

Fragile to Agile: Mastering the New Publishing Paradigm



Is the publishing game changing?

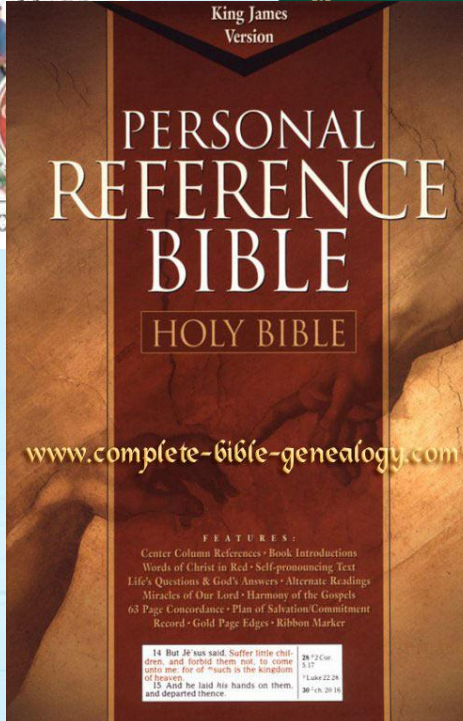
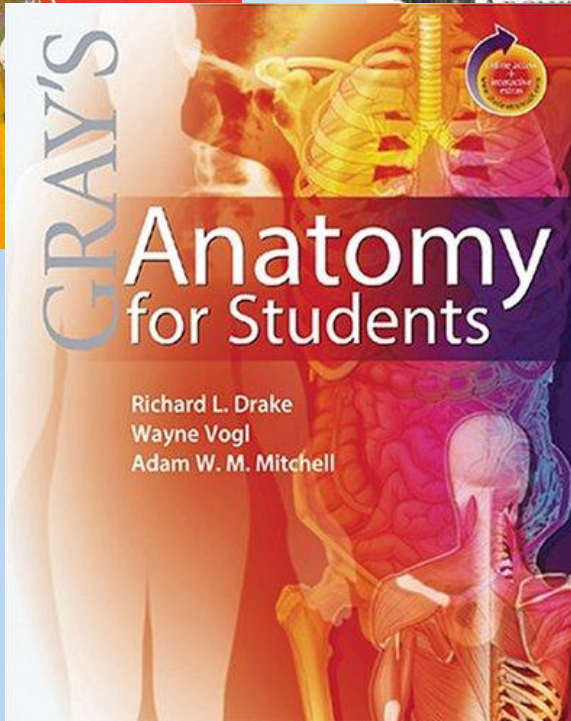
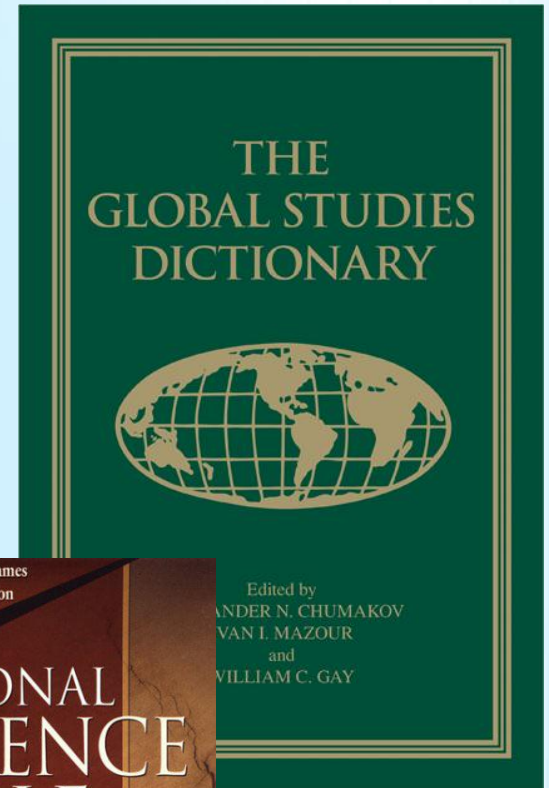
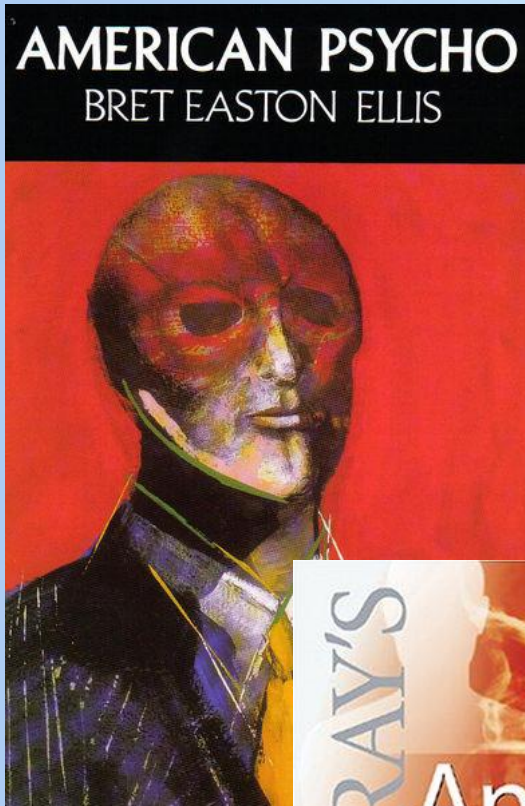


