



Dev Ganesan
Aptara President and CEO

Welcome

...to the February 2010 issue of Aptara Context. With the eBook and mobile device markets unfolding in full force, the year ahead promises to be an exciting and unpredictable one.

Last year we witnessed strong growth and interesting trends across eBook production, mLearning and KPO – all driven by the expanding digital and mobile markets.

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eBook Production

Steve Jobs brought us to a standstill recently as he unveiled Apple's new tablet PC and confirmed that with the iPad, Apple is jumping into the eBook market with both feet. We still have much to learn about the iPad, but I expect it will blur the distinction between eBooks and other content delivery formats. With its potential to combine books, movies, audio and websites in a single package, it is reinforcing the opinion that eBook indeed stands for 'enhanced' books.

In addition to the power of the Apple brand spurring the growth of the eBook market, we're also seeing considerable expansion of our eBook practice thanks to non-traditional publishers. Content-heavy B2B enterprises are recognizing the eBook medium for what it is – simply an ultra convenient, flexible way to rapidly deliver content.

Many of these large organizations already employ digital-first production workflows, making eBooks simply another form of output in addition to print or online. This example of integrating XML into publishing operations is a practice that we're slowly but surely seeing extend to traditional publishing houses as they seek to future-proof their content in preparation for "the next device".

mLearning

The surge in eBook popularity has sparked an increase in eLearning training courses being delivered via mobile devices, aka mLearning. We anticipate significant expansion in this market as companies capitalize on their expanding base of employees with mobile computing devices to deliver just-in-time training and up-to-date corporate information.

Knowledge Process Outsourcing (KPO)

Last year highlighted a correlation between the growth of the eBook market and the expansion of our KPO practice. As publishers face new and uncertain business models they are seeking deeper and more sustained levels of cost savings, beyond the typical composition and conversion work. As a result, more of our customers are now outsourcing entire content processing teams – from subscriber management, to content development and content mining to database development and maintenance.

I hope that you can draw some insight from the eBook production information and the eBook reader reviews that follow. Here's to an eventful and prosperous year as we navigate this unfolding digital landscape together.

– Dev Ganesan

2010: Defining the Future of the Book

How Publishers Can Keep Pace

Judging by all the hype over eReader devices and eBook sales during the holidays, the number of devices appearing at the recent Consumer Electronics Show (CES), Apple's announcement of the iPad, with its iBook software, bookstore and multi-media capability, 2010 is shaping up to be the year that redefines how readers consume and how publishers produce books.

After initial slow and sputtering growth, eReader device shipments doubled in 2009 over the previous year and are expected to double again in 2010 and once again by 2012. If these predictions hold true, publishers will need to rethink entire workflows and production processes.

In the past, publishers largely considered eBooks a by-product of the traditional print publication process. Due to increasing demand, ePublishing is now becoming more than just an after-thought and is taking its rightful place as a full-fledged publishing citizen.

As eBook production continues to accelerate, we have a well-founded perspective on what publishers need. In 2009, Aptara prepared more than 30 million eBook pages. This number is expected to triple in 2010. So we can say with certainty that it is significantly easier and more cost-effective to produce eBook content from source content that is already in a structured markup language such as XML rather than in a composition format such as InDesign or PDF.

By adding XML to the content development workflow, publishers gain increased flexibility in the final products that they can generate, from print to eBooks, to web-based publications and even eLearning applications. For several years, Aptara has advocated using XML as a platform-agnostic data format. Our B2B enterprise clients have proven the model time and time again, saving millions of dollars and gaining the ability to quickly respond to new market trends...most recently mobile device content delivery.

We refer to this approach as 'digital-first.' Aptara is committed to working with publishers to help them better understand not just the 'why,' but the 'how' – which is easier than most publishers think.

A digital-first approach is required to gain and hold market share in the 21st century. It's the only way for publishers to quickly respond to and exploit the rampant technological changes underway in the eBook and eReader markets, as exemplified at this year's CES.

