom from lugging several pounds of paper and ink from class to class? It's priceless!

Aptara has long been a leader in full-service college textbook development and production, serving some of Inkling's key clients, including giant publishers McGraw-Hill and Pearson. Leveraging these relationships and its digital solutions capabilities, Aptara has been working with Inkling for the past year, providing conversion, new media, and editorial services, as well as production consulting to optimize digital textbook workflows. "Aptara is leveraging its own unique digital expertise to contribute to Inkling's revolutionary product," said Joe Valenti, Aptara's Senior Account Manager. "Inkling holds quality to the highest standard in creating titles that are unique from their print versions."

As production ramps up on several hundred digital college titles, Aptara's role will grow. "Aptara's capability set is uniquely suited to our business model," said MacInnis. "Having an experienced, sophisticated partner that we can rely on to consistently deliver quality is invaluable—particularly as we gear up for the 2011 back-to-school season."

Aptara is a U.S.-based company with more than 4,600 professionals around the globe . . . and several new friends in San Francisco. ■

Breaking It Down: The EPUB 3 Spec



By Eric Freese, Solutions Architect, Aptara and member of the EPUB 3 Working Group

EPUB is widely accepted as the de facto digital format standard for eBooks, with its signature reflowable text that can be read on the greatest variety of reading systems (including the iPad, nook/nookColor, Kobo, and Sony readers to name a few).

The much anticipated, upcoming revised edition of the IDPF standard, EPUB 3, will include new features that promise to greatly enhance the reader experience, such as embedded audio, video, and interactivity. Meanwhile, publishers hold out hope that the new and improved EPUB standard will rectify the frustration with EPUB 2.0.1 files behaving differently on different reading systems (which have led me and others, to stress the importance of testing your files on every intended device.)

With speculation abounding since the introduction of the spec in the spring of this year, publishers have been waiting to see what's really possible with EPUB 3—and what reading systems will support it. To help manage expectations and alleviate confusion, I've provided a brief snapshot of some of the spec's new features, as well as what publishers can do to start preparing for them, and notes of caution as to what may, or may not, be available in EPUB 3 reading systems.

HTML5

There has been some confusion as to whether HTML5 and EPUB 3 will work together. To set the record straight, HTML5 is the base language of EPUB 3 (with some minor adjustments to allow for pagination and other reading behaviors). Since EPUB 3 content is written in HTML5, the two will interact hand-in-hand.

EPUB 3 reading systems must be able to process XHTML files written in HTML5. This doesn't mean that web browsers will be able to display EPUB files, unless they are able to process the additional navigation information contained within the EPUB file. That being said there are some reading systems that are implemented within a browser environment.

CSS

The new baseline for style sheets is CSS2.1 with some CSS3 features added. This will provide much richer layout including multi-column layout, better font support, and directional printing, to name a few. Reading systems are NOT required to support CSS, but almost all of them do. One of the leading causes of frustration is the difference in CSS support between reading systems. In the current EPUB environment, many reading systems do not allow style sheets within an EPUB file to override the system's default settings. EPUB 3 does not do anything to alleviate this situation and, in fact, might exacerbate it somewhat due to the

additional capabilities that are possible. Reading systems also have the ability to implement their own proprietary CSS extensions, which would then be ignored by other reading systems.

Audio

Audio can be inserted into eBook files using the HTML5 <audio> tag. This is what Apple, Barnes & Noble, and Amazon have been using all along to embed audio in enhanced eBooks. Now, it's simply part of the EPUB 3 spec. Reading systems are NOT required to support audio, although many do. If a reading system supports audio, it must support MP3. In addition, support of MP4 AAC and media overlays (explained later) is optional.

Video

Video can be inserted into eBook files using the HTML5 <video> tag. Again, this is what has already been occurring. And again, reading systems are NOT required to support video. In fact, most of the e-Ink devices are not able to show video in a satisfactory manner.

One of my main bones of contention with the EPUB 3 spec is that there is no specified format that must be supported. If a reading system supports video, the spec recommends support of at least one of either H.264 (also known as MPEG-4 AVC) or VP8 video compression formats, but neither is required. Unfortunately, the spec also does not say that some other format is not allowed. Essentially, there is nothing to stop a reading system developer from implementing some other video format (Flash?). Whether that happens remains to be seen, but there is an opening available.

