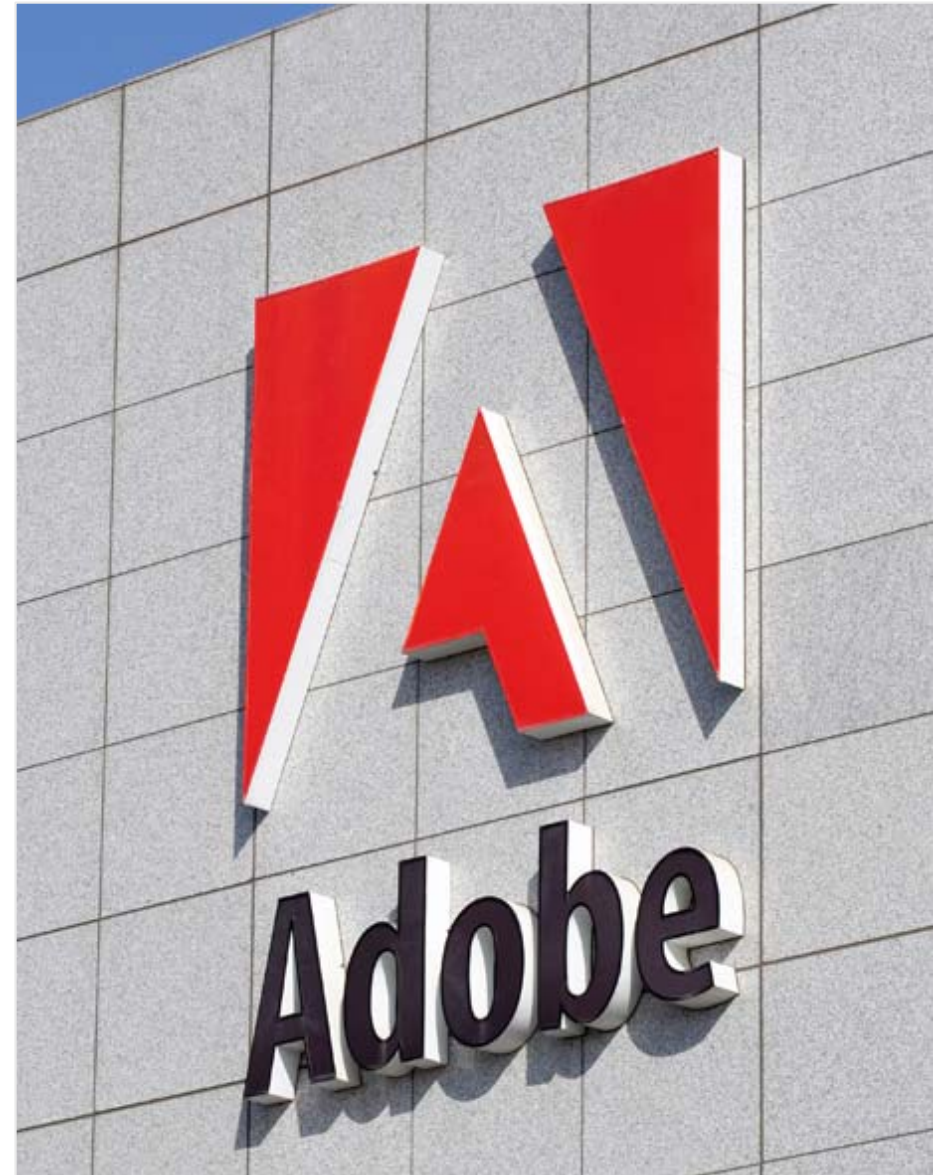


# Beyond the Page

**IDPF Digital Book 2007**

**May 9, 2007**

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# Digital Publishing Has Reached a Tipping Point

- PCs and devices rapidly improving as platforms for reading
- Significant adoption of eBooks in technical publishing, educational, and library market segments
- Next-generation consumers expect all forms of content to be available digitally, on-demand, on any device
- Publishers now committed to making their content available digitally
  - The alternative is that consumers will find information and entertainment via the Internet through other means

# Don't Wait For The "iPod of eBooks"

- Technology constraints dictate significant compromises
  - Display capabilities vs. battery life vs. price = no single "good enough" solution
  - More similarities to digital camera market than MP3 player market
- Digital reading is gaining adoption in multiple contexts
  - Notebook PCs
  - Mobile phones
  - Portable media players & PDAs
  - Dedicated reading devices
- Text-based content is marketed and distributed in a wide variety of forms via a wide variety of channels

# Standards Are Essential to a Successful Ecosystem

- PDF – the universal distribution format for paginated final-form content
  - PDF/A an ISO standard; full PDF submitted to AIIM/ISO
  - XML-based version of PDF now under development (“Mars”)
- IDPF OPS – the future universal distribution format for reflow-centric content
  - Focused on high-quality dynamic, adaptive layout
  - Built on widely adopted XML/Web-based standards: XHTML, CSS, SVG, OpenType
  - Optimized for small-screen mobile devices and structure/accessibility
  - Direct authoring from Adobe InDesign CS3
- IDPF OCF – universal packaging for aggregating content and data
  - OCF-compatible packaging supported by Adobe Digital Editions, Mars, InDesign, Apollo

# Adobe Digital Editions

- Read and organize digital publications with a consumer-oriented content-centric user interface
- Free PC client software built on Flash Player technology
  - Lightweight – under 3MB download
  - Seamless installation and updates
- Native support for PDF and IDPF OPS content
- Rich-media and interactivity via Flash SWF
- Supports existing Adobe Content Server DRM and new hosted content protection service
- Windows & Macintosh client software in public Beta on Adobe Labs
  - <http://labs.adobe.com/technologies/digitaleditions/library>
  - Publisher and content distributor information: email [digitaleditions@adobe.com](mailto:digitaleditions@adobe.com)
- Will support mobile devices in the future