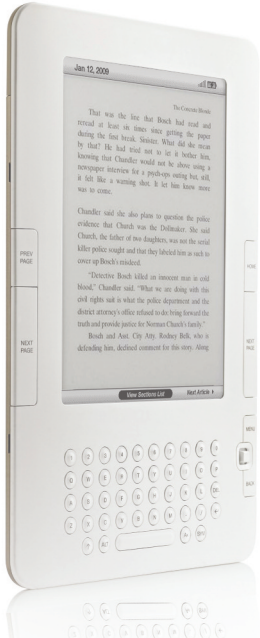


## Aptara Produces eBook Content for Popular eReader

The world's largest online retailer entered the eBook market at full throttle two years ago when it launched a popular mobile eBook reading device that featured a paper-like reading display, a wide range of content and vast storage capacity. To drive sales, the retailer recognized that it also needed to stock its electronic bookshelves with enough best-selling, general interest and classic titles to drive sales of the device.



### Challenge • Race to Build eBook Inventories

After years of unfulfilled potential, in 2008 the market for eBooks was rapidly gaining momentum. eBook device manufacturers were in a race to build a critical mass of available content. The device manufacturer that could bring titles to market the fastest would own a powerful advantage.

While the world's largest online retailer already had a deep repository of content in the form of PDFs and other file formats, it needed to convert the files to their own eBook format. At the same time, it continued to execute deals with publishers to maintain a steady stream of new titles, which also needed to be produced in eBook form.

How could it bring the new eReader device to market and simultaneously and cost-effectively get tens of thousands of books ready for consumption as eBooks?

### Solution • A Proven eBook Production Partner

Doing the work in-house was not an option. While the online retailer had worked with other digital conversion companies in the past, it wanted to find an eBook production company as committed as it was to quality, speed, and affordability.

Aptara was referred to the retailer by one of the big six trade book publishers who impressed the online giant with eBook production samples done by Aptara. Aptara's eBook production platform also convinced the retailer that Aptara could handle the enormous volume of titles that needed to be produced.

Aptara's eBook production platform employs a digital-first production workflow and an established multi-channel publishing process for simultaneous output to print, online and mobile devices, including eBook readers and smart phones, delivering significant time-to-market gains and cost savings.

### Result • Rapid Turnaround of Thousands of eBook Titles

Aptara and the retailer worked closely together to define the specifications for the production process, which included determining how best to process color graphics so that they would be displayed as high quality black and white images, and how to incorporate rich-media applications that take full advantage of the interactive capability inherent in eBooks.

Receiving source file inputs as varied as PDF, Microsoft Word, and application files such as InDesign and Quark, Aptara's production teams created final outputs in the specific eBook format for the retailer's new reader, preparing hundreds of thousands of pages for tens of thousands of titles. They also met the retailer's tight schedules, which included turnarounds as rapid as three days for some best-selling titles.

### Added Value • Successful Delivery Drives Massive eBook Sales Growth

By producing a critical mass of market-leading titles from some of the world's largest educational and trade publishers, Aptara helped the online giant meet its ambitious eBook production goals and deliver service levels and value consistent with the retailer's industry-leading standards for excellence.

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While the retailer continues to ship titles directly to Aptara, publishers seeking to make titles available through the retailer's eReader are also using Aptara to ready their eBook titles. Overall volumes are growing exponentially, matching the explosive growth currently underway in the eBook market.

## Testimonial

"We recently had our first demo for a publisher participating in this project, and they were blown away. Thanks again for all of your hard work—we are pushing these books to your team because you have consistently shown that you can provide both fast and quality deliverables." – *Technical Account Manager*



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