See the article that follows for my in-depth eReader product report from the floor of January's Consumer Electronics Show in Las Vegas.

- Eric Freese, Director - Solutions Architect, Digital Solutions

"O Brave New eBook"

For predictions on the future of the book, [click here](#).

eBook Device Reviews

From the Floor of the 2010 Consumer Electronics Show



For the first time, this year's Consumer Electronics dedicated an Expo to eBook reading devices. Many of these devices were essentially slight variations of the theme set by the Amazon and Sony readers.

However, the few cases that I saw of real innovation inspired me to look at eReaders from an entirely different perspective. These are devices that could result in real game changers for the industry, consumers as well as publishers.

Aptara, which has relationships with many of the companies bringing these new devices to market, will continue to follow and report on their development in order to help you make wise and profitable eBook publishing decisions.

The Que, by Plastic Logic

Scheduled to be released in April, this thin, lightweight device is geared toward business professionals. Similar in size and thickness to a pad of paper, users can use it to view Microsoft Office applications, as well as read newspapers, periodicals, and trade publications.

The Que's shatterproof plastic touch screen makes it lighter than glass eReaders. It weighs just over a pound. Controlled completely via the touch screen, the device employs an E-Ink monochrome display.

As with many eReaders, users can download books in EPUB format through a dedicated store. They can also purchase content from partners including *USA Today*, *The Wall Street Journal*, *Forbes*, and *Popular Science*. The formatting of the newspaper and magazine content is page oriented and not reflowable as in EPUB documents.

Another differentiator is this device's ability to link to a user's calendar and email system. The calendar is displayed on the main screen and can be updated live. The device also allows users to view and annotate Microsoft Office documents. Users cannot edit the documents, however.

Why should publishers care?

While the ability to display eBooks using EPUB is nothing new, the ability to deliver content that provides users an experience similar to paper for newspaper and magazine content is. PDF has been used in the past to deliver page based images, but truView, a standard enabled by Adobe Reader, appears to allow magazine- or newspaper-like functionality without merely presenting an image of the printed page. This may be of interest to journal publishers or textbook publishers whose content may be tied to a specific presentation that is less suitable for reflowable formats



Home page: <http://www.que.com>

Demo: <http://www.youtube.com/watch?v=nj7yC5rXZzw>

The Skiff Reader

The Skiff Reader, from the Hearst-backed startup formerly known as FirstPaper, is similar in size and weight to the Que, with an 11.5-inch diagonal screen and a 1/4-inch thickness. The display also supports a higher resolution than most eReaders (1200 x 1600 pixels). Believed to be the first eReader with an ePaper display based on a thin, flexible sheet of stainless steel foil, covered in thin plastic, the Skiff is purported to not break if dropped. While the display is flexible, the actual unit is not.

As a cornerstone of Hearst's ambitious plan to lure back paying subscribers, the Skiff represents an intriguing attempt by a traditional publisher to take the lead in developing an electronic reader that replicates the reading experience of a printed publication. The Skiff is optimized specifically for newspapers and magazine. Articles are refitted to appear much as they did in print, with high-resolution photos, graphics and other design elements intact.



Like all e-Ink devices, the Skiff reader does not provide color, which means it won't double as a media player. The Skiff, which will be sold through Sprint U.S. retail locations later this year, will enable users to purchase newspapers, magazines, books, blogs, and other content from multiple sources. Pricing details are still unknown, but content providers might offer subsidized Skiff devices to consumers who sign up for long-term subscriptions, similar to the way mobile phones have been sold in the U.S. Consumers will be able to read Skiff content on other devices, including PCs and smart phones.

Why should publishers care?

The Skiff, like the Que, is very 'format dependent,' attempting to recreate the experience of newspapers and magazines on an electronic device. It has been touted as a potential rescue for the slumping newspaper and magazine industries.

