

# Enabling Smart Media for Digital Publishing in Education

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<idpf>



- IDPF mission: foster an open, global ecosystem for digital publishing
- Based on web standards



ePUB

**HTML**



IRAQ: THE NEW NORMAL CHINA'S MODEL PROVINCE

# Newsweek

## Books Aren't Dead.

(They're Just Going Digital.)

FIVE CENTURIES AFTER  
GUTENBERG, AMAZON'S  
JEFF BEZOS IS BETTING THAT  
THE FUTURE OF READING  
IS JUST A CLICK AWAY.  
By Robert Levy

amazon.com

THE FUTURE OF READING

THE FUTURE OF READING

THE FUTURE OF READING

THE FUTURE OF READING

THE FUTURE OF READING

newsweek.com

???

# Digital Book

???

JOHN SKELTON. *Circa* 1460–1529.

There is nothyng that more dyspleaseth God,  
Than from theyr children to spare the rod.<sup>1</sup>

*Magnyfycence. Line 1954.*

He ruleth all the roste.<sup>2</sup> *Why Come ye not to Courte. Line 198.*

In the spight of his teeth.<sup>3</sup> *Colyn Cloute. Line 939.*

He knew what is what.<sup>4</sup> *Line 1106.*

By hoke ne by croke.<sup>5</sup> *Line 1240.*

The wolfe from the dore. *Line 1531.*

Old proverbe says,  
That byrd ys not honest  
That fyleth hys owne nest.<sup>6</sup> *Poems against Garnesche.*

JOHN HEYWOOD.<sup>7</sup> *Circa* 1565.

The loss of wealth is loss of dirt,  
As sages in all times assert;  
The happy man's without a shirt. *Be Merry Friends.*

<sup>1</sup> He that spareth the rod hateth his son. — *Proverbs xiii. 24.*

They spare the rod and spoyle the child. — RALPH VENNING: *Mysteries and Revelations* (second ed.), p. 5. 1649.

Spare the rod and spoil the child. — BUTLER: *Hudibras*, pt. ii. c. i. l. 843.

<sup>2</sup> Rule the roste. — HEYWOOD: *Proverbes*, part i. chap. v.

Her that ruled the roste. — THOMAS HEYWOOD: *History of Women*.

Rules the roast. — JONSON, CHAPMAN, MARSTON: *Eastward Ho*, act ii. sc. 1. SHAKESPEARE: *2 Henry VI.* act i. sc. 1.

<sup>3</sup> In spite of my teeth. — MIDDLETON: *A Trick to catch the Old One*, act i. sc. 2. FIELDING: *Eurydice Hissed*.

<sup>4</sup> He knew what's what. — BUTLER: *Hudibras*, part i. canto i. line 149.

<sup>5</sup> In hope her to attain by hook or crook. — SPENSER: *Faerie Queene*, book iii. canto i. st. 17.

<sup>6</sup> It is a foule byrd that fyleth his owne nest. — HEYWOOD: *Proverbes*, part ii. chap. v.

<sup>7</sup> The *Proverbes* of John Heywood is the earliest collection of English colloquial sayings. It was first printed in 1546. The title of the edition of 1562 is, *John Heywoodes Woorkes. A Dialogue conteynynge the number of the effectuall proverbes in the English tounge, compact in a matter concernynge two maner of Maryages*, etc. The selection here given is from the edition of 1874 (a reprint of 1598), edited by Julian Sharman.

