

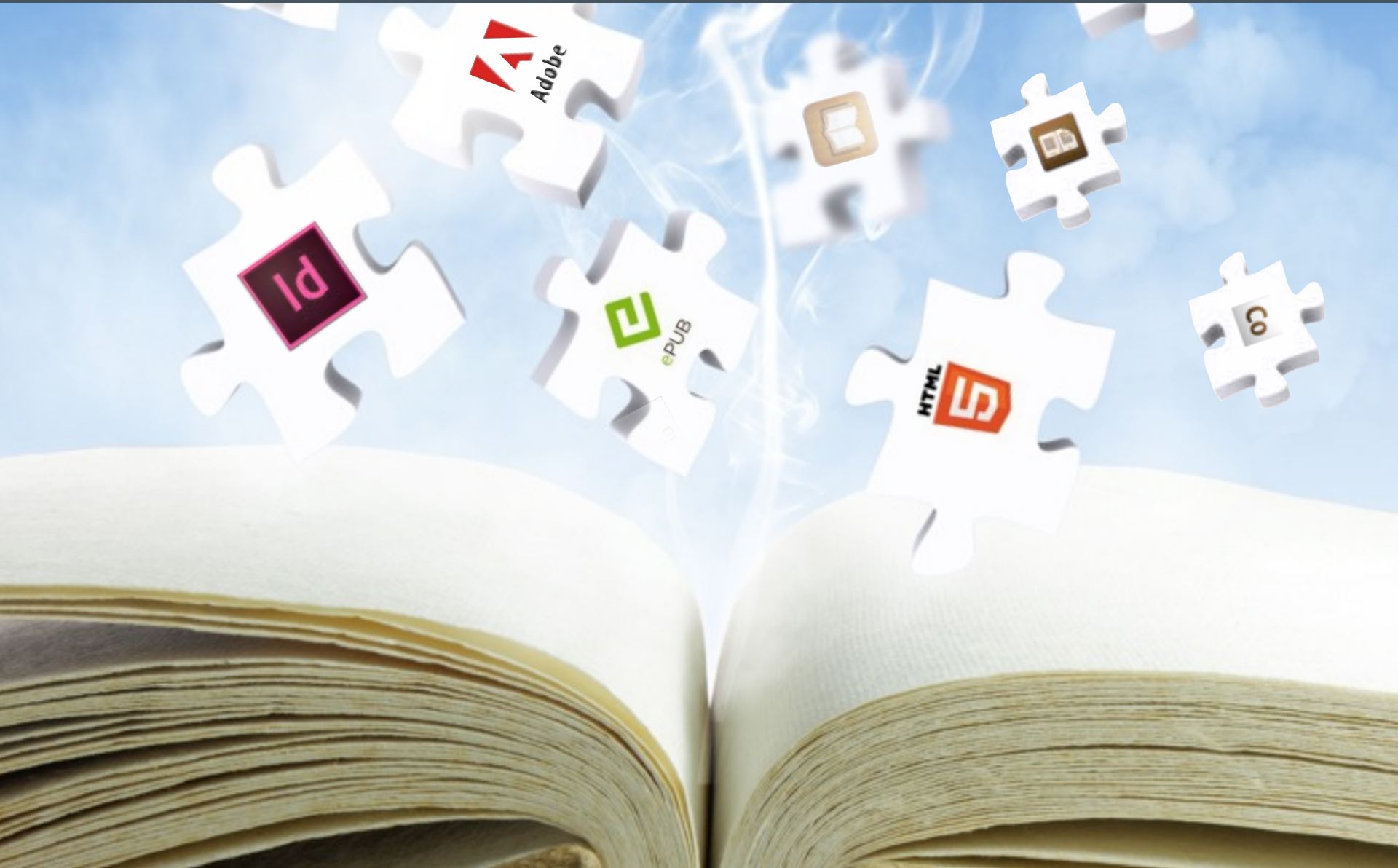


Design and Production for a Print and Electronic World

Chris Kitchener Group Product Manager, Adobe Systems (chris.kitchener@adobe.com)



What sorts of things am I going to talk about today?



Let's start with this question....

When did publishing become so difficult and complicated?





The Adobe Value Proposition For *ALL* Forms Of Publishing

Providing the technology, tools and services for all forms of professional publishing today, tomorrow and in the future



HTML



Authoring Tools

A rich variety of new and existing authoring tools including InDesign CC, Photoshop CC and EDGE CC

Print & PDF

Historic experience of providing our customers with robust, reliable and efficient publishing workflows

New Publishing Models

Offering traditional, new and cutting edge forms of export and distribution including PDF, EPUB and DPS

Services and Infrastructure

Offering a set of DRM and reader technologies to enable the publishing ecosystem along with other marketing services

Future Proof Technology Platforms

\$millions of R&D and development for future new HTML authoring and publishing platforms

We love Oxygen, Sigil, iBooks and all the other new EPUB creation tools...