In the meantime, publishers are going to need to prepare videos in both formats to support the widest range of reading systems. As has been discussed in the past, this could lead to very large EPUB 3 files, or different versions that target specific reading systems.

Media Overlays

Media overlay functionality was added to the spec to enable text and media to be presented in a combined manner. For example, highlighting text as it is spoken by the computer or as part of a sound track. In order to employ these overlays, special Synchronized Multimedia Integration Language (SMIL) files will have to be created.

Reading systems are not required to provide this functionality, but if they do, they should allow readers to skip or escape out of overlays. Overlays can also be used to provide text-to-speech functionality. The spec mentions the Pronunciation Lexicon Specification (PLS) and the Speech Synthesis Markup Language (SSML) as the means for providing assistance in generating synthetic speech, but does not require reading systems to use that information.

SVG

Scalable Vector Graphic (SVG) files have been allowed within EPUB files for some time. However, their use was limited, due largely to a lack of reading system support. EPUB 3 now mandates that reading systems be able to process SVG within the

eBook, including allowing users to select text and search within the content of the SVG files. The only portion of SVG that is not allowed is the animation capability.

MathML

MathML is part of HTML5, and therefore, it is part of EPUB 3. Reading systems must be able to process the presentation form of MathML, but may also support the content form of MathML. I won't go into a lot of detail here. But publishers that deal with mathematical and scientific content may be interested, as it will allow formulas to be included as part of the XHTML markup—rather than as images. This means the content will be scalable, among other things. It is still recommended that images of the formulas be included as fallbacks.

Foreign Resources

Foreign resources are pieces of content that are not a core media type. For example, PDFs might be considered foreign resources. I have seen cases where PDF files are incorporated into EPUB files. When this is done, at least one fallback (perhaps a plain text equivalent) should be included to allow reading systems that don't support the resource to operate.

Scripting

Scripting and interactivity is another of the most hyped new features of EPUB 3. Once again EPUB 3 gets this functionality through HTML5. Usually this means JavaScript but this is not the only option. While scripting could blur the lines between eBooks and apps, it should be noted that reading system support for scripting is NOT required. Furthermore, reading systems have the ability to place additional limitations on the capabilities provided to scripts for a variety of reasons, including security and processing capabilities. That being said, publishers should be thinking about possible ways that content can be made more interactive and beginning to plan for creating those enhancements. However, they should also make sure that the reading experience is not adversely affected if a reader decides to turn scripting off, or if a reading system does not provide it.

Linking

EPUB 3 created a Canonical Fragment Identifier (EpubCFI) specification for creating and accessing various locations within the content. This allows very fine grained access to the content, even at the word or phrase level. The use of this spec could allow indexes to link to the exact word within the content. It is also the basis of a future inter-document linking spec due out in the near future.

Publishers should consider how best to create additional target IDs within their content to speed the linking process. The good news is that reading systems are required to be able to process EpubCFI addresses, making them more interoperable.

Accessibility

EPUB 2.0.1 actually consists of 2 schemas—EPUB and DTBook. DTBook was intended to provide content to assistive systems for

visually-impaired readers through Braille readers and other technologies. Because of the accessibility features within HTML5, it was decided that DTBook could be deprecated and the functionality rolled into EPUB. So technically, EPUB 3 files are accessible 'by design.'

Publishers should do everything within reason to ensure that all items within their content are accessible. This includes descriptions of all images and alternative text for MathML and scripts.

Wrap-Up

Hopefully this quick dive into the spec provides enough context for you to know what to expect as we move into the new eBook formatting realm of EPUB 3. There will undoubtedly be lots of new capabilities as best practices get solidified and reading systems become even more advanced. So stay tuned. The final membership vote is expected in late August or early September. I'll be reporting back with updates. ■

Top 10 Tips for Capitalizing on eBooks & New Media



- 1 Know Your Readers
- 2 Know Your Content
- 3 Know Your Source
- 4 Know Your Content's Technical Parameters
- 5 Think Digital, Think Multi-Channel
- 6 Understand Your Conversion Options
- 7 Define Quality Upfront
- 8 Get Some Buzz
- 9 Re-Imagine Your Book
- 10 Build-In Interactivity

Digitizing Content Across Continents

Publishers Worldwide Leverage Aptara's Multilingual Support

As the popularity of eBooks soars, so does the demand for non-English titles. Just as digital music made songs easily available wherever you are in the world, the same is now true for eBooks and Apps.