Home page: <http://www.skiff.com>

EnTourage's eDGe

What sets the eDGe apart is its construction: it has an e-Ink e-reader screen on one side and a netbook on the other. EnTourage calls it "the world's first dualbook." The two screens are synchronized; meaning if a user wants to look-up an unfamiliar word, the word can be highlighted on one screen and will appear in a search field on the other screen, then searched via Google or the included Oxford English Dictionary. The netbook is based on Google's Android operating system, which is the same as the Droid and Nexus One. Phone capabilities, however, are not included in the device.



This Wi-Fi-enabled device offers an array of services: digital reading, Web surfing, video and audio playback and recording, MS Office productivity apps, and email. EnTourage initially pitched the eDGe as a tool for students. Textbooks can be loaded in the library application and displayed on the e-Ink screen. Students can highlight text, write notes, and annotate on the screen and save those as PDFs or send them via email. They can activate links in the text via a web browser or appropriate application. Students can also record the lecture for review at a later time. As the device receives continued press coverage, more new uses for it are being discussed including order taking and management, collaborative review, and others.

EnTourage is slated to launch the device this month with an eBook store offering textbooks, trade books, and free public domain titles.

Why should publishers care?

This device could transform the way publishers view eBooks. In most current readers, the content represents a reproduction of the printed page. On this device, publishers could combine regular page-like information with other media types, such as audio, videos or web resources. An API is forthcoming which could allow books and apps to interact with each other.

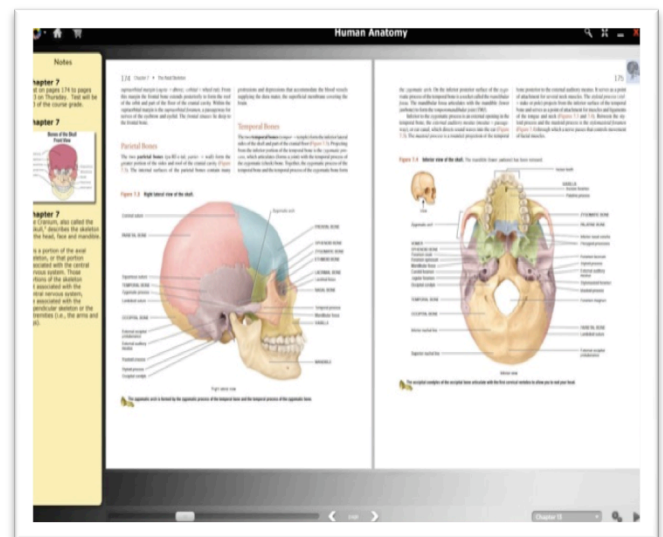
Home page: <http://www.entourageedge.com>

Demo: <http://www.youtube.com/watch?v=nyACAMJP2K8>

Blio

The most revolutionary eReader experience unveiled at CES might turn out to not be a piece of hardware. A new software application called Blio, built in part by futurist-inventor Ray Kurzweil on a Microsoft platform, turns almost any laptop, netbook, or smart phone into an image-rich electronic reader. Initially, the software will run on Windows PCs, Apple's iPhone, and its iPod Touch, with other devices to be supported later.

Blio uses the publisher's original PDF files to preserve the format of books and magazines, and page turns are animated to look like a 3D page being flipped. The software supports interactive multimedia, including video and Web links and allows the user to show the text in a reflowable format. In addition, a read-aloud feature 'speaks' words as they are highlighted on the page, a useful tool for young readers or the vision-impaired. Blio will be available as a free download in late February. Through a partnership with book distributor Baker & Taylor, the software will launch with an online store featuring more than 1.2 million titles.



Why should publishers care?

Enhancing books to take advantage of these features will require additional work from publishers. The Blio software can handle the task of syncing an audio book by scanning text and audio, which makes it more a matter of acquiring the rights to both text and audio, opening up an opportunity for publishers to sell a premium version of their books. The main content format is PDF which is already well-supported in the industry.