what didn't we see coming?

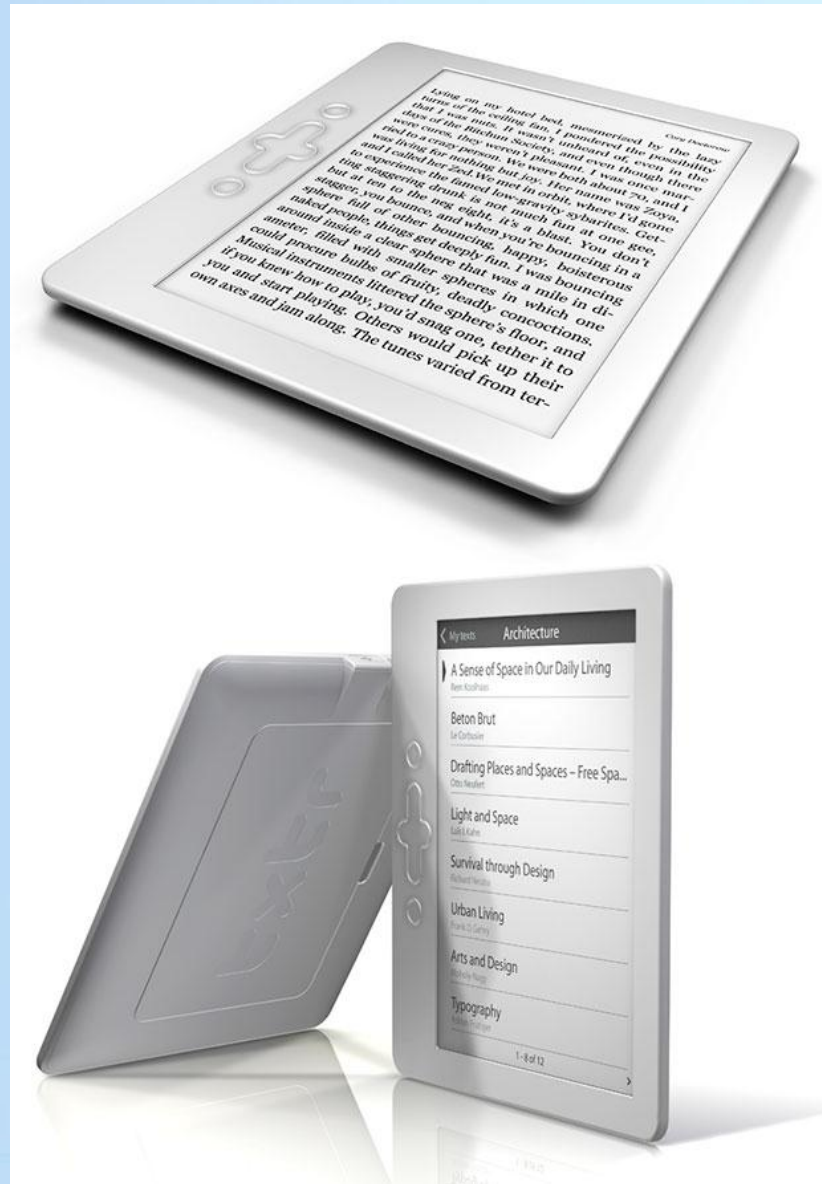
- DTP
- Digital prepress
- Direct to plate
- Off shoring
- eReaders
- iPad
- ??????



