



EPUB 3 First Look

IDPF Digital Book 2011 at BEA
May 23, 2011

Bill McCoy
Executive Director, IDPF

International Digital Publishing Forum

International Trade and Standards Organization
for the Digital Publishing Industry



What is the International Digital Publishing Forum (IDPF)?

- Not for profit Trade and Standards organization with over 200 members from 25+ countries
- Working together to advance Digital Publishing Ecosystem
- Responsible for EPUB Standard



What is EPUB?

- EPUB is the interchange & delivery format for digital publications based on Web Standards
- EPUB enables structured, accessible content, interoperable between devices & applications, for downloaded and online consumption
- Standard developed by IDPF since 1999 (OEBPS 1.x became EPUB 2.0 in 2007)
- EPUB = XHTML content with navigational structure & metadata, in a ZIP-based package



EPUB Emphasis: Dynamic Layout

-- THE BIG CITY NEWS -- Arts, Monday, August 24, 2009

Sports

Arts

Opinion

Experiencing Life, Briefly, Inside a Nursing Home

By JANE DOE

MAMARONECK, N.Y. — Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi molestie consequat neque eu facilisis. Vestibulum et est ipsum. Etiam ut libero ac lectus suscipit facilisis. Curabitur sed faucibus urna. Cras laoreet purus sed enim consectetur bibendum auctor augue consequat. Aliquam tempus rhoncus quam vel aliquet. Etiam vel felis nibh, ut ullamcorper urna. Aliquam vulputate ante faucibus est varius sed lobortis massa hendrerit. Quisque ac sem orci, rhoncus fermentum quam. Nunc ac tellus neque. In ac neque sed nulla tincidunt congue sit amet quis odio. Nunc mollis imperdiet dolor, quis dignissim nisl rutrum eu. Curabitur lobortis congue purus, vel semper orci tristique dapibus. Nulla urna mauris, aliquet non lobortis et, malesuada vitae quam. Pellentesque ut semper orci. Phasellus luctus, erat sed porttitor mollis, nunc dolor lacinia lacus, eget luctus turpis est eu urna. In id risus leo. Ut luctus, nisl et malesuada elementum, turpis mi ultricies mauris, vitae facilisis enim eros lobortis erat. Fusce aliquam vehicula lectus et condimentum. Praesent varius, metus ut viverra tincidunt, augue urna tempor nibh, quis faucibus arcu libero vitae eros.

Nullam rhoncus feugiat velit, non cursus metus placerat eu. Nam quis sapien massa, eget tempus diam. Suspendisse ut ultrices dui. Phasellus varius orci at est dictum vehicula vel facilisis nisl. Integer vulputate facilisis turpis, sed pretium felis pharetra eu. Phasellus luctus adipiscing ante, sit amet vestibulum mauris facilisis a. Quisque pharetra dui non libero porta mollis. Aliquam placerat orci non nisl posuere ultrices.

Vivamus malesuada metus sit amet neque porta venenatis. Donec consectetur dui eu mi sagittis sed laoreet lectus tincidunt. Vestibulum nec odio in erat tempor ultrices eget eget mauris. Nam blandit felis posuere purus tincidunt tristique. Duis vitae orci sollicitudin risus sodales aliquam at id sem. Vestibulum faucibus pulvinar dui, feugiat dictum nisl euismod non. Morbi suscipit tortor vel leo tempus imperdiet. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Vivamus tincidunt malesuada lobortis. Aenean ultrices nunc a eros tincidunt sagittis.

Proin blandit, ante vitae tincidunt hendrerit, neque odio gravida ligula, eget interdum nunc mauris eu libero. Ut ipsum magna, dapibus non tincidunt at, mattis a nibh. Integer eleifend sodales dignissim. Nunc commodo erat id tortor faucibus interdum. Mauris tempor nibh vel nisl blandit volutpat. Maecenas pharetra tincidunt dolor, pharetra molestie augue sodales quis. Aenean porttitor pulvinar nulla eu tempus. Nulla elementum imperdiet sem varius auctor. Phasellus vehicula orci nec libero pellentesque a faucibus neque scelerisque. Phasellus sollicitudin venenatis. In vel cursus metus placerat eu. Nam quis sapien massa, eget tempus diam. Suspendisse ut ultrices dui. Phasellus varius orci at est dictum vehicula vel facilisis nisl. Integer vulputate ante, sit amet vestibulum mauris facilisis a. Quisque pharetra dui non libero porta mollis. Aliquam placerat orci non nisl posuere ultrices.

