

**Maximize the  
Value of Your Content**



## ePublishing and Digital Solutions

Even though the opportunity for converting previously published books, printed magazines, and newspapers to a digital format remains huge, the publishing industry has reached an inflection point. The real decision facing publishers now is whether to truly put the “e” first in their production process, adapting best practices and procedures to ensure that they are ready to take full advantage of all the opportunities and challenges presented by digital content.

SPi Global is ready for that. We can help publishers make the transition to an e-first operation and convert or produce articles and titles in an ePublishing environment, by creating multimedia for enhanced eBooks, and developing content for mobile devices, from smart phones to iPads. Our teams have converted millions of pages of content from hard copy, digital, microfilm, or microfiche formats, and we have proven expertise in converting content to virtually any industry standard or proprietary eBook format. We’re also equipped to help companies that seek to develop eLearning capabilities, either for the educational or corporate markets.

## **Our ePublishing and Digital Solutions include:**

### **eBooks**

The eBook conversion market continues to expand as a major opportunity for publishers and conversion partners alike. In 2010, consumers purchased 6 million eBook readers, up from 3 million in 2009, and sales are expected to continue rising in 2011. All those devices need to be filled with content and publishers and device manufacturers alike are scrambling to convert front-list and backlist titles into formats compatible with the wide range of readers and smart phones on the market. With our well-established digitization and conversion capabilities, SPi Global is already helping a number of leading professional, trade and association publishers expand their presence in the eBook market as their trusted conversion partner.

Just as important, our teams can also help you make the right decisions that will keep you in a position to take advantage of future opportunities in the eBook market by developing a viable e-first strategy for publishing and converting front and backlist titles. For example, we're working closely with STM and educational publishers, many of whom are now going straight to eBooks with new versions. Some 80 percent of new textbooks are digitally produced and many authors and publishers plan the next edition without thinking about print – except for print on demand. We maintain a running dialogue through the conversion process, discussing ways to improve and streamline the production of the next iteration of the textbook.

### **Multimedia**

There's much more to eBooks and digital content than static text and images. Consumers expect to be able to view video, flash animations and link to content on different platforms or websites. To that end, SPi Global has assembled a team that can create the multimedia features that complement book and other ePublishing projects, incorporating Flash animation for the entire text of the book, author-supplied video and/or presentation files, teacher aids and self-testing materials.

### **Support**

Focusing on the lowest cost page often backfires for publishers in terms of extra cost for reworking publications. SPi Global employs rigorous quality assurance procedures, ensuring that products not only meet, but exceed client specifications. We also engage in beta testing of eProducts, testing on multiple browsers, ensuring that all information is correct and accurate and that each product also functions properly, without any fatal errors and bugs. We also provide around-the-clock support via our Help Desk, ensuring that someone is available to answer all questions and keep projects moving forward.

## **Our eBook capabilities include:**

### **Format/Device Conversion**

We have proven expertise in converting content to virtually any industry standard or proprietary eBook format – from ePub, MOBI, PRC and AZW to eReaders such as the Amazon Kindle, Apple iPad and iPhone, Barnes & Noble Nook, and Sony Reader. In addition, our technology team is focused on real-time deployment of the latest market developments and we are constantly refining our conversion tools and processes to optimize rapid eBook production cost efficiently.

### **Enhanced eBooks**

As more authors and publishers create books specifically designed for digital consumption, enhanced eBooks will become increasingly more commonplace. SPi Global's expertise can help aid publishers to take full advantage of enhanced eBooks, which feature hidden searchable text; rich media features including audio, video, and interactivity; and internal and external linking.

## Fixed Layout

While many new books will undoubtedly be published in an enhanced format, many new and existing titles will continue to be converted into traditional fixed layouts. For these projects, SPi Global's experience in digitization and conversion enables us to deliver the highest quality at the lowest cost. We're well equipped to deliver on large-volume conversion projects that require quick turnaround times.

## ePub 3.0

Just as the earlier standards from the industry set the stage for widespread eBook adoption, ePub 3.0 will standardize the creation of rich multimedia and interactive experiences for eBooks. SPi Global is already playing a leadership role in this emerging standard and we've begun to develop workflows and processes that will streamline the use of ePub 3.0 once it gains broader adoption. ePub 3.0 makes it easier to create high-quality eBooks and no matter which devices emerge as the winner in the marketplace, we will be ready to help publishers prepare their content to take full advantage of the new format.

### **Our Multimedia capabilities include:**

## Flash/HTML5

We're also helping our clients prepare for the future by gaining a working knowledge of HTML5, a new iteration of HTML that will more readily support multimedia, from flash animation to other online applications. HTML5 is intended to subsume not only other variations of HTML, but also programs that run on HTML, including Javascript and Flash. In the meantime, our teams will continue to develop new content products for existing HTML standards, including Flash and Javascript, with an eye on future developments.

## App Development

Forward-thinking content providers are leveraging mobile platforms to distribute their content products via interactive applications that allow consumers to perform shortcuts on their mobile devices. These small, device-specific software applications extend the utility of smart phones, offering short cuts that engage users and give them key information, often at the point of need. In addition, many content providers want their content to be accessed as simply as possible from the device, eliminating the need to go through the browser. SPi Global is building a team to develop applications that are compatible with all major mobile device manufacturers so we can meet this key requirement of our customers.

## Mobile Content Development

And as more information providers deliver content to mobile devices, we're also helping them present content in rich media formats that incorporate audio, video, animation and 3D; location-aware functionality including mapping services like Google Earth; and connectivity to Facebook, Twitter and other social media channels. Using open standards, we separate content from programming, applying cross-device standards and the latest practices of interactive design.

**Our Support capabilities include:**

## Testing and QA

We also engage in beta testing of eProducts, testing on multiple browsers, ensuring that all information is correct and accurate and that each product also functions properly, without any fatal errors and bugs. Outsourcing beta testing frees precious in-house resources for publishers, while ensuring functionality, usability, interoperability, and accessibility of digital information products prior to roll out. We also combine our ISO and Six Sigma processes to implement quality assurance best practices that assure our client's eBooks will have the correct formatting and placement of graphics and text.

## Help Desk

SPi Global offers 24/7 around the clock customer service via its Help Desk, ensuring that clients can always get in touch with us to convey vital information. They will be available to answer your questions and help you get in touch with someone on the production team should there be a need.

**For more information on how SPi Global can help you maximize your content online and offline, please contact:**

**Jamie Israel**  
Director of Marketing,  
Content Solutions  
M 732 662 8345  
jamie.israel@spi-global.com

[www.spi-global.com](http://www.spi-global.com)

**SPi Global** partners with companies to maximize the value of their content online and offline. With escalating costs of production and printing, changing customer preferences, and the need to adapt, SPi Global enables organizations to exploit and invest in new media technology. With a complete suite of digital, publishing, content enrichment, marketing and customer support services, we help companies gain a competitive advantage through our unique and innovative solutions.

For over 30 years, SPi Global has been helping leading publishers, not-for-profit organizations, information providers, and Fortune 1000 companies increase their revenues, reduce costs, improve time-to-market, and automate operations. With over 500 clients and 7,000 content specialists, no job is too large for us.

Value | Driven

