

EDUPUB

Bringing it all together

Media-rich EPUB 3 content

Interactivity

Accessible from
day one

Interoperability

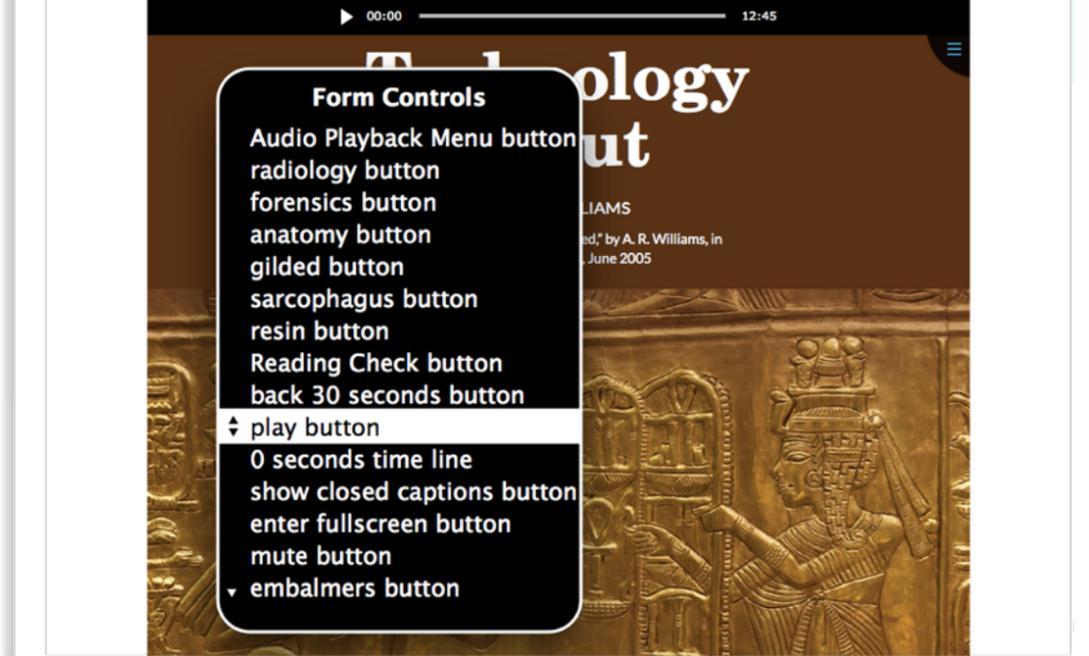
Robust
semantics

IDPF Digital Book
5/27/15
Nick Brown

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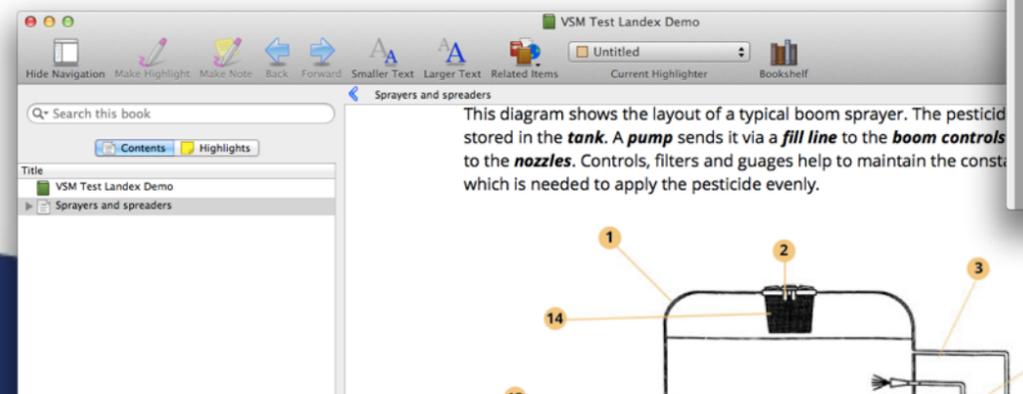
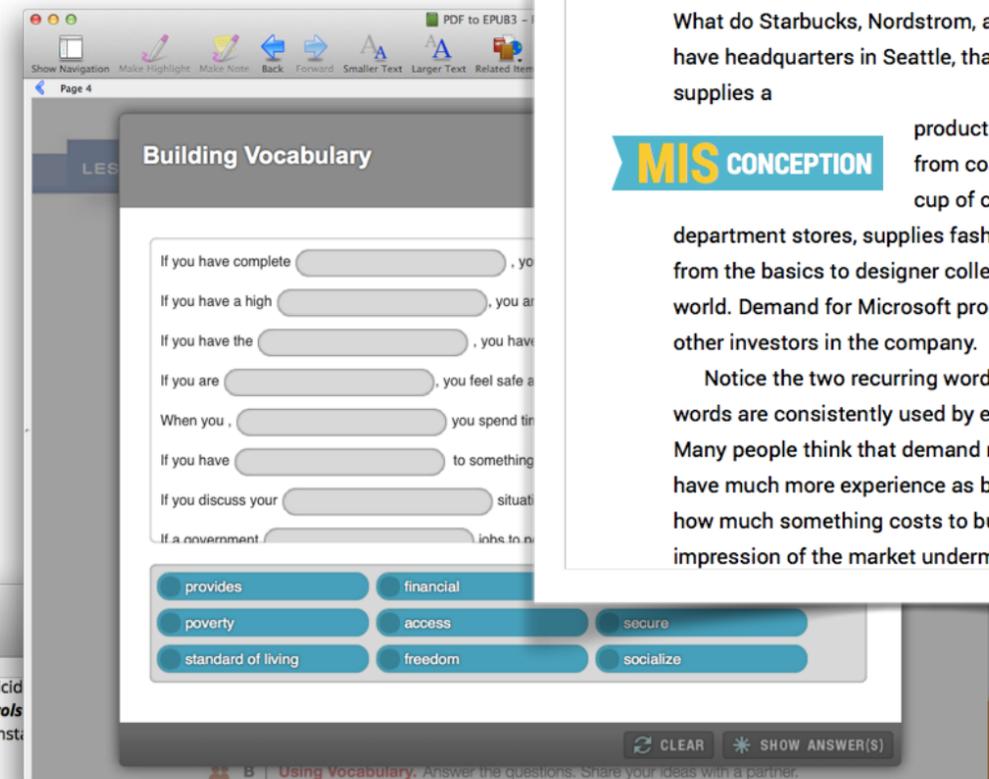
- EDUPUB pulls together **open standards** for quality content and easy **interoperability**
- EDUPUB takes us where our users want to be
 - Flexible, **interactive content** that works on any device
 - Interconnected, plays well in the **learning ecosystem**



Demand matters more than supply.
What do Starbucks, Nordstrom, and Microsoft have in common? They all have headquarters in Seattle, that's true. But even more important, they all supply a

MIS CONCEPTION product much in demand by consumers from coast to coast and seems to be a cup of coffee. Nordstrom, a giant department stores, supplies fashion apparel to meet a broad range of needs from the basics to designer collections. Microsoft supplies products to the world. Demand for Microsoft products has made large gains for other investors in the company.

Notice the two recurring words in the previous paragraph. These words are consistently used by economists when describing the market. Many people think that demand matters more than supply. They have much more experience as buyers than as sellers. Of course, it's how much something costs to buy rather than how much it costs to produce that gives the impression of the market undermines our ability to fully understand it.