Publishers are gearing up as mobile device manufacturers and content suppliers expand their reach Internationally. Aptara is helping publishers quickly expand into these new markets that offer exponentially larger audiences and revenue potential.

A large portion of Lonely Planet's French eBook Travel Guides, produced by Aptara, is now available to travelers in-full or by chapter. The new eBook offering responds to travelers' needs to build their journey as they go, and 'lighten their load' along the way.



The Lonely Planet partnership is an example of Aptara's expansion into Europe's increasingly dynamic eBook and digital content conversion marketplace. Aptara is supporting eBook publishers in a growing variety of languages besides English—including French, German, Italian, Spanish, and Portuguese. There are also products being developed outside the European borders for Arab-speaking markets.

Aptara's European eBook and app initiatives are supported by two key regional partners:

Sandro Chierici, based in Milan, Italy, has a distinguished publishing career. After more than twenty years with Jaca Book and Federico Motta, Sandro Chierici founded Ultreya in 1993, a studio specializing in projects for international co-editions of trade

books. He is a renowned expert in facsimile editions of illuminated manuscripts. He is also a consultant to the Government of Italy's Lombardy Region, for cultural politics and publishing issues.

Alfonso Sanz, based in Madrid, Spain, received his extensive publishing production and digital experience as Marketing Director for Renault in Paris and as a marketing executive for Spain's IESE Business School, where he was responsible for digital publishing strategies, web and digital content design. ■

Aptara Named to Top 20 List of Training Development Companies

List Recognizes the "Best of the Best" in the Learning and Performance Industry



Effective content is the cornerstone of engaging and successful digital learning programs, whether you're migrating classroom training to mobile eLearning programs, or creating new programs from scratch.

"This recent accolade is a tribute to our innovative **custom content** development solutions that deliver Aptara clients measur-

able results," said Dev Ganesan, President and CEO of Aptara. "Given the dynamic change that the market is experiencing, being recognized by the industry's most trusted information source, TrainingIndustry.com, is indeed an honor."

Selection to the Top 20 list was based on:

- Industry visibility, innovation, and impact
- Capability to develop a broad set of custom training programs across many modalities
- Subject matter expertise across topic and industry
- Company size and growth potential
- Strength of client and geographic reach

"The organizations recognized on the Top 20 Training Content Development Companies list represent the best of the best in the industry, and provide services to many of the top companies around the world," said Doug Harward, Chief Executive Officer, Training Industry, Inc.

[See the full list of Top 20 companies.](#) ■

Online and Interactive

McGraw-Hill and Aptara Reinvent Middle School Civics for the Digital Age

The United States Postal Service has a famous motto: “Neither rain, nor sleet, nor gloom of night stays these couriers from the swift completion of their appointed rounds.” With apologies to the Postal Service, the team that created the digital middle school Civics program for client McGraw-Hill has a motto of its own: “Neither seven feet of snow in Boston, nor the Cricket World Cup in India, nor lack of sleep at night could stop Aptara from completing the Civics program on time.”

The Social Studies team at McGraw-Hill had a vision—a hybrid product combining traditional print content with a rich array of interactive digital elements accessible to the students and teachers on McGraw-Hill’s online Content Management Systems (CMS). The program had to meet all relevant state and national standards and conform to McGraw-Hill’s high editorial standards. In addition, they wanted the online students to experience a complete range of interactivity—clickable links, video, sound, animation, exercises, games, and self-correcting assessment. Every photo, every graph, every table, every map had to launch an interactive component. Students needed to be able to fill-out graphic organizers and student quizzes, with answers available for self-correction or as study aids. For each of these interactive elements, new content had to be conceived and created.

McGraw-Hill Social Studies had not attempted a digital effort of this scale before. In addition, some of the online tools were still in development. McGraw-Hill needed a flexible partner to produce high-quality, digitally-oriented work in a fluid and changing environment; they found their partner in Aptara.

In mid-2010, a team from Aptara’s Boston office traveled to Columbus, OH for the product launch and were given a timeline—create the original content, simultaneously for national and state-customized programs, on both print and digital platforms, in less than a year.