What is a book?



What is a book?



What is a book?



Search title, author, ISBN

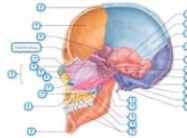
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What is a Book?



How do we keep up???

**WE NEED AN AGILE APPROACH TO
PUBLISHING**



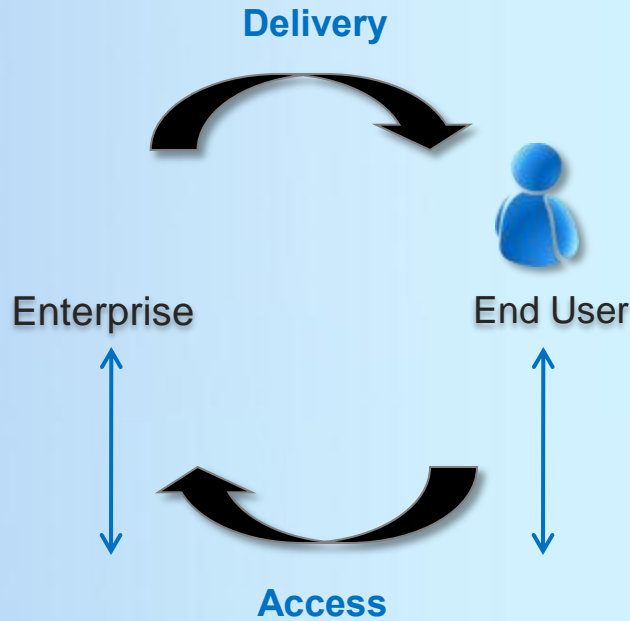
- What is it?
- How is it different?
- Why do we need it?