PREV  
PAGE

*Einstein*

Walter Isaacson

CHAPTER ONE

THE LIGHT-BEAM RIDER

"I promise you four papers," the young patent examiner wrote his friend. The letter would turn out to bear some of the most significant tidings in the history of science, but its momentous nature was masked by an impish tone that was typical of its author. He had, after all, just addressed his friend as "you frozen whale" and apologized for writing a letter that was "inconsequential babble." Only when he got around to describing the papers, which he had produced during his spare time, did he give some

NEXT  
PAGE

NEXT  
PAGE

Locations 291-97

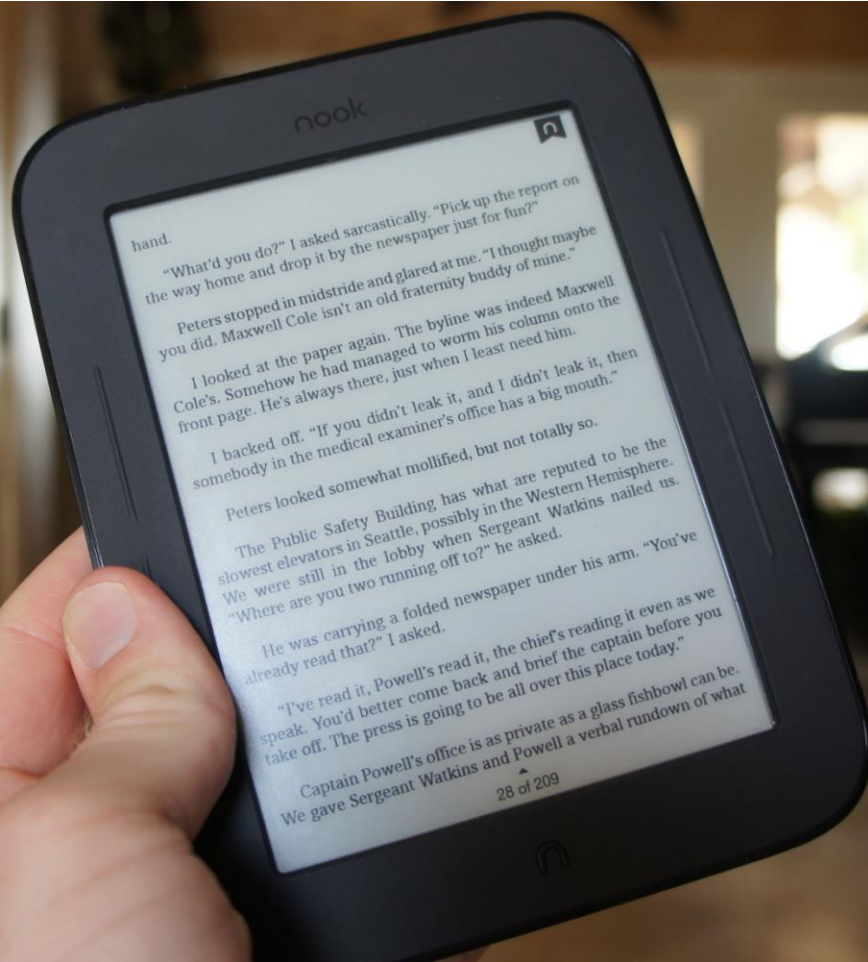


Menu

amazonkindle

BACK





hand.

"What'd you do?" I asked sarcastically. "Pick up the report on the way home and drop it by the newspaper just for fun?"

Peters stopped in midstride and glared at me. "I thought maybe you did. Maxwell Cole isn't an old fraternity buddy of mine."

I looked at the paper again. The byline was indeed Maxwell Cole's. Somehow he had managed to worm his column onto the front page. He's always there, just when I least need him.

I backed off. "If you didn't leak it, and I didn't leak it, then somebody in the medical examiner's office has a big mouth."

Peters looked somewhat mollified, but not totally so.

The Public Safety Building has what are reputed to be the slowest elevators in Seattle, possibly in the Western Hemisphere. We were still in the lobby when Sergeant Watkins nailed us. "Where are you two running off to?" he asked.

He was carrying a folded newspaper under his arm. "You've already read that?" I asked.

"I've read it, Powell's read it, the chief's reading it even as we speak. You'd better come back and brief the captain before you take off. The press is going to be all over this place today."