Home page: <http://www.blioreader.com>

Demo: http://ces.cnet.com/8301-31045_1-10428479-269.html?tag=mncol;txt

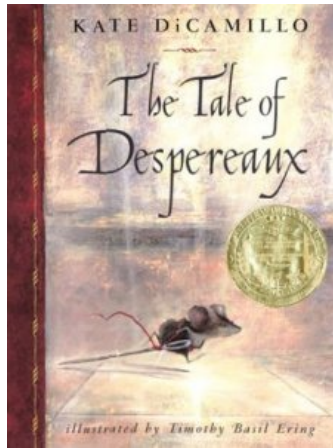
MSI

One final device worth mentioning is either an eReader or a full-blown netbook. MSI showed a dual screen touch device (similar to the eDGe) that runs on Windows 7 Home Premium. While still an early prototype, it is an interesting concept. To type, simply call up the virtual keyboard on one of the screens (which offers tactile feedback) and then type as you would on a netbook. Users can also drag and drop from one screen to the next. MSI plans to bring the yet as unnamed device to market later this year.

Why should publishers care?

MSI's device carries the eDGe concept one step further by providing dual LCD screens rather than two integrated, single purpose screens. Imagine the Blio software on a dual-screen device.

Demo: <http://www.viddler.com/explore/engadget/videos/905/>



Tackling Children's eBook Production Challenges

The children's eBook market represents a largely untapped market for publishers, but one with tremendous potential. As children are raised in an increasingly digital world, generations will soon become as accustomed to reading digital books as they are printed books.

Yet converting children's titles presents a unique eBook production challenge – precisely preserving the elaborate artwork and images that form an integral part of the narrative in children's books.

This is the challenge that Aptara embraced when it converted best-selling children's titles into eBooks for Candlewick Press, a U.S. subsidiary of Walker Books, called "the fastest growing children's publisher" in the U.S. by *Publishers Weekly*. The titles include such modern-day classics as *Because of Winn Dixie*, *The Magician's Elephant*, and *The Tale of Despereaux*, which was made into an animated movie.

"Candlewick's reputation is based on our consistent, high-quality publications, both in terms of writing and artwork," said David Bremser, Director of IT at Candlewick Press. "Needless to say, maintaining that reputation was our first concern when starting down the eBook path. Fortunately Aptara shares the same strict quality standards. Their production staff preserved the appearance of illustrative artwork, as well as our custom stylistic preferences – exceeding not just our expectations, but our quality specifications. Additionally, Aptara's technical expertise was invaluable when it came to sorting through the myriad eBook readers, formats, and compatibility complexities, helping make our first foray into the eBook market a successful one."

The titles are now available for sale through nearly every major eBook retailer. Aptara is also working with Candlewick's parent company, Walker Books, to convert additional children's titles.



Mobile Learning

Delivering Knowledge When and Where it's Needed



Aptara *Context* interviews Mike Stacy, Vice President of Aptara's Learning and Performance division, on how mobile communications is beginning to change the face of corporate training. An award-winning custom developer of eLearning solutions, Aptara's more than 400 instructional designers, content developers, and media technologists have helped Fortune Global 1,000 companies and other organizations train more than 100,000 employees, customers, and business partners.

What is mobile learning (mLearning)?

Mobile learning is the delivery of eLearning course material to a handheld device, such as a smart phone. As more companies expand their workforces globally, the ability to deliver learning courses to mobile devices (whether just-in-time training or game-based knowledge checks) is starting to be widely adopted as an effective and convenient means for delivering up-to-date information to geographically dispersed workforces.

What are the advantages of mLearning?

Workers can apply new skills or knowledge *on the job* with mLearning, dramatically improving retention. In this way, results are typically more effective because employees can access the material when and where they need it, as opposed to only in a classroom or in front of a computer.