Aptara stepped up to the challenge. The Boston and Pune, India project teams worked closely with their McGraw-Hill counterparts, discerning client needs and working tirelessly to resolve them. McGraw-Hill’s print and digital editors, designers, image specialists, and production managers set exacting standards, gave timely and constructive feedback, helped problem-solve, and were always ready with an answer or suggestion. Daily check-in phone meetings built a strong sense of collaboration between the two teams.

The Aptara team’s flexibility was put to the test midway through



the product development process when changing market conditions required McGraw-Hill to delay some state versions and accelerate others. In short order, the Aptara team revised schedules, rearranged priorities, modified templates, and added resources to keep the project on track.

“ McGraw-Hill needed a flexible partner to produce high-quality, digitally-oriented work in a fluid and changing environment; they found their partner in Aptara. ”

Later, when McGraw-Hill decided that delivering student worksheets in two formats would be the most useful for its customers, Aptara responded by assigning a new composition team to the task. Boston-based editors, designers, and image specialists prepped the manuscript, developed design templates, secured images, and created art files. The Delhi composition team produced over 600 worksheets in less than three weeks—in time for McGraw-Hill’s deadline.

Not all the obstacles were office-based; Boston staffers had to trudge through record snowfalls just to reach their desks, while the Indian teams worked through the distractions of the Cricket World Cup, featuring their national team.

The project took the efforts of editorial, digital editorial, design, art and photo research and acquisition, and project management teams in Boston; a team of over 35 editorial freelancers from around the United States; the print and digital composition teams in Delhi; and the instructional design teams in Pune. In all, the Aptara team created over 2,400 pages and 1,000 digital objects.

The successful completion of McGraw-Hill’s Civics program serves as a clear demonstration of Aptara’s capacity as a full-service vendor in the K-12 space. By project’s end, McGraw-Hill signaled its satisfaction by choosing the Civics project to present as a pilot program for its sales and marketing staff. ■

The Lawyer Index App by Lexis Nexis

The Martindale-Hubbell Lawyer Index iPhone app helps legal professionals locate assistance on the go. Need to find a colleague fast? Looking for basic contact and practice information for another lawyer? A comprehensive resource of lawyers and law firms across the United States and Canada, including GPS capability.



TIME Crossword App

The TIME Crossword app offers informative, interactive, and entertaining crossword puzzles for iPad users. Each time the user logs in, a completely new set of crossword and arrow-word puzzles is made available, or users can retrieve a work in progress. Scores and statistics are recorded for comparing with past performances.



Barron's SAT Test App

Barron's SAT Test is a diagnostic app that acts as a home tutor, giving students a better understanding of the SAT test. With interactive test sessions, SAT know-how, examination dates, interactive practice testing and vocabulary sections aid in the student's quest for the perfect SAT score.



U.S. Representative Martin Heinrich's App

An example of one of many apps Aptara developed for iConstituent®, an approved Congressional vendor and the only company in Congress that provides a full spectrum of products and services for Congressional offices. Representative Heinrich's official app offers easy access to content such as the Congressman's contact information, news articles, eNewsletters, videos, photo galleries and Facebook page.



The Complete Guide to the Bible App

Interesting to read and easy to consult, The Complete Guide to the Bible is a reli-



able, jargon-free handbook for anyone who wants to better understand the Bible. The app features captivating writing, along with beautifully designed and illustrated pages, pop-up facts, bookmarks, and notes. It lets you easily add thought-provoking selections to your Facebook and Twitter accounts. This latest project from Bible-reference expert Steve Miller provides both the big-picture view of the whole Bible and its individual books, as well as fascinating detail on particular passages and topics.



McGraw-Hill's Bluster App

Breeze through vocabulary building with Bluster! This word matching game develops vocabulary and word understanding for school-aged children, or anyone brave enough to battle the elements. Shine bright in single-player mode as you learn and practice important word skills. Match rhyming words, prefixes and suffixes, synonyms, homophones, adjectives, and more. Collaborate with a friend in team mode. Switch to versus mode and play head-to-head for the ultimate test of your lightning-fast quickness. Disrupt your opponent with weather attacks like tornadoes and blizzards—it's thunderous fun! Bluster includes over 800 vocabulary words.