Captain Powell's office is as private as a glass fishbowl can be. We gave Sergeant Watkins and Powell a verbal rundown of what



Dear Jennifer,

Kindle is a revolutionary reading device, and we're

Aa Aa Aa Aa Aa Aa Aa Aa

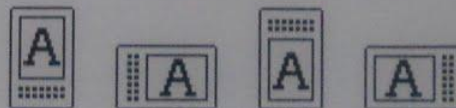
Typeface regular condensed sans serif

Line Spacing small medium large

Words per Line fewest fewer default

Text-to-Speech turn on

Screen Rotation







???

# Smart Media

???



# Anywhere, on any Device

**ooks are now available on all kinds of devices**



# Usable Online and Offline



and



# Interactive, Gamified Experiences



# Socially Consumed

432 READING NOW

'Curiouser and curiouser that for the moment she 'now I'm opening out like bye, feet!' (for when she almost out of sight, they feet, I wonder who will dears? I'm sure *I* shan't trouble myself about you but I must be kind to them walk the way I want to go boots every Christmas.'

And she went on planning must go by the carrier,' she thought, and now family isn't seen, said

CHAPTER II: THE POOL OF TEARS - 2 of 17

PAGE FEED Add Comment

45 minutes ago Jacob Applin liked this page.

40 minutes ago Laura Shaw added:  
This is such a compelling passage.

View previous replies >

5 minutes ago Paul Quinn replied:  
What do you think about the repeated "S" sound in the first sentence?

30 seconds ago Fuhad Rahman replied:  
I don't think the alliteration means anything—he is just describing the landscape.



# Created and Remixed by Students and Teachers



How can we structure our  
content to enable Smart Media?

