



K-12 ePub3 Publishing Perspective

Carson-Dellosa Publishing
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Carson-Dellosa Publishing

- Founded in 1975
- Category-Leading PreK – 8 Supplemental Publisher
- US, Canada, International
- Customers are Parents (B2C), Teachers, and Schools (B2B)
- 4000+ products – activity books, leveled readers, décor, ebooks, IWB, Learning Spot
- Distributed in 2000+ brick and mortar stores; all major .com retailers, Mass, Club, Office, and DTC

SPECTRUM



Judy



**Summer Bridge
Activities**





Augmented Reality



**Carson-Dellosa
PEEK GUIDE**

- 1** Point your device at the Carson-Dellosa PEEK image and hold it steady.
- 2** WAIT FOR IT...
- 3** Watch exclusive PEEK content come to life!

Double Tap To Exit Full Screen Mode
For high quality videos, please use WiFi.

TAKE A PEEK!



PEEK is an image recognition app which, when scanned, a video or pictures will appear on their mobile device giving the consumer additional information about a product, contests and product use ideas

To learn more:

http://www.youtube.com/watch?v=oxx2MiH_R3k



Vision

- The next generation of educational ebooks will empower parents and teachers to access and provide engaging content and data personalized to learners while providing analytics to aid in guiding the learning experience.
- Publishers (formal and informal) will create content more quickly and affordably using an educational object economy, and deploy it more easily and reliably.



Basic Facts from the Field

- Many ebooks are converted outside the US and require little editorial effort
- eBooks have advantages over apps, because
 - eBook ecosystems have merchandisers
 - Develop costs – apps (costly) vs ebooks (low cost) (<\$1000)
 - App price elasticity is less than eBooks E.g. Advanced , non-branded ebook with read-along audio = \$3.99, much more functional App = \$2.99
 - Epub3 and HTML5 construction efficiencies
- Trading physical dollars for digital dimes



Common Needs

For B2B and B2C

- Consistent level or profile of epub3 functionality within major readers
- Network communication support and related best practice with respect to offline behavior
- Accessibility best practice
- Reusable educational “widgets”

How

- Industry collaboration around open standards and best practice



General Recommendations

(Aggregated Comments from Multiple ePub3 Producers)

- Additional epub3 support needed for
 - Better support for word-by-word reading
 - Dynamic content loading
 - Better math and chemical equations
 - Support for postscript fonts
 - Global language support
 - Include support for disaggregated content e.g. one book in multiple ePub packages split by chapters. Also there should be specification and enough meta information to aggregate the book at the reading platform end.
- Other Technical or General Concerns
 - Lack of coding library (cookbook)
 - Poor performance and large file sizes associated with basic enhanced files (read long highlighting, animations)
 - Need improvements to validator errors and warnings



Specific Markets

(B2B) Large Schools/Systems that invest in CMS and content site licensing generally at grade and subject level.

(B2C) Parents, Homeschool Parents, Teachers, and Schools without a CMS and that buy smaller collections of content more episodically for specific objectives.



Needs of B2B Market

Customer: Schools

- Reduce deployment friction for hosted and local (within school) environments. Or “Get past the system administrator barrier”
- Support data management goals
- Support offline or “dribble net” i.e. low-bandwidth

How:

- Enable tracking and analytics
- Consolidation of IMS LTI extensions
- Rationalization of tracking and assessment specifications
- Smarter middleware/specs for offline/online sync



Needs of B2C Market

Customer: Parents, Teachers & Homeschool Parents

- Easier access to content targeted to specific need

How

- Promote implementation of LRMI within Google, Apple, Amazon, and Microsoft
- Promote tagging by Publishers
- Solve LRMI coding issues for Common Core (and other taxonomies by country)
- Smaller granularity of content to be purchased



Contributed Work

- Intense Machines epub3 fixed-layout with read-along audio, HTML5 content, assessment interaction with scorm cloud, and interactive simulation with backend data service.
- Works in Chrome/Readium
- All source licensed with the “modified BSD license”
- Available at:

www.carsondellosa.com/ebookdemo/



Discussion