Amazing Animal Adaptations App

The Amazing Animal app is an educational aid to accompany Grade 4 biology lessons. It features a combination of text, video, and audio, context-sensitive menu buttons, 'drag and drop' capability, interactive testing, integration with social media, score-keeping and the ability to email test results direct to your teacher. ■



Solving the XML Puzzle: CTS and NAAM

Putting an End to Print Paralysis for NAAM

By Rajiv Paul, VP, Content Technology Solutions and Jayanth Ankareddi, Principal Architect, Content Technology Solutions



As Aptara's Content Technology Solutions (CTS) division continues to help companies transform their content for efficient delivery to digital and mobile platforms, the rest of the industry is finally catching on. XML is being widely recognized for its unique ability to eliminate the information paralysis that can be caused by dependence on printed content.

North American Asset Management, LLC (NAAM), which serves the needs of the real estate and financial service industries, approached Aptara last year to facilitate the design and implementation of its new patent-pending end-to-end document packaging solution. This software-as-a-service (SAAS) solution is intended to manage massive volumes of printed documents that routinely need to be accessed for reuse across different projects and clients.

NAAM's innovative idea transforms data organization from paper and labor-intensive to a nimble, dynamic XML-standards driven digital platform. Aptara's CTS team conceptualized NAAM's system requirements and integrated best-in-class software applications, employing XML, to build a state-of-the-art platform that delivers a practical, scalable, and cost-effective long-term solution. The platform allows customers to easily store, search, and retrieve content on a portal that enables dynamic packages of information to be integrated, managed and distributed.

"We came to Aptara for its core strength—analyzing, organizing, and distributing volumes of heterogeneous content," says Louis J. Siegel, a Managing Member of NAAM. "But it was the success of our in-depth discussions with their Content Technology Solutions architects that convinced us to have Aptara lead an entire

platform development effort around our new patent-pending solution, designed to satisfy the rigorous compliance standards and transparency demanded by asset managers, investors, owners, and lenders."

Behind the Scenes of XML

Creating and storing content as XML is fast becoming a widely accepted industry consensus.

However, it is not without challenges, such as understanding the technology implementation details like XML creation, XML schema, XML repository, XML Search, and paths for repurposing and rendering the content.

XML documents store only content, so that they can be easily repurposed and reused in any form at any time. In a world with an ever-increasing number of devices with various format requirements and rendering technologies (such as the iPad, Galaxy, Nook, and Kindle), it is important to separate content from its delivery platform's format. XML is a sure way of making content flexible and foolproof against future changes in technology.

The power of XML lies not only in its ability to provide a format for data storage, but also in its aligned technologies: XSD, XPath, and XQuery. XSD defines the structure of the data being stored and the additional attributes used to effectively describe

the data. In any content-intensive domain, and in the publishing industry in particular, data describing the data (metadata), is as important as the data itself.

Metadata is attached to the XML content, which is then used for search purposes. Storing the data in its raw format provides the ability to use and repurpose the content in the future. Most rendering technologies interoperate very well with XML, making the content transformation process extremely straightforward.

XPath and XQuery help to easily query for specific information from the available content. If one draws an analogy between XSD and a typical regional database management system (RDBMS) schema, then the same analogy can be drawn between XQuery and Structured Query Language (SQL) and its variants. Simply put, XQuery provides a framework by which the data stored in XML can be queried.

The XML storage decision for NAAM was a key aspect of their content management platform. Because XML has been around for some time and has very well-defined standards, there are many tools and technologies that support it. It can be stored easily using a file system, such as a typical RDBMS-like SQL server, or in its raw form in an XML repository. For NAAM's specific needs, the SQL server was chosen for the "proof of concept" in order to manage cost and implementation time.

“[Aptara’s] design methodology, deep technical knowledge and years of implementing and servicing content management solutions resulted in a scalable Cloud-based solution that will be a game changer in our industry.”

Siegel's team was impressed with Aptara's consultative problem-solving approach. "Their design methodology, deep technical knowledge and years of implementing and servicing content management solutions resulted in a scalable Cloud-based solution that will be a game changer in our industry."

Looking Ahead

NAAM and Aptara are working to develop a full menu of onsite services to optimize NAAM's Cloud-based software solutions. Says Siegel, "In today's world of converging technologies, where on-demand data management is more accessible to small and medium sized companies, customer satisfaction is only achieved when we deliver affordable, best-in-class, easy-to-use solutions that are supported and enhanced by 'boots on the ground' technical experts. Our new SAAS model is low-cost and practically eliminates the IT and infrastructure concerns. And, thanks to Aptara, we can deliver the crucial service components our customers need to make it all work."

