APTARA

Transforming Educational Publishing

Aptara keeps publishers on the cutting-edge of the digital education revolution while driving substantial cost reductions.

Company Background

Aptara provides award-winning digital content services to market-leading publishing companies, including educational, professional, and trade publishers. Aptara's industry specialists design and implement solutions that capitalize on leading-edge information technologies to reveal new revenue streams, streamline workflows, improve performance, and minimize production costs enterprise-wide.

At the core of Aptara's success is its depth of experience in every stage of the content development lifecycle and our proven ability to convert any type of content from print into the full range of digital outputs for omni-channel distribution.

Headquartered in Falls Church, Virginia, Aptara has more than 12,000 employees at 9 global locations.

Educational Publishing

For 20 years, Aptara's Educational Publishing Services team has offered content and curriculum development services across the major academic disciplines for grades PreK–16.

We are proud to do business with some of the finest Educational publishers in the world, including Pearson, McGraw-Hill and Houghton Mifflin Harcourt, providing them end-to-end content development and enrichment services. Aptara's dedicated teams of discipline specific subject matter experts, instructional designers, production specialists, artists, and technologists:

- develop content and assessment materials
- provide full composition and editorial support
- create designs and illustrations
- clear asset rights and acquire permissions
- translate and localize content
- convert legacy content to digital
- enrich it with interactivities for eBooks
- tag it to make it highly searchable
- prepare it for delivery to eReaders and other mobile devices
- handle the integration of content and learning management systems into content development workflows

PEARSON · Mc Graw Hill · Houghton Mifflin Harcourt · mc Marshall Cavendish · CENGAGE Learning · CollegeBoard · CALVERT Education Services

partial list of Aptara Education clients

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Content development

Aptara's in-house editorial team is comprised of subject matter experts who provide content that addresses proficiency standards; developmental editing that adapts legacy content to new instructional requirements, and the design and development of supplementary content to enhance existing educational materials.

Translation and localization

Aptara's content translation specialists provide dual-directional translation in more than 30 languages, including Spanish and Brazilian Portuguese. We also provide localization that is overseen by instructional designers in order to produce materials that are not just translated, but also culturally appropriate for the intended audience.

Digital conversion

Aptara's scalable print-to-digital conversion teams transform legacy files from any format to any format—for multi-channel delivery to all mobile devices. We also provide OCR and double-keyboarding for the conversion of legacy print content to digital formats.

Digital conversion automation tools

Aptara's proprietary conversion software tools automate the transformation, tagging, and validation of educational content, including image capture at any resolution. Our proprietary scripts also automate quality assurance procedures.

New Possibilities

Aptara owes its success to the digital revolution, led by digital natives. Students today expect content to be available on their phone, tablet and PC; paper is quickly becoming a secondary method of content consumption.

Digitizing curriculum makes it globally accessible while improving content consumption and student retention. It also provides avenues for greater revenue, with:

- interactive modules
- adaptive learning
- dynamic assessments
- usability tracking
- data analytics

Aptara develops transformation educational content that students want, delivered to the channels that they need, while cutting costs and time to market.

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