Three fundamental ways to  
deliver content experiences

**files, apps, and websites**

# Options for content in 1993...

## Files



## Apps



## Websites

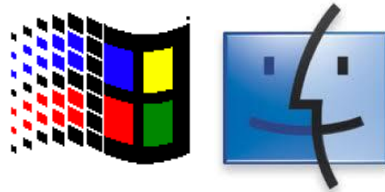


# Options for content in 1997...

## Files



## Apps



## Websites



# Today's Landscape...

Files

Apps

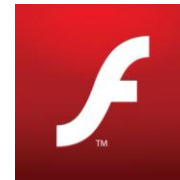
Websites



PhoneGap



Mac OS X



# The Open Web Platform

## Files



ePUB

**HTML**



## Apps



PhoneGap

brightcove  
**APP**CL<sup>o</sup>UD

 Windows 8

**HTML**



## Websites

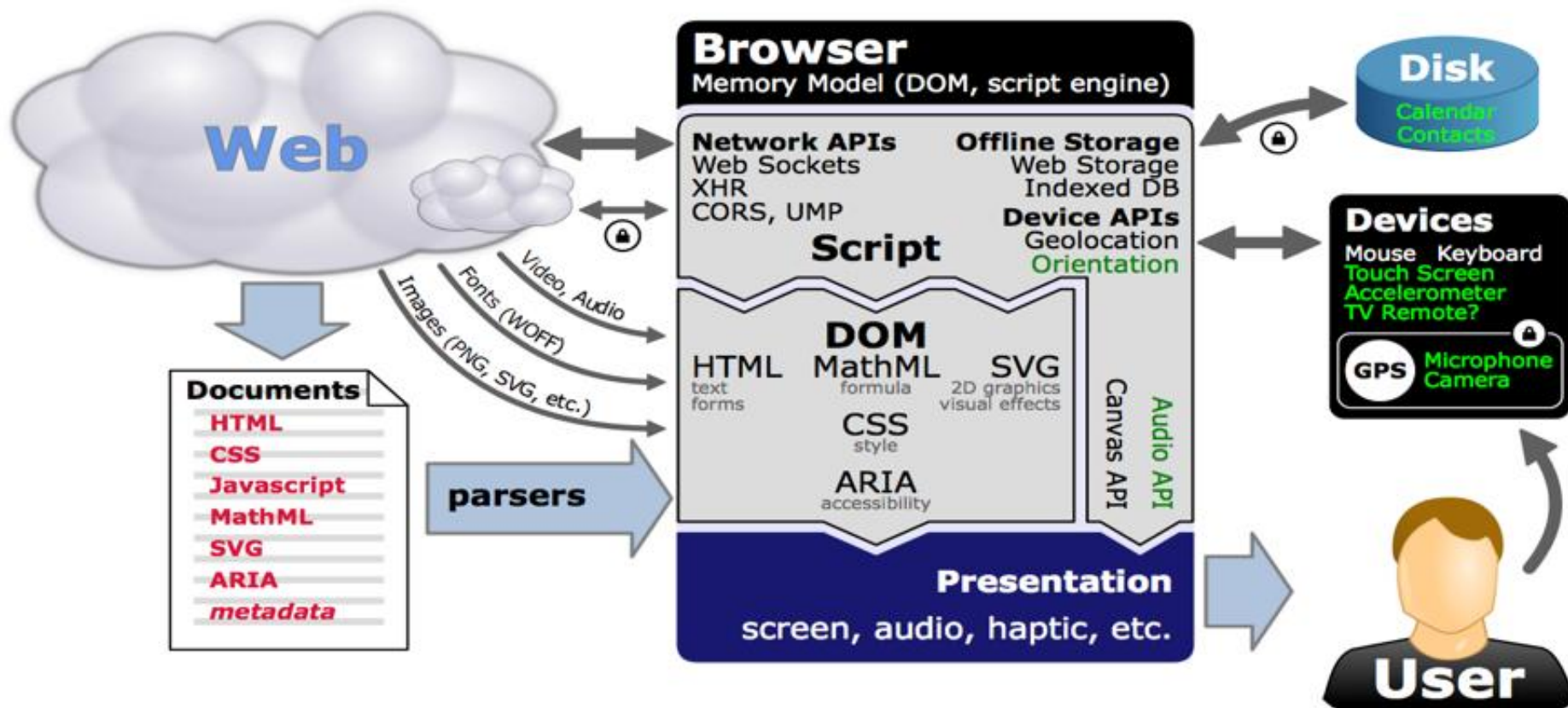


# HTML





# The Open Web Platform Technology “Stack”



# Open Web Platform Specifications

- HTML 5
- CSS 2.1
- CSS 3 Selectors
- CSS 3 Media Queries
- CSS 3 Text
- CSS 3 Backgrounds and Borders
- CSS 3 Colors
- CSS 3 2D Transformations
- CSS 3 3D Transformations
- CSS 3 Transitions
- CSS 3 Animations
- CSS 3 Multi-Columns
- CSS Namespaces
- SVG 1.1
- WAI-ARIA 1.0
- MathML 2.0
- ECMAScript 5
- 2D Context
- WebGL
- Web Storage
- Indexed Database
- Web Workers
- Web Sockets Protocol/API
- Geolocation
- Server-Sent Events
- Element Traversal
- DOM Level 3 Events
- Media Fragments
- XMLHttpRequest
- Selectors API
- CSSOM View Module
- Cross-Origin Resource Sharing
- File API
- RDFa
- Microdata
- WOFF
- HTTP 1.1 part 1 to part 7
- TLS 1.2 (updated)
- IRI (updated)
- ...



ePUB



# EPUB beyond HTML5

- Specifies minimum required functionality (profile of Web Stds.) for
  - Global language support
  - CSS layout and fonts
  - Core media types
- Defines additional capabilities for content to be structured, semantically enhanced, interoperable, offline-usable
  - Packaging
  - Logical structure and navigation
  - Metadata (publication- and element-level)