Create it Once

Publish Anytime | Any Device | Any Platform

- MS Word
- InDesign
- Hardcopy
- Audio
- Video

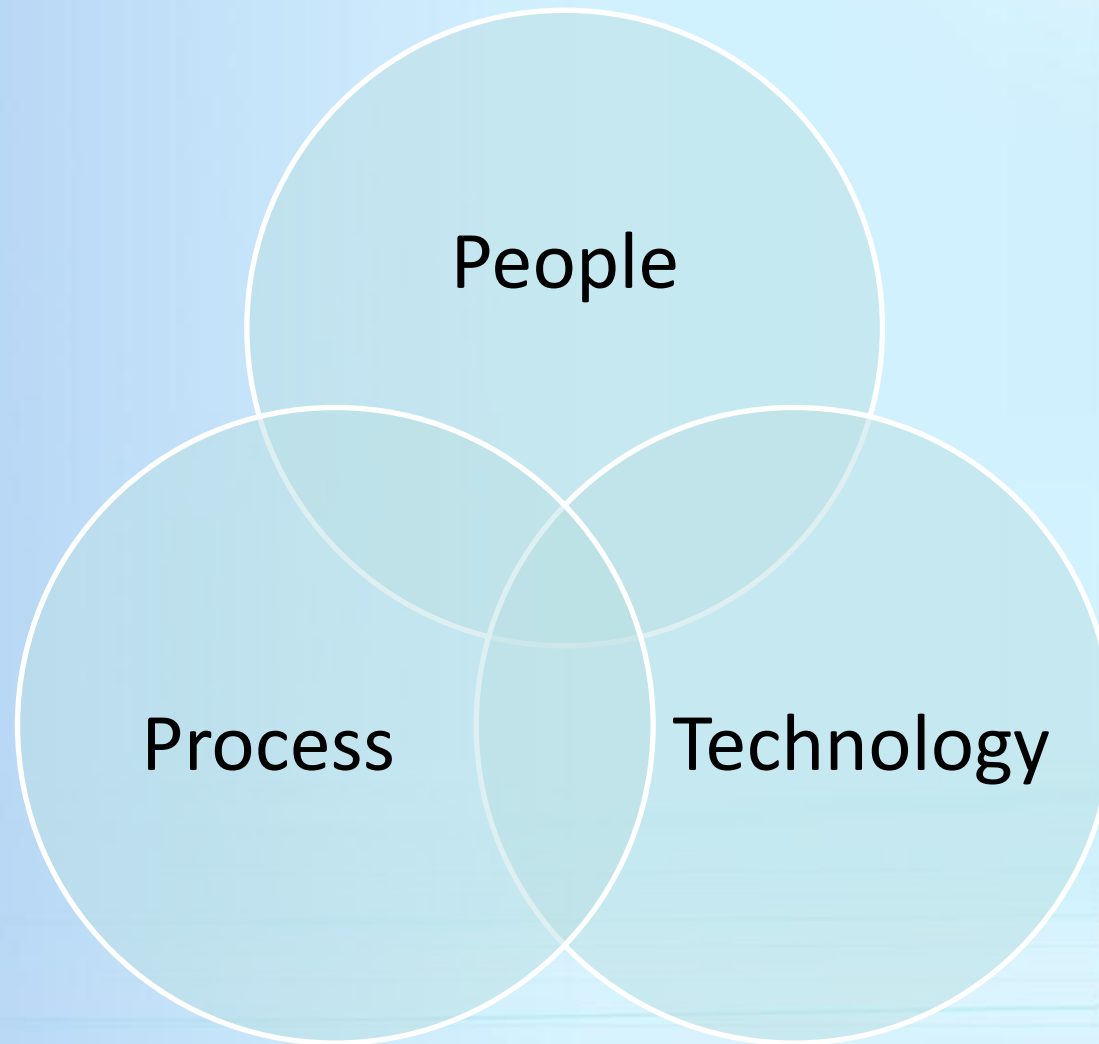


Aptara's Publishing Backbone

End-to-End | Seamless | Transparent for End Users

- Companion Website
- Learning Aids
- Interactivities
- Assessments
- Case Studies
- Elearning
- E-books
- Mobile-based Products
- Image Banks
- Animations
- Games
- Simulations
- PDF's
- Student Resource