So why is InDesign, the old man of publishing, still an interesting option for EPUB authoring?

Revolutionizing the creation of print and digital content for more than 13 years...



InDesign 1.0/1.5

The Foundation

1999–2000



InDesign 2.0

Enhancing Creativity

2002



InDesign CS

Greater Productivity

2003



InDesign CS2

Improving a Breadth of
Creative Workflows

2005



InDesign CS3

More creativity and
Productivity

2007



InDesign CS4

Greater Productivity

2008



InDesign CS5

Re-imagining For Digital

2010



InDesign CS5.5

New Digital Workflows

2011



InDesign CS6

Transforming content
for Digital

2012



InDesign CC

Creative Cloud

2013/4

Continuing to build on more than seven years of EPUB creation...



InDesign CS3

2007

Initial support for EPUB export via script



InDesign CS4

2008

'Export for Digital Editions'



InDesign CS5

2010



InDesign CS5.5

2011

Complete rewrite of EPUB export to now be native feature of InDesign



InDesign CS6

2012

First EPUB3 support

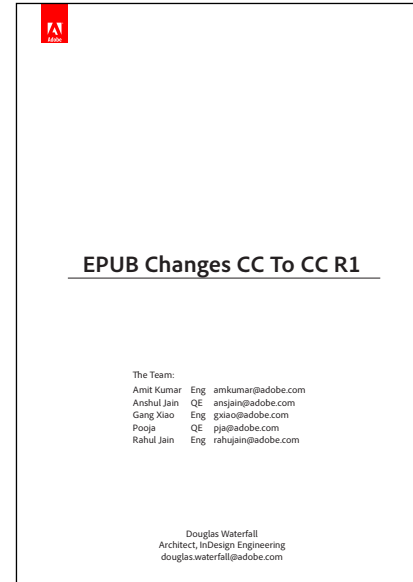
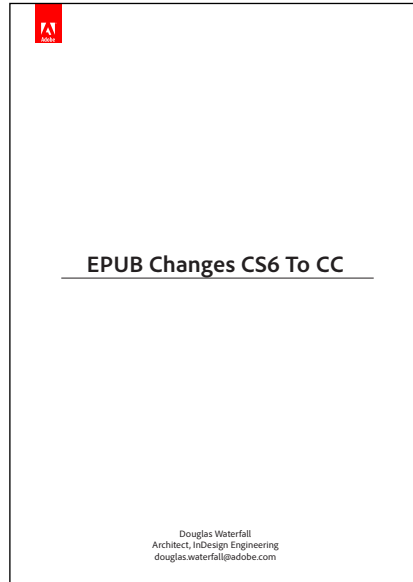


InDesign CC

2014

More control over export and the first new interactivity

EPUB enhancements....more than just a couple of bullets on a slide...



46 Pages detailing the specific changes made just to InDesign's EPUB export capability in just over 18 months...

So if you have one of these.....



We can help you make one of these...



ePUB

The three principles that have guided the team

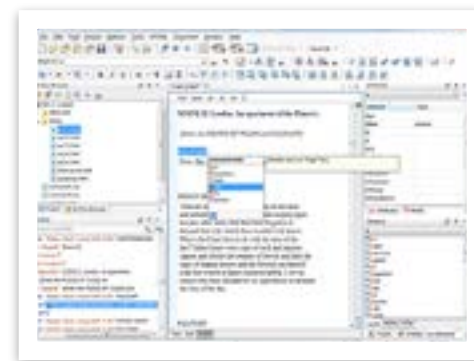
Enable people to create the most beautiful EPUB possible