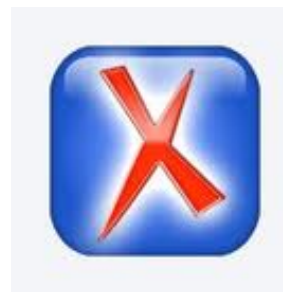
# EPUB 3 beyond EPUB 2

- **Styling & layout improvements for reflow content**
  - CSS 2.1 + Select CSS 3 Modules
  - Embedded fonts
  - Alternate stylesheets (day/night, etc)
  - MathML
- **Fixed-layout content**
  - Pages via CSS, SVG, images
- **Interactivity and rich media**
  - Scripting support
- **Global Language support**
- **Accessibility support**

# Growing Industry Support for EPUB 3



vitalsource



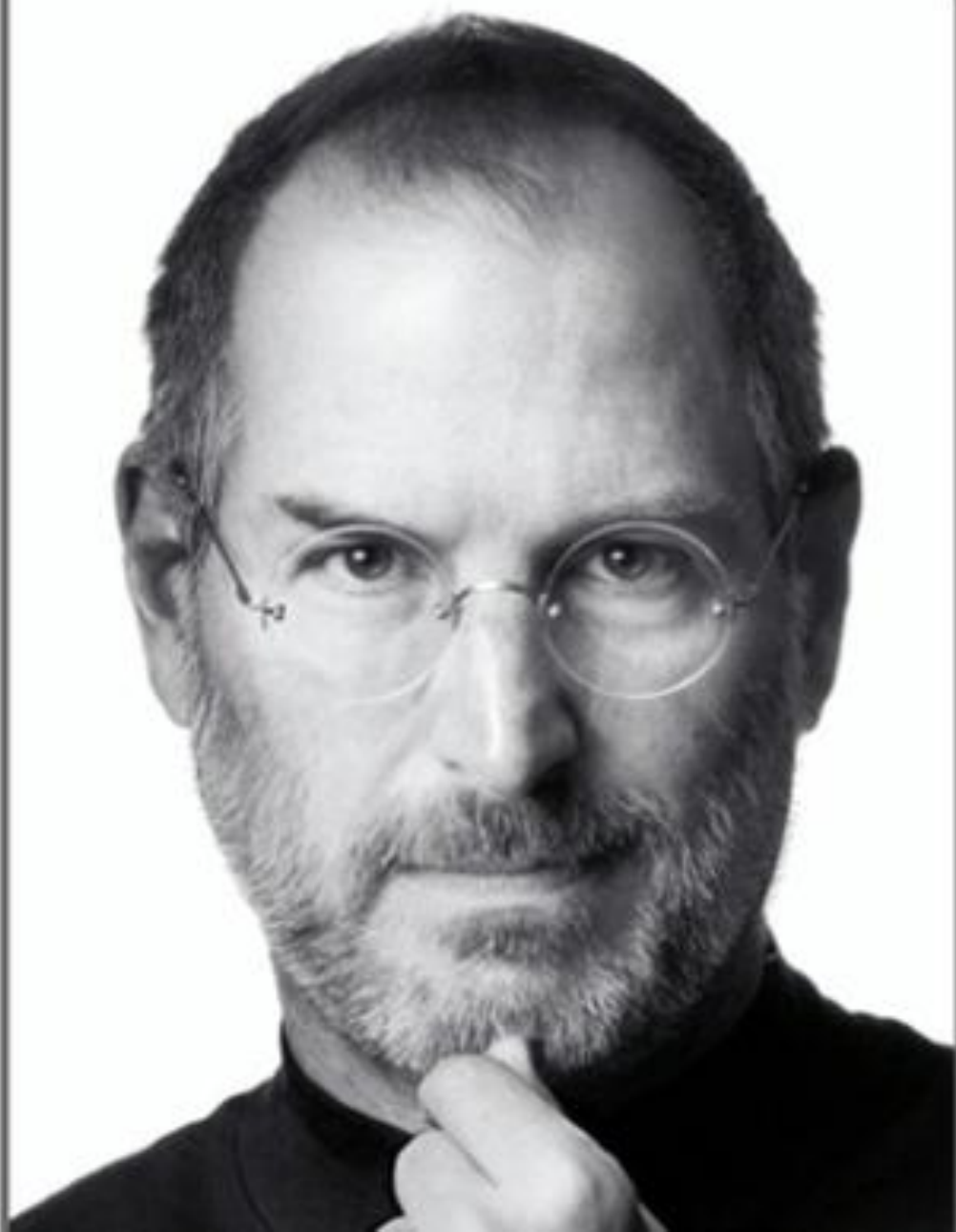


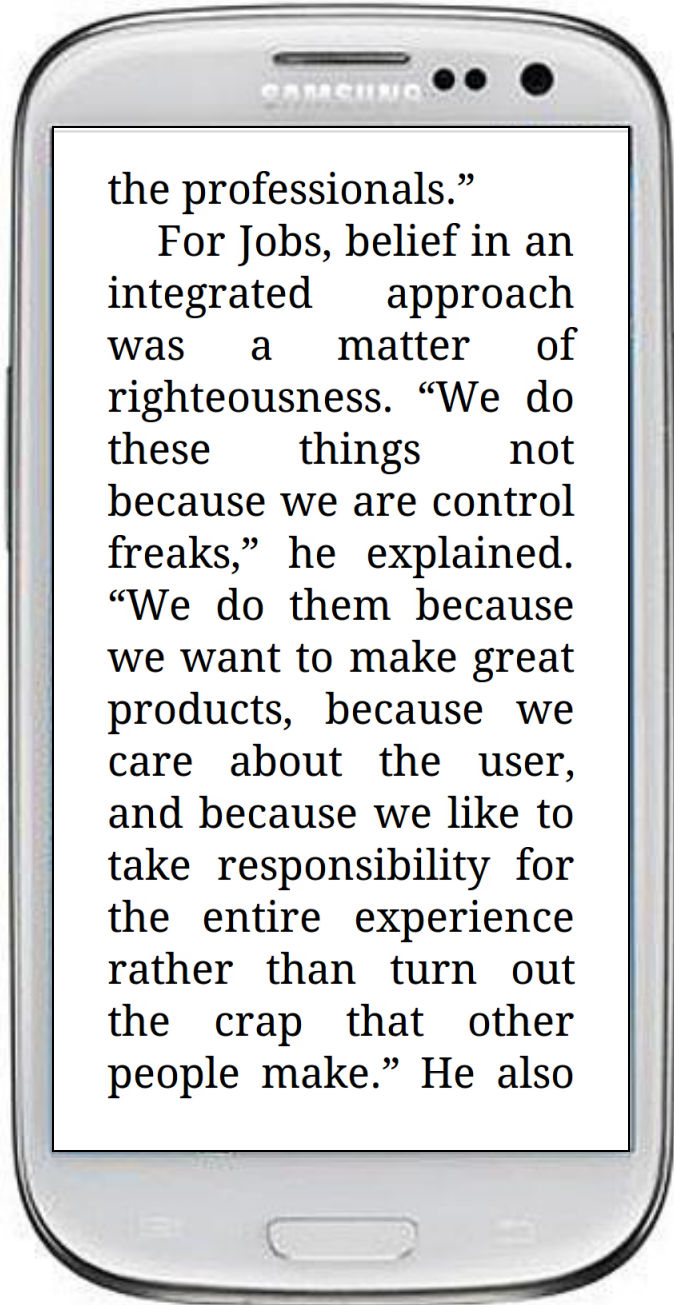






**Steve Jobs** by Walter Isaacson



A silver smartphone with a black screen. The screen displays a quote in a serif font. The phone has a silver bezel and a silver back. The text on the screen is: "the professionals." For Jobs, belief in an integrated approach was a matter of righteousness. "We do these things not because we are control freaks," he explained. "We do them because we want to make great products, because we care about the user, and because we like to take responsibility for the entire experience rather than turn out the crap that other people make." He also  

the professionals.”

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# Thank You!

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