Curabitur eget velit purus, quis suscipit erat. Donec blandit ante eu libero imperdiet cursus adipiscing urna ultrices. Maecenas et

ing urna ultrices. Maecenas et lectus quis elit sodales vehicula. Aenean vehicula eros vel nibh vestibulum molestie. Aenean tristique felis leo, auctor sodales quam. Nunc dignissim accumsan congue. Mauris vitae libero risus, ac sagittis lacus. Vestibulum scelerisque tincidunt tellus, nec ac

eget. Cras id hendrerit nisl. Vivamus laoreet viverra ipsum, non mollis lacus porttitor ac. Fusce dictum viverra velit, a tincidunt diam hendrerit sit amet. Sed bibendum dictum interdum. Donec accumsan egestas justo, aliquam hendrerit leo facilisis vel. Etiam a fermentum orci. Fusce mauris erat, ornare et dictum nec, hendrerit in elit. Maecenas eget tempus tortor. Sed ultricies, odio gravida eleifend porta, arcu lacus euismod orci, volutpat mattis leo ante et dolor. Ut molestie est odio. Phasellus aliquet viverra tortor quis elementum. Aliquam interdum aliquet leo varius posuere.

Nullam rhoncus feugiat velit, non cursus metus placerat eu. Nam quis sapien massa, eget tempus diam. Suspendisse ut ultrices dui. Phasellus varius orci at est dictum vehicula vel facilisis nisl. Integer vulputate ante, sit amet vestibulum mauris facilisis a. Quisque pharetra dui non libero porta mollis. Aliquam placerat orci non nisl posuere ultrices.

-- THE BIG CITY NEWS -- Arts, Monday, August 24, 2009

Sports

Arts

Opinion

Experiencing Life, Briefly, Inside a Nursing Home

By JANE DOE

MAMARONECK, N.Y. — Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi molestie consequat neque eu facilisis. Vestibulum et est ipsum. Etiam ut libero ac lectus suscipit facilisis. Curabitur sed faucibus urna. Cras laoreet purus sed enim consectetur bibendum auctor augue consequat. Aliquam tempus rhoncus quam vel aliquet. Etiam vel felis nibh, ut ullamcorper urna. Aliquam vulputate ante faucibus est varius sed lobortis massa hendrerit. Quisque ac sem orci, rhoncus fermentum quam. Nunc ac tellus neque. In ac neque sed nulla tincidunt congue sit amet quis odio. Nunc mollis imperdiet dolor, quis dignissim nisl rutrum eu. Curabitur lobortis congue purus, vel semper orci tristique dapibus. Nulla urna mauris, aliquet non lobortis et, malesuada vitae quam. Pellentesque ut semper orci. Phasellus luctus, erat sed porttitor mollis, nunc dolor lacinia lacus, eget luctus turpis est eu urna. In id risus leo. Ut luctus, nisl et malesuada elementum, turpis mi ultricies mauris, vitae facilisis enim eros lobortis erat. Fusce aliquam vehicula lectus et condimentum. Praesent varius, metus ut viverra tincidunt, augue urna tempor nibh, quis faucibus arcu libero vitae eros.

Nullam rhoncus feugiat velit, non cursus metus placerat eu. Nam quis sapien massa, eget tempus diam. Suspendisse ut ultrices dui. Phasellus varius orci at est dictum vehicula vel facilisis nisl. Integer vulputate ante, sit amet vestibulum mauris facilisis a. Quisque pharetra dui non libero porta mollis. Aliquam placerat orci non nisl posuere ultrices.