Make it simple to create EPUB from InDesign



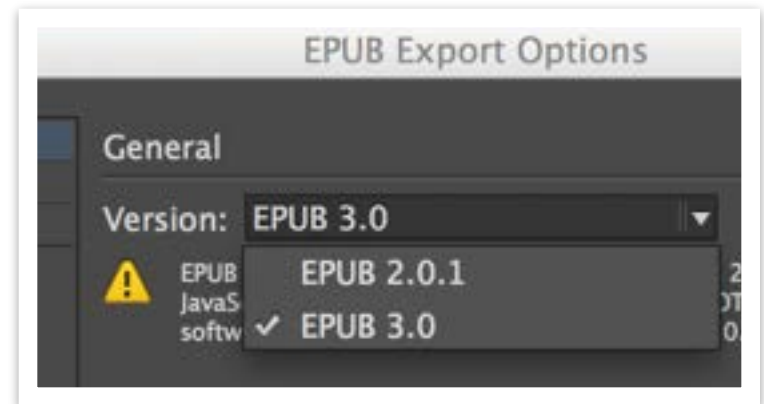
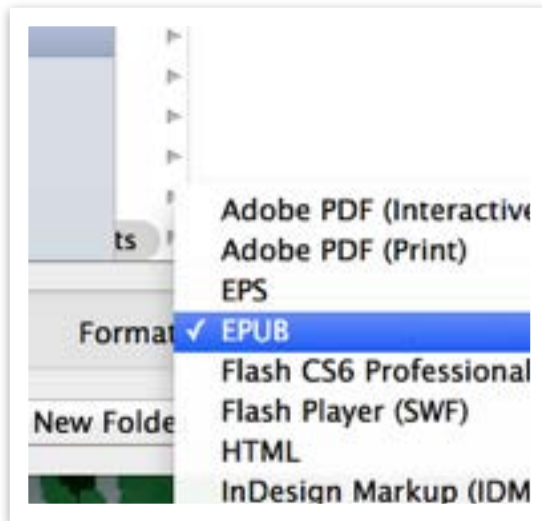
Reduce the number of reasons that someone might have to 'crack' the EPUB after export



Remind me, what *ARE* InDesign's EPUB capabilities?

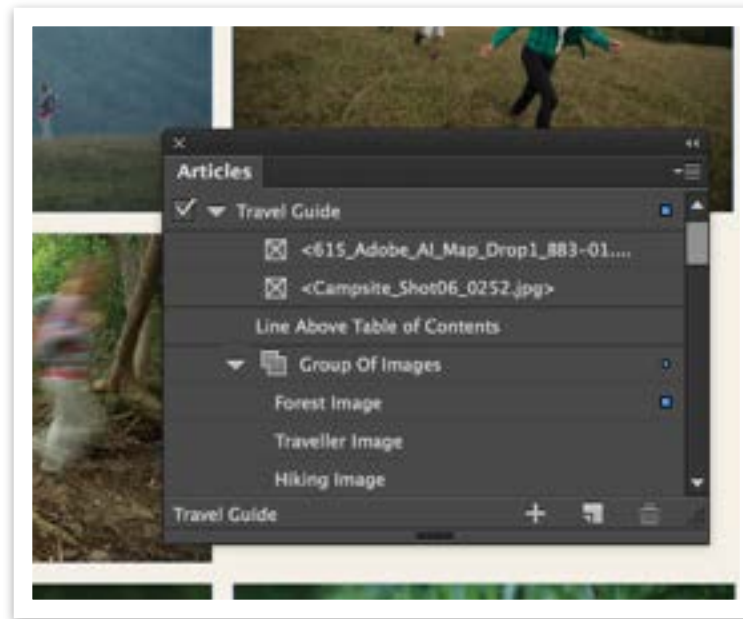


Direct export from InDesign to EPUB2 or EPUB3 standard



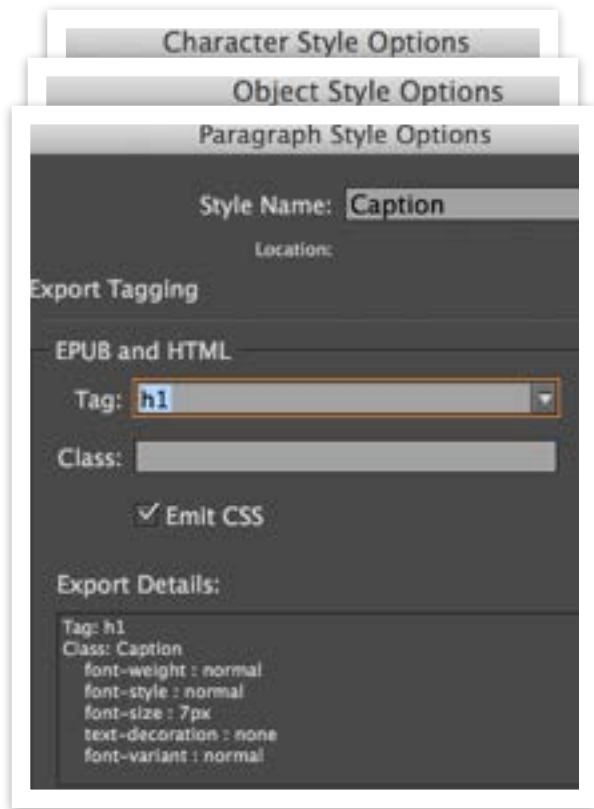


The Articles panel declares what content you want in your EPUB and the order of that content