As Rajiv Paul, Vice President of Aptara's CTS division, explains, "While new technologies and mobile platforms open doors for maximizing the value of content, they also demand higher resource bandwidths. Large amounts of complex content, like text, sound, images, videos and voice, will only increase with time. Effectively managing this multi-media content in order to maximize its use, is quickly becoming a vital corporate need."

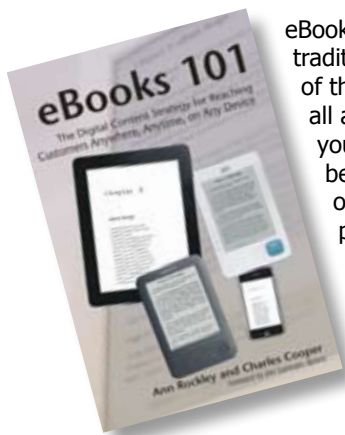
Aptara's Content Technology Solutions (CTS) team develops, integrates and deploys content management solutions for a variety of industries, including financial services, publishing, hospitality and real estate. Aptara's CTS employs a consultative approach, working closely with clients to solve the complex puzzle of XML and to devise practical, cost-effective content transformation and management solutions.

[More information](#) on Aptara's Content Technology Solutions. ■

The First eBook on eBooks... Coming Soon!

Get a Free Copy of *eBooks 101*

You know how to create great books, but how do you create great eBooks?



eBooks are fast outstripping sales of traditional print books. But too much of the information on eBooks today is all about the code and how to create your content in the correct format, be it EPUB or Mobipocket or any other format. Good eBooks, just like print books, are first and foremost about the content and the way in which it's presented. That's what **eBooks 101: The Digital Content Strategy for Reaching Customers Anywhere, Anytime, on Any Device** is all about.

eBooks 101 focuses on what you need to know about how eBooks differ from print books and about design guidelines that ensure your content works on even the most basic eBook eReader, while still producing high-quality print books. **eBooks 101** also explains how you can move your processes toward a content-centric workflow that enables you to create content that can be published automatically to print, eBook, or eBook app.

The topics discussed in this eBook, along with real-life examples, provide you with a firm foundation of knowledge to help you seamlessly fit the production of eBooks into your production cycles. Sections include:

- What is an eBook?
- Understanding eBook formats and eReaders
- eBook design
- Understanding reuse and structure
- Content analysis
- Using XML to future-proof your eBook
- Developing a Unified Content Strategy™
- eBook production
- Quality assurance

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This eBook Format is “Just Right”

Webinar Features Apple’s New Fixed Layout for Illustrated eBooks



On June 22nd, close to a thousand publishing industry professionals participated online for Aptara’s webinar on Apple’s new Fixed Layout format for illustrated eBooks.

Fixed Layout is a big step forward for digital publishers. Just like Goldilocks, eBook publishers have been searching for a “just right” format for their art- and design-intensive products, some-

thing between the text-friendly but graphics-minimizing EPUB standard and the rigidity of the PDF format.

The beauty of an eBook is its real-time reflowable, searchable text that adjusts for any eReader device, thanks to the EPUB eBook standard format. It works great for text and small embedded images, but less so for titles with big color illustrations and design-intensive layouts, such as many el-hi textbooks, cookbooks, travel books, comic books, and childrens’ books. With publications like these in mind, Apple developed its precise Fixed Layout format for iPads and iPhones.

Fixed Layout supports spread views, multicolumn text pages, unchanging aspect ratios, full-bleed illustrations, and artistic photography; in short, eBook developers like Aptara can now employ Fixed Layout to produce full-page, full-bleed, illustrated eBooks that preserve the page fidelity of their print originals. The Fixed Layout format is ideally suited for titles in which page design and design elements are critical to the reader’s experience.

Hosted by content management strategist and frequent contents industry events presenter [Scott Abel](#), the webinar compared the enhanced design flexibility of Fixed Layout with the EPUB format. Eric Freese, Aptara’s Solutions Architect, walked viewers through the production process. The creation of these Fixed Layout eBooks is more complex than creating a standard EPUB eBook. It’s more akin to typesetting a page on the screen and involves manipulating an EPUB file to precisely control the page layout, position images, embed fonts, and create two-page spreads with a single image.