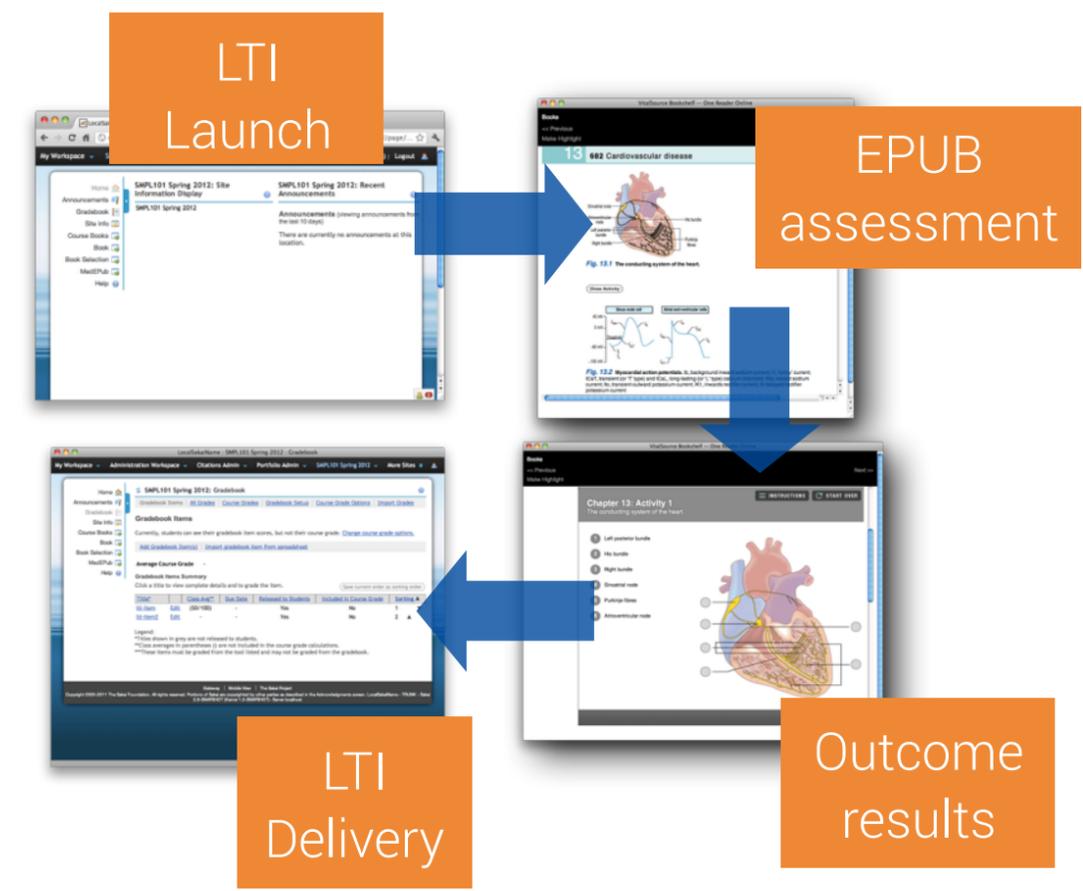


Interactive content demos

Bookshelf Online interface showing a chapter quiz and a notebook. The quiz asks "What is the 'end in mind' of your life? Complete this chapter quiz to find out." and lists 10 items for rating on a scale of 1-5. The notebook shows private highlights and notes.

Item	1	2	3	4	5
1. My ambition is to be a mid-level manager.	1	2	3	4	5
2. Sleep in.	1	2	3	4	5
3. Be healthy. Make a difference. Learn a lot and love much.	1	2	3	4	5
4. My mother has it all figured out.	1	2	3	4	5
5. Be the music.	1	2	3	4	5
6. Find my keys.	1	2	3	4	5
7. By [date] I will be the very best [whatever] who ever lived.	1	2	3	4	5
8. Fight for the right to party.	1	2	3	4	5
9. Working at the job.	1	2	3	4	5
10. Working for the day that I can change the world.	1	2	3	4	5
TOTAL	1	2	3	4	5

TOTAL 33



Bookshelf Reading Explorer interface showing a matching activity. The instructions are: "Matching. Look at the diagram of Paris. Then match the events with the dates. Click the box and choose the correct answer to complete each sentence. Then click Save & Exit when you have finished." The activity includes a diagram of Paris and a list of events to match with dates.

1. A cave-in swallowed buildings and people.

2. Paris's subway system, the Métro, was opened.

3. The sewers were improved and expanded.

4. Wheels were used to lift stones to the surface.

5. Bones were first poured into the tunnels.

Options: a. 1800s, b. 15th century, c. 1774, d. 1786, e. 1900

