



Collaborative Media Package

October, 2013

Opportunity Knocking

What if the Educational Publisher could build a ecosystem around each of their EPUB assets:

- Updatable with new EPUB content from original publisher
- Crowdsourcing new EPUB content for existing EPUB content
- Crowdsourcing new accessibility enabled EPUB content for existing EPUBs
- Provide dynamic EPUB content based on assessment results and usage model
- With a sustainable business model
- Do it in a open standards based EPUB implementation for multiple platforms

What if the Educational User could source new EPUB content directly for their existing EPUB assets:

- User specific contextually relevant content or recommendations based on their EPUB content and usages
- Maintain persistent dynamic history of their remixed EPUB assets (annotations, ebooks, videos, new chapters, etc)
- Meet, collaborate, & share with others within a similar context

Collaborative Media Package (CMP)

- Introducing the Collaborative Media Package
 - Collaborative Media Package Is EPUB (2 & 3)
- Collaborative Media Package Supports
 - Content chunks
 - Rearrangement of content chunk order
 - Content Chunk insertion from complementary publications
 - Maintain history of content remixes
 - Support annotations, highlights, bookmarks linked to chunks & visible when chunk is visible & rearranged when chunk is rearranged
- VersaPub Collaborative Media Platform built around EPUB (CMP):
 - Universal Bookshelf
 - Discovery/Recommendation Engine based on User ebook Content and Usage
 - Publisher Notifications to user
 - Social Platform Feature Support
 - Analytics at Bookshelf and within the CMP content asset levels

Collaborative Media Package

Example Educational Use Cases:

- Educational & reference content that is updatable with user content & usage context
- Easy creation of new Third-party EPUB content assets
- Assessment driven dynamic EPUB content based on learning & reading style
- Sharable annotations & other supported EPUB data types

Requirements:

- CMP-enabled processor that controls EPUB Reading System (VersaPub client application based on Radium)
- Handle links & bookmarks to hidden chunks

Collaborative Media Package

DEMO

Collaborative Media Package Demo

CMP capability demonstration:

- Build a CMP file from an EPUB file
- Open CMP (it's an EPUB) file with Radium based client
- Rearrange content
- Toggle content visibility
- Insert chunk from complementary publication
- Demonstrate updated content persistence
- Export current publication and validate in epubcheck as 100% valid EPUB

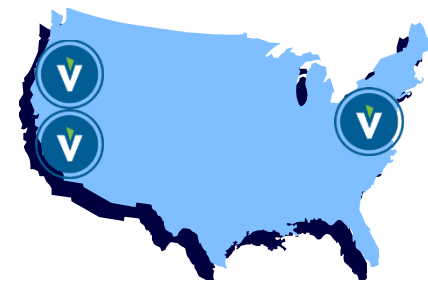
Collaborative Media Package

- VersaPub is submitting today to the IDPF the Collaborative Media Package (CMP) profile as a basis for EPUB Collaborative Media discussions going forward
- VersaPub will provide free Radium based CMP Reader that can be used as is or as a whitebox license
- CMP Spec available freely today from:
 - VersaPub.com
 - Pubbl.com

Summary

- Collaborative Media Package (CMP) is EPUB
 - EPUB readers can open CMP files
 - EPUB checker validates CMP file as a EPUB file
- Need More Information: Email Steve@VersaPub.com or Jon@VersaPub.com
- Questions & Comments?

VersaPub



- **Backgrounder:**
 - ✓ 60+ years new product & technology development: Intel + other technology firms
 - ✓ Publishing experience: professional books (Intel Press)
 - ✓ P&L management, previous startup experience
- **Locations:**
 - ✓ Headquarters in Portland, Oregon
 - ✓ Development teams in San Francisco, New York, and Portland
- VersaPub is a member of the International Digital Publishing Forum, Radium, Book Industry Study Group

VersaPub



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Industry Organizations

VersaPub is a member of the [Book Industry Study Group](#), the [International Digital Publishing Forum](#) and the [Radium Foundation](#).

VersaPub is making contributions to Radium and to [Pubbl Forum](#), an industry organization forming to develop and promote the Collaborative Media Package specification based on EPUB.

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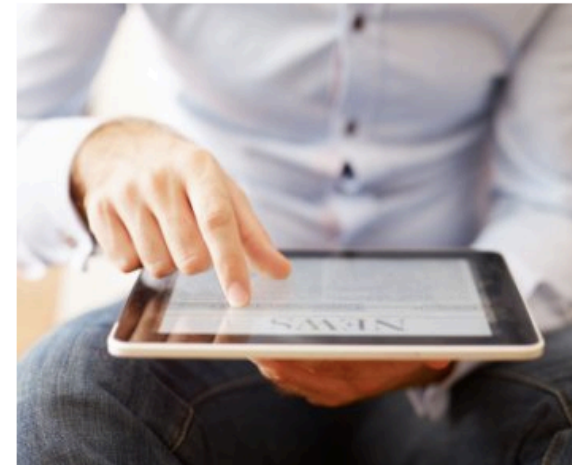
Accelerating innovation in digital content development, publishing, distribution and use.

The Pubbl Forum is a new industry organization created to develop and promote the Collaborative Media Package (CMP) specification, based on EPUB. The Pubbl Forum plans to certify CMP applications and tools, provide management of CMP data, enable access to open source components and promote the benefits of CMP to publishers, service providers and consumers.

Below you can register to receive email updates or download the draft CMP specification.

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Download the Collaborative Media Package specification



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