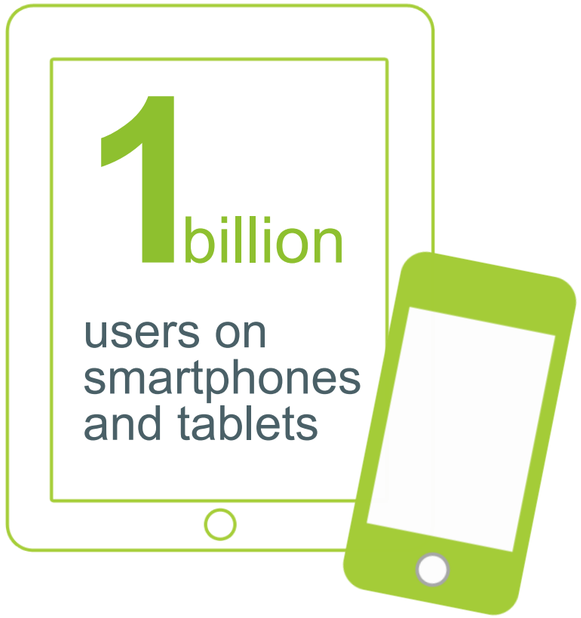
Best Practices for Structuring Content and Integrating eLearning and eTextbooks

Partner / Vendor Perspective

John Prabhu
VP, Solutions Architect
Strategy & Emerging Technologies

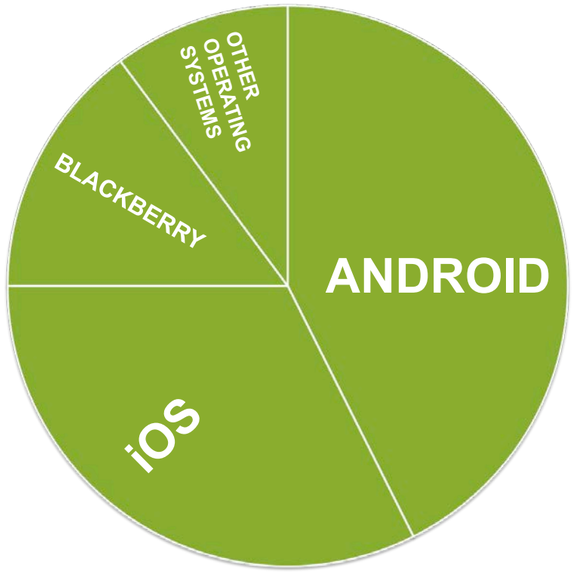
44%

OF EBOOK READERS PREFER **TABLETS,** UP FROM **37%** IN AUGUST 2012