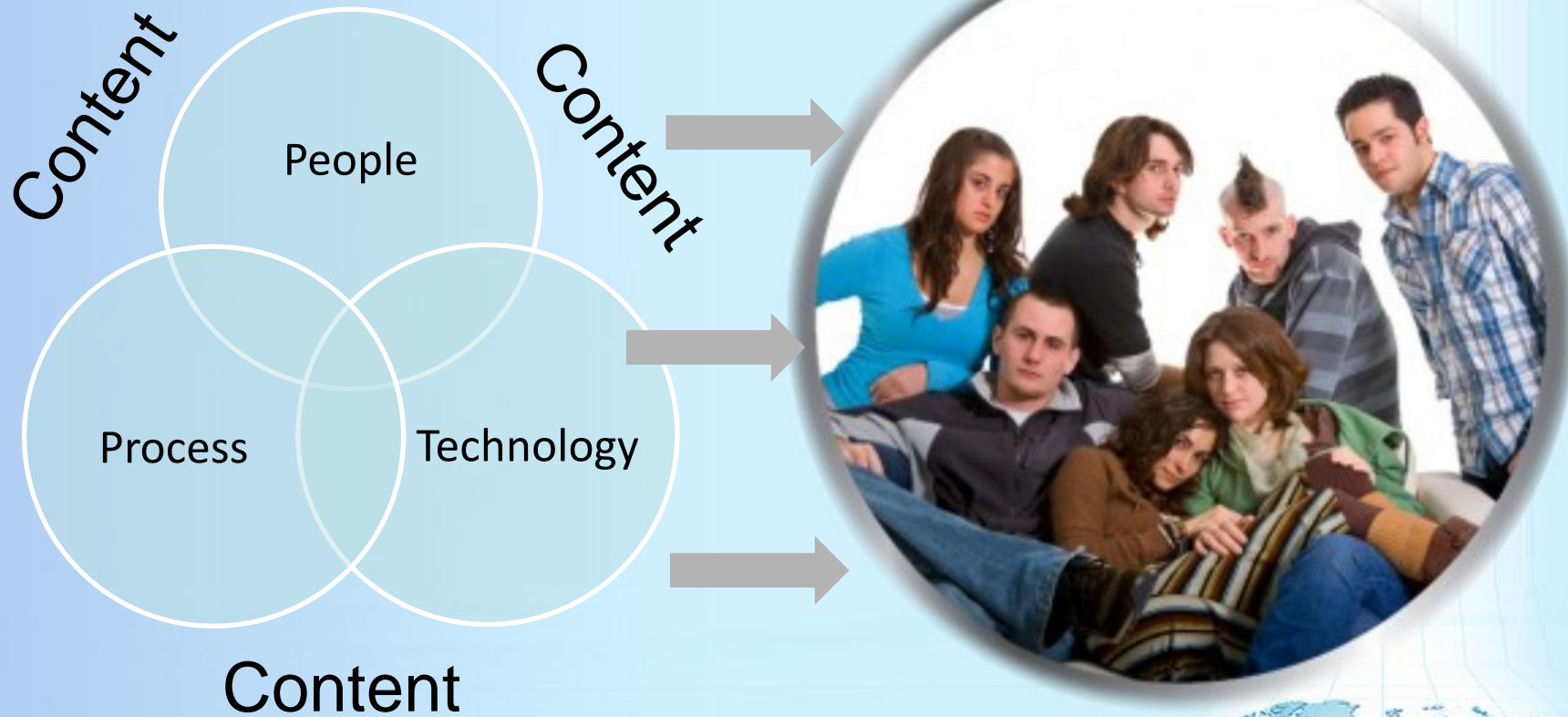


Why do I need an Agile approach

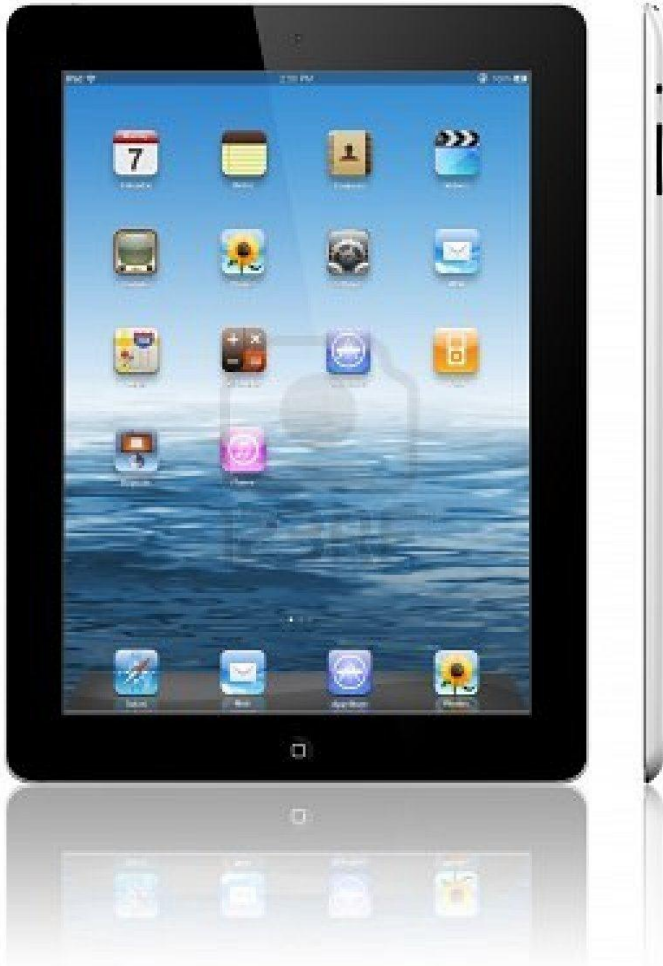
- New consumer habits
- New rendering devices
- Content Centric rendering
- Bandwidth limitations
- New output formats



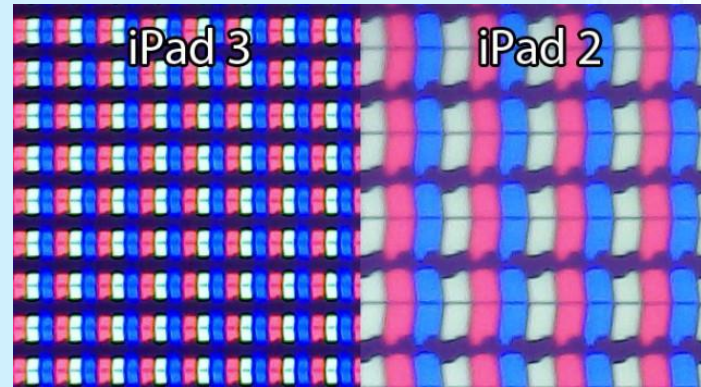
Consumers



Don't let the display give you a black eye!