But there's no question that more companies are considering mLearning simply because it can be extremely cost effective, as compared to classroom training. Take the example of a global organization rolling out a new finance program for 400 managers. In the traditional approach, two people would design a three-day course and literally take it to 30 - 50 cities. Web-based training or mLearning programs can help them cut costs by as much as 80% by eliminating travel time, travel costs, and the lost productivity from time away from the office.

What types of companies are best-suited to benefit from the advantages of mLearning?

Any company can benefit, but the majority of our customers are large enterprises with extensive sales forces or workforces scattered across multiple locations. More and more, these organizations need to deliver up-to-date job-related information to employees – from ensuring compliance with new regulations, disseminating updates on new product/service developments, to delivering just-in-time technical information and supporting employees in the field.

Is the growing popularity of eBooks expanding the popularity for mobile learning programs?

Absolutely. Rapid advances in eBook technology and the widespread use of smart phones and eReaders have made viewing content on mobile devices commonplace. And as device functionalities have improved, it has become easier to access and retrieve sophisticated information, from interactive videos to tutorials.

Is mLearning used to augment eBooks?

Yes, this is an incredibly exciting area, particularly with the impending release of Apple's iPad with enhanced media capability. Many of the more interactive features that are included in an mLearning course can be included in wireless

eReaders and smart phones that allow readers to access online tutorials or other types of web-based instruction. We're already seeing the impact that it's having on eTextbooks. The sky's the limit.

Is mobile learning viewed as a complement to eLearning programs or a replacement?

While most organizations will always have a need for delivering in-depth eLearning courses with three hours or more of online instruction, they are also recognizing that they can and should repurpose as much of that content as possible. By converting web-based material into smaller, more interactive pieces that can be easily accessed on a mobile device, the material is given a much longer shelf-life.

What steps can Aptara recommend for an organization planning to launch an mLearning program?

Well, we always start by analyzing the company's lowest common denominator in terms of their delivery capability – so that what we design is deployable across the widest range of organizational platforms, has the greatest impact on the widest range of learners, and can be readily repurposed. Next, we take their existing content and, working with their subject matter experts, extract the information that most lends itself to mLearning. I can easily say that our greatest strength is our ability to take original course materials and build modules customized for web-based and mobile delivery.



Aptara Takes Two Silvers and a Bronze 2009 Brandon Hall Learning Awards

Aptara was recently awarded three coveted awards for excellence in the Learning & Performance industry, one of only seven companies to win three awards, joining Cisco, IBM, Accenture, CA and Sun Microsystems.

Aptara's Silver Brandon Hall Awards were presented in recognition of custom online training courses developed for Thomson Reuters and Lubrizol. The illustrative, scenario-based interactive courses include avatars to represent various learner roles, an audio and visual learning environment that allows learners to interact with other characters in the 'story,' visualize 'problem' situations, and determine appropriate solutions and next steps.

Aptara's Bronze Award was given in recognition of the team it formed with ACS Learning Services in 2004 to provide enterprises with comprehensive learning and performance solutions. Today, ACS and Aptara have provided more than 15 major clients with custom solutions, providing a strong example of a successful offshore-onshore partnership.

Aptara Employee Earns Ironman Title

Debi Mandra, Business Development Manager



Soon after Debi Mandra left home, moving from New Jersey to Ohio, she decided she needed to set a new personal goal. Her decision? Train for an Ironman triathlon.

Yet she wasn't an avid runner, biker, or swimmer.

"Training for the triathlon helped focus my energy and gave me a strong sense of purpose," says Debi, who joined Aptara in June 2009.

To be considered an "Ironman," contestants must swim 2.4 miles in open water, bike 112 miles and run 26.2 miles, the official marathon distance.

"As a first step, I trained for a marathon. When I was able to finish, I knew I was ready to undertake triathlon training," she says. Debi's biggest challenge was learning how to swim competitively. "Until I started training, I had never swum the full length of a pool."

Following a schedule that placed the bulk of her training on weekends, she was able to limit her weekly training to an hour before and after work.