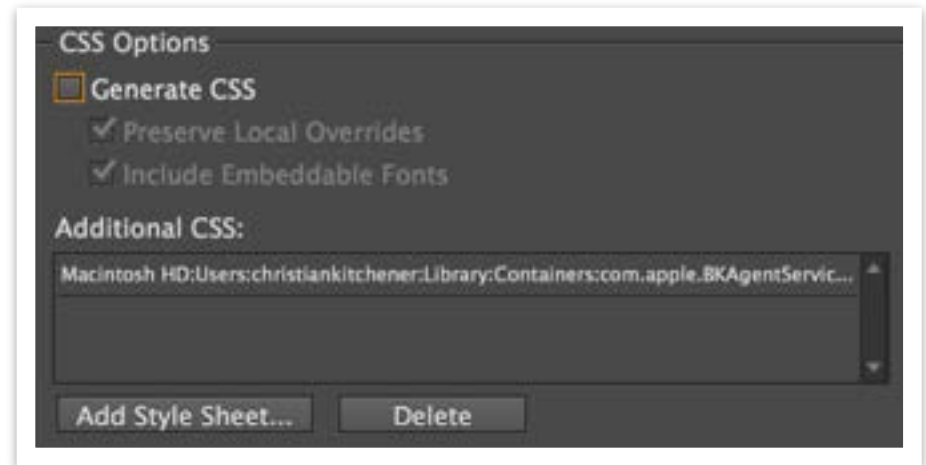




Map your print styles to EPUB equivalents

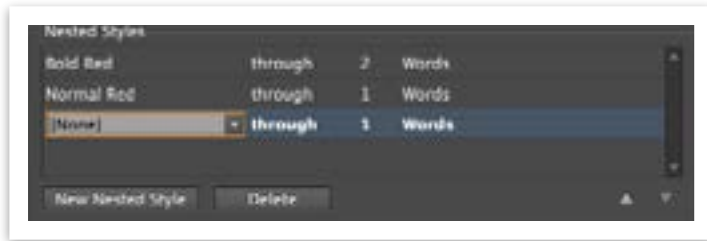


Use your own external CSS that map to classes defined in your print styles





Nested Styles mapped correctly to HTML

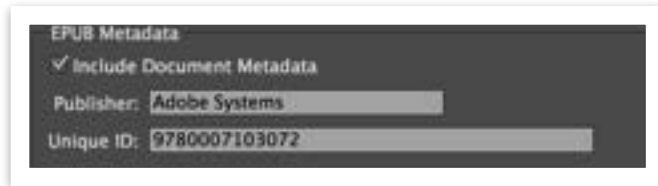


InDesign's bullets and numbers corrected detected and appropriately marked up

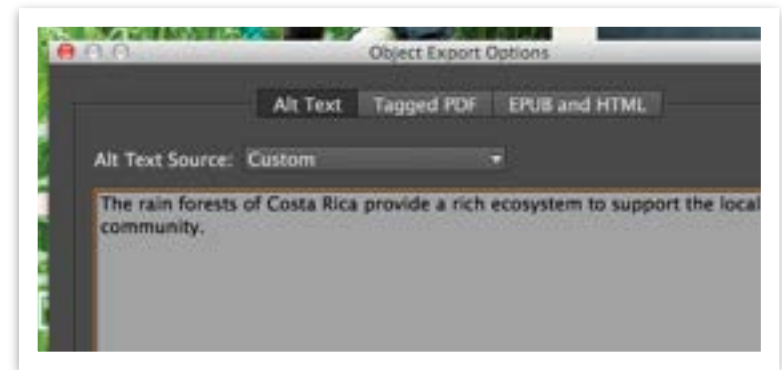




Easily apply metadata as part of the export process



Apply alt text either to individual objects or as part of an object style





EPUB capabilities – apply production tools to EPUB creation

Using InDesign's live preflight tools to detect errors before export

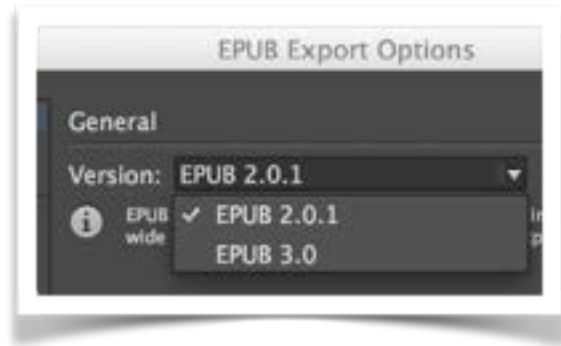


Use Object Styles to quickly apply and manage object export settings across your document



Does the InDesign team dream of electric sheep?

What exactly does the InDesign team dream about?



What Improvements Can We Make To Our Reflowable EPUB2 and EPUB 3 Export?



Would Customers Like An EPUB3 Fixed Layout Export Capability?



What Additional Accessibility Controls Might Our Customers Want?

What else do we think about?



Want to know what we're really working on right now?



The 2014 release of
Creative Cloud is coming.
June 18th, 2014

“Q&A”



Adobe