The Fixed Layout Webinar was recorded for [on-demand viewing](#). ■

Behind the Scenes at Aptara

Aptara’s Management Team was recently enhanced with two key additions. It’s our pleasure to introduce you to:



Robin Blakely

Vice President, Educational Publishing

With nearly 25 years of educational publishing experience—including everything from answer checking and writing countless math problems to managing the editorial efforts to develop the first K-12 core curriculum app created exclusively for the iPad—

Robin has the content development knowledge and the expertise to oversee Aptara’s Boston-based content development team.

Before joining Aptara, she developed math content as an editor at Addison-Wesley, as Editorial Director at Holt, Rinehart and Winston, and as VP, Editor-in-Chief, 6-12 Mathematics at Houghton Mifflin Harcourt.

Robin has played an instrumental role in helping her employers transform high-quality market-leading programs from a print-centric perspective to a versatile, transportable content

base that can be delivered in multiple formats and on multiple platforms.

Although a math geek by training, Robin also finds time to downhill ski and get in a few sets of tennis now and then – no surprise, given that she played tennis competitively throughout her high school years. Robin recently relocated to Boston with her husband and two lovely daughters, Hannah and Rachel.



Sanjiv Bhatnagar

Senior Vice President, Professional Publishing Group

With ten years of brick and mortar production experience, plus twelve years in IT-enabled services—where he did everything from running the night shift in a call center to managing teams of doctors for medical indexing services—Sanjiv Bhatnagar has the technical knowledge to oversee operations and help advise clients.

Before joining Aptara, he served as Senior Vice President, Sales for North America, Vice President of Global Strategic Accounts, and Vice President of Journal Operations at Macmillan Publishing

Solutions. Prior to his time at Macmillan Publishing Solutions, he was Vice President, Operations at Tricom Document Management, and General Manager/COO at Apex CoVantage.

Through his various roles, Sanjiv gained a lot of experience in starting up facilities, restructuring organizations, and managing routine operations. All of this, coupled with an MBA in operations management and corporate planning, helped him become a

“turnaround specialist,” helping companies—whether start-ups or underperformers—get on the right track.

Although an outdoors man with a passion for the mountains and dogs—Sanjiv also finds time to complete at least one cryptic crossword a day. Sanjiv is half German and half Indian, and has a lovely daughter named Anya Christel.

Introducing Aptara’s Advisory Board

Aptara’s Advisory Board helps shape the company’s strategic direction and lends valuable insight to Aptara’s Leadership team. It is our pleasure to introduce you to:



Edward A. Cilurso
Vice President,
Production
Taylor & Francis, LLC

Fred Ciporen
Former Vice President
& Group Publisher
Publishers Weekly,
Library Journal and
School Library Journal



Bruce Johnson
Vice President, Vendor
Relations & Sourcing
Pearson Education
North America



Bob Kelly
Director, Journal
Information Systems
American Physical
Society



Bruce Ryno
Senior Vice President
of Global
Procurement &
Manufacturing
Services
The McGraw-Hill Com-
panies



Neil L. Schmidt
Vice President,
Operations
Wolters Kluwer Health
Medical Research



John Shaw
Executive Director,
Publishing
Technologies
SAGE Publications USA



Craig Van Dyck
Vice President, Global
Content Management
Wiley-Blackwell
John Wiley & Sons,
Inc.



Jeff Eisenhart Celebrates 49 Years at Aptara... Wait... Did You Say 49?

Was that a typo? 49 years? Yes, Jeff is an Account Manager for the John Wiley & Sons and W.H. Freeman accounts and he was hired by York Graphic Services 49 years ago as part of the building maintenance crew when he was still in high school. After his schooling, he rose up the ranks through Customer Service and ultimately into Sales. York Graphic Services became a part of Aptara, then named Techbooks, in 1999. Jeff has been a sales rep for nearly all of Aptara’s college and professional publishing clients, including McGraw-Hill Professional, McGraw-Hill Higher Education, Pearson, John Wiley & Sons, Bedford-St. Martin, and W.H. Freeman. Needless to say, Jeff is well known in the industry, and well respected. ■

Aptara helps the world’s largest publishers and corporations create and manage their content more efficiently and cost-effectively. Preparing content for simultaneous delivery to print, online and mobile devices—including the Apple iPad and iPhone, Amazon Kindle™, Nook by Barnes & Noble, and Sony® Reader—Aptara’s expertise spans eBook production, digital publishing, app development, editorial and composition services, and eLearning development.