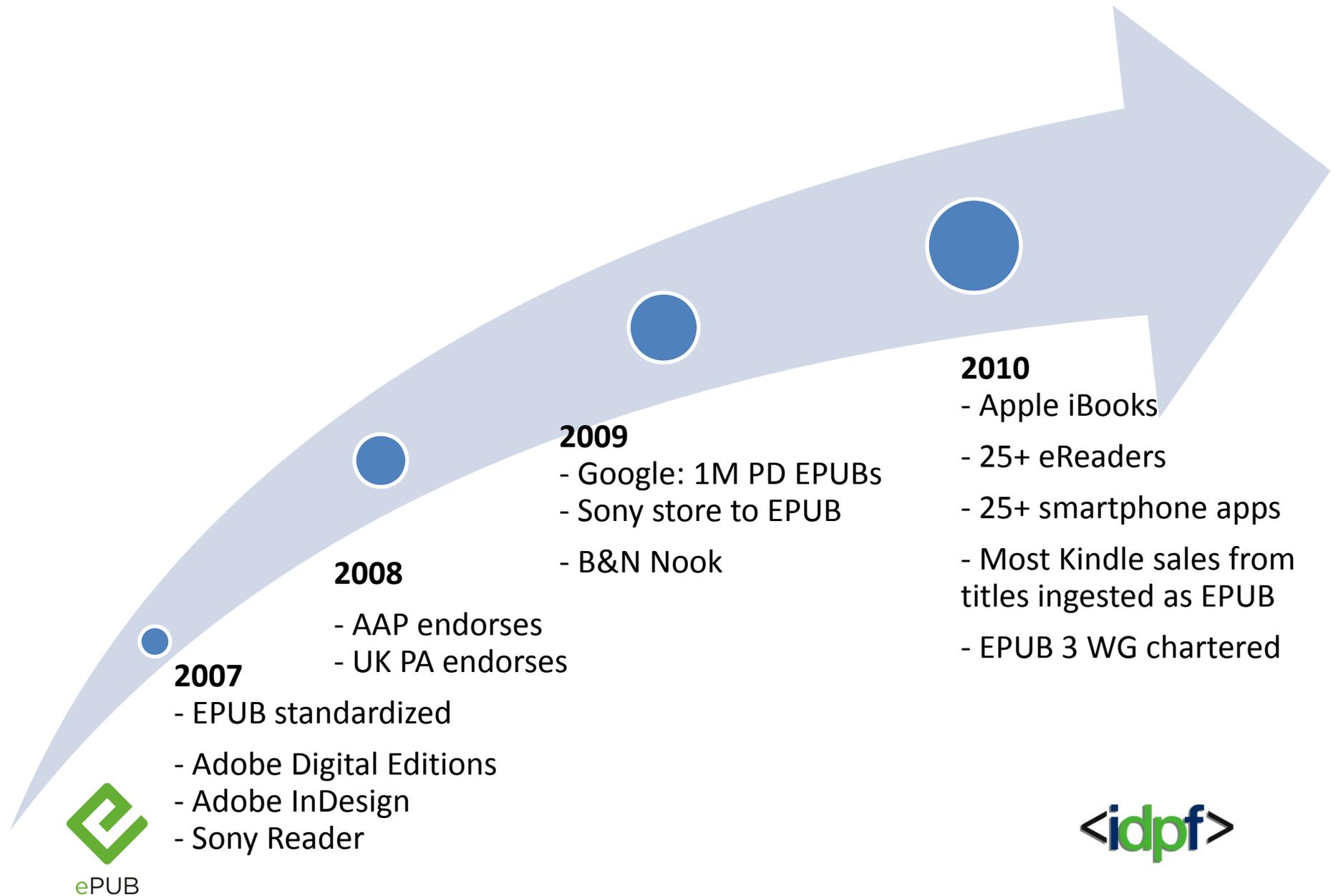
malesuada metus sit amet neque porta venenatis. Donec consectetur dui eu mi sagittis sed laoreet lectus tincidunt. Vestibulum nec odio in erat tempor ultrices eget eget mauris. Nam blandit felis posuere purus tincidunt tristique. Duis vitae orci sollicitudin risus sodales aliquam at id sem. Vestibulum faucibus pulvinar dui, feugiat dictum nisl euismod non. Morbi suscipit tortor vel leo tempus imperdiet. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Vivamus tincidunt malesuada lobortis. Aenean ultrices nunc a eros tincidunt sagittis.

Proin blandit, ante vitae tincidunt hendrerit, neque odio gravida ligula, eget interdum nunc mauris eu libero. Ut ipsum magna, dapibus non tincidunt at, mattis a nibh. Integer eleifend sodales dignissim. Nunc commodo erat id tortor faucibus interdum. Mauris tempor nibh vel nisl blandit volutpat. Maecenas pharetra tincidunt dolor, pharetra molestie augue sodales quis. Aenean porttitor pulvinar nulla eu tempus. Nulla elementum imperdiet sem varius auctor. Phasellus vehicula orci nec libero pellentesque a faucibus neque scelerisque. Phasellus sollicitudin interdum neque in venenatis. In vel mauris arcu, et consequat quam. Aenean tincidunt justo at leo scelerisque aliquet. Proin augue ligula, feugiat sed iaculis et, dapibus ut neque. Fusce molestie nisl ac orci consectetur volutpat. Ut lacus odio, mattis ultricies pretium venenatis, convallis eget nibh. Etiam lacinia odio nec mauris pulvinar malesuada.

Curabitur eget velit purus, quis suscipit erat. Donec blandit ante eu libero imperdiet cursus adipiscing urna ultrices. Maecenas et

Content paginated "on the fly" based on screen size, resolution, user font size preferences, ...

EPUB Industry Adoption Timeline



EPUB 3

Working Group chartered May 2010 with ambitious goals

- Expand EPUB applicability for global content
- Improvement for complex, interactive, media-rich titles
 - Textbooks, STM, magazines
- Increase Web Standards alignment (HTML5)
- Improve EPUB conformance & accessibility

IDPF WG has been global in scope: over 100 active participants, F2F meetings in NYC, SF, Taipei, Sapporo

May 2011 - EPUB 3 an IDPF Proposed Specification



EPUB 3: Rich Media Enhancements

- Video & audio support
- Audio can be synchronized with text
- Embedded font support a baseline requirement
- Improved SVG support
- JavaScript support



EPUB 3: General Enhancements

- Core content based on XHTML5
- Enhanced global language support (vertical writing, writing directions)
- Styling & layout enhancements (multi-col, hyphenation)
- Improved metadata capabilities (inc. element-level semantics)
- MathML support



- Fragment IDs (enables fine-grained x-doc links)



Accessibility and EPUB 3

- EPUB 3 will supersede DAISY DTBook as the standard delivery format for accessible content
 - DAISY and IDPF collaborating very closely to ensure success
- Accessibility-related features in EPUB 3
 - Semantic tagging (HTML5) and semantic inflection (element-level metadata)
 - Audio/video playback synchronized with text display (Media Overlays)
 - Pronunciation lexicon support (for TTS)
 - MathML support
 - Controls over JavaScript



Beyond EPUB 3.0

- Increase focus on the “whole product”
 - Validation programs
 - Education & training – best practices, etc.
 - Test suites, Reading System certification
 - Open source implementations
- Promoting global adoption
 - ISO-level standardization
- Modular development of new EPUB capabilities
- For more information – attend “The Future of EPUB” workshop tomorrow morning



Summary – EPUB 3

- EPUB is structured and semantically enhanced Web content, packaged for reliable use in interchange and delivery
 - EPUB has rapidly become the standard eBook format and adoption is growing in other portable document workflows
- EPUB 3 is taking the EPUB standard to a new level
 - Enhanced global language support
 - HTML5 support
 - Rich media & interactivity
 - Formatting and metadata improvements
 - Enhanced accessibility
 - Stronger conformance requirements for content and Reading Systems
- EPUB 3 is an incremental step, not a destination
 - EPUB is an “innovation platform” – enabling you to effectively distribute your valuable content – via a wide variety of channels and experiences
 - We don’t know what the “book/magazine of the future” will be so we can’t hard-wire for one particular embodiment of content & experience



To Get Involved

- “The Future of EPUB” Workshop
 - Tuesday May 24 10:45-12:00pm
- EPUB 3 specification:
<http://idpf.org/epub/30>
- Join IDPF and help ensure a universal global standard for digital publications



ePUB