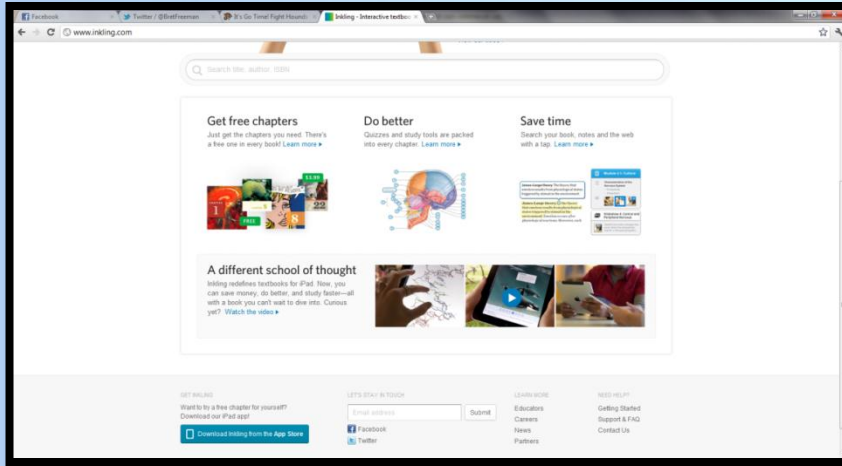
iPad 3 Retina Display



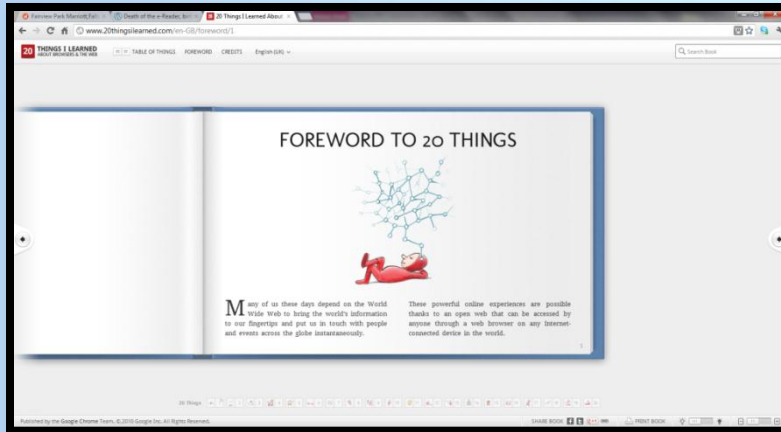
If a pre-retina magazine issue weighs in at ~300 MB, expect a retina-compatible issue to weigh ~1.5 GB.



Content-Centric VS Book-Centric Publishing (Unbundling your content)



Content a chapter at a time



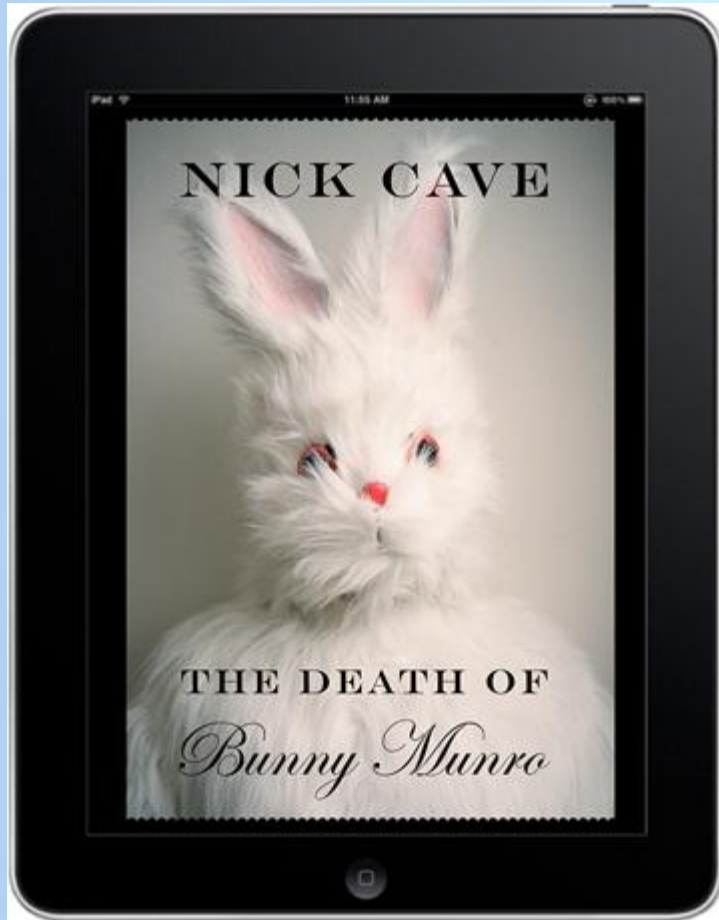
What about HTML5???



Content in Apps



- Death of the eReader, birth of the eBook



2009 Enhanced Editions

File size?

899.74MB





what didn't we see coming?

- DTP
- Digital prepress
- Direct to plate
- Off shoring
- eReaders
- iPad
- ??????



- The Rise of Apple from #8 to #1 (Global 500)
 - 2011 \$18.63b
 - 2012 \$29.92b
 - 2012 Update - First TRILLION \$ Company in the world
- File Size
 - Enhanced ePubs
 - Epub 3
 - Audio/Video etc...
 - Ipad 3/Iphone 5 “Retina Display”
 - Resolution problems?
 - “Unbundled Opportunities”
- HTML 5



- A book is no longer “just a book”
- People consume information differently
- Publishers must produce information differently
- We all must think differently!



Inception	1988
Locations	13 global locations Headquartered in Falls Church, VA
Ownership	Owned by iEnergizer Limited, a publicly listed company based in London (LSE:IBPO.L) with a market capitalization of approximately USD 700 million Aptara has been growing and profitable every year since inception
Employees	11,000+
Recognized Brand	Large player in content transformation space. Partner to Fortune 500 customers across , Educational Publishers, Health Sciences/Pharmaceuticals, High-tech/ICT, Automotive, BFSI, Business Services etc. Winner of Brandon Hall Awards in 2011 “Best Learning Game” & “Best Learning Team” Awards Winner of the CLO Award for Social Media Portal Recognized as one of the 20 “Top Content Development Companies in the World” by TrainingIndustry.com 2011

Key Differentials	<ul style="list-style-type: none"> • Focusing on the “Content Life Cycle” rather than a specific task <ul style="list-style-type: none"> – Development, Transformation and Delivery across media formats & platforms • Focused on uncovering new revenue opportunities for our clients by, <ul style="list-style-type: none"> – Enabling ‘Learning/Innovation’ & ‘Collaboration’ and – Faster “Time to Market”
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Pune



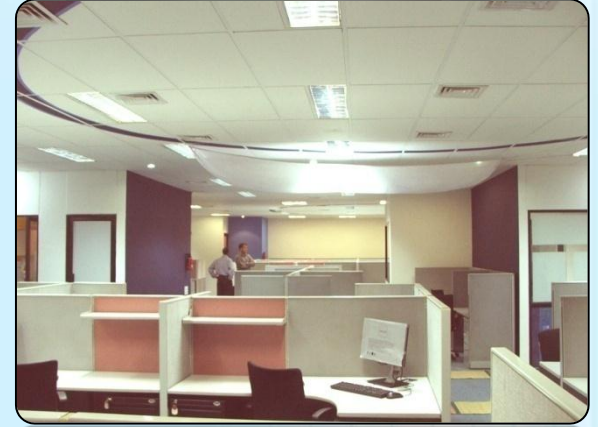
Strength: 586 / eLearning: 435

Delhi



Strength: 3,200 / eLearning: 25+

Trivandrum



Strength: 275 / eLearning: 50

Boston, Massachusetts Office

London, UK Office

Dehradun, India Office

New Delhi, India Office

Pune, India Office

Corporate Headquarters

3110 Fairview Park Drive
Suite 900
Falls Church, VA 22042

Trivandrum, India Office

Sydney, Australia Office

Thank you!

Bret Freeman
Director New Technology
and Digital Solutions



Bret.freeman@aptaracorp.com
@ePunk88

Aptaracorp.com