"I'd often swim in the morning and then do 'brick' training at night," says Debi. Brick training involves combining two elements of the triathlon such as riding a bike strenuously for 30–45 minutes and then running for an hour.

After months of intense training, Debi jumped into the Gulf of Mexico at Panama Beach, Florida last November with over 2,400 other contestants. Though the temperature was in the 70s, an approaching storm created windy conditions and rough waters. After biking into the wind for more than half of the course and traversing waters with three-foot swells, Debi finished in 15 hours and 41 minutes...well within the 17-hour maximum time.

Though she says with certainty that there are no more Ironmans in her future, Debi is planning to train for the Marine Corps Marathon in D.C. this Fall. In the meantime, she's privileged to be a member of a small worldwide family that, in less than one day, can:

Swim 2.4 miles

Bike 112 miles

Run 26.2 miles

and

Brag for the rest of their life!

Upcoming Events

If your travels take you to the same industry gatherings, please come and see us.

WEBINAR

Tricks of the 'Trade': How to Move to Digital-First Content Production

How Intelligent Technology is Changing Publishing

Thursday, March 11

2:00 PM EST

[Register Now!](#)

CONFERENCES

O'Reilly Tools of Change

February 22 – 24

New York, NY

[Learn more](#) →

Intelligent Content

Dev Ganesan presenting on "Re-imagining the Book"

February 25 – 26

Palm Springs, CA

[Learn more](#) →

CLO Symposium

April 12 - 14

Boca Raton, FL

[Learn more](#) →

CONFERENCES, cont.

Publishing Business Conference

March 8 – 10

New York, New York

[Learn more](#) →

London Book Fair

April 19 – 21

London, England

Visit us in the **Digital Zone**

[Learn more](#) →

ASTD

May 16 – 19

Chicago, IL

[Learn more](#) →

BookExpo America/IDPF Digital

Book

May 25 – 27

New York, New York

[Learn more](#) →

SSP

June 2 – 4

San Francisco, CA

[Learn more](#) →

What does the iPad really mean for content publishers?

[Click here](#) to learn more

www.aptaracorp.com/index.php?/ipad.html

New Additions

Aptara is pleased to announce two significant new contributors to our staff:



Eric Freese joined Aptara as Director—Solutions Architect, Digital Solutions. In this position, Eric will identify and craft technical solutions for our customers. Eric has

strong experience in XML and its associated technologies, plus Semantic Web and Knowledge Representation expertise. He joins us from Northrop Grumman where he was a software engineer. His previous experience includes positions with LexisNexis and Innodata Isogen. Eric has worked extensively in Document Analysis and SGML/XML Schema Development, Data Architecture and Design, Software Development, Data Conversion, and Standards Development.

Eric also served as Chairman of the Data Architecture Board that sets policy for XML data products and process within LexisNexis and has been a participant/presenter in Elsevier's Data Standards Group.



Paul Selfa has joined Aptara as Editorial Manager for Social Studies. Paul has worked on major social studies programs for all three of Aptara's largest customers:

Pearson, McGraw-Hill, and HMH. His strong track record in social studies provides the organization with enormous credibility as it bids on expanding these programs and will provide the right editorial leadership to take advantage of Aptara's strong existing freelance resources.

Paul began his career working on Macmillan/McGraw-Hill's market-leading K–6 *Adventures in Time and Place* program. While at Macmillan, he also worked as the lead editor on a series of Grade 4 state books for major adoption in open-territory states such as California and New Jersey. In 2005, Paul joined Holt, Rinehart and Winston, and participated in the overhaul of that imprint's 6–12 social studies line.



Aptara helps the world's largest media and publishing companies create and manage their content more efficiently and cost-effectively. Preparing content for simultaneous delivery to print, online and mobile solutions - including the Apple iPhone, Amazon Kindle™, and Sony® Reader - Aptara's expertise spans eBook production, digital publishing, editorial and composition services, and rich-media and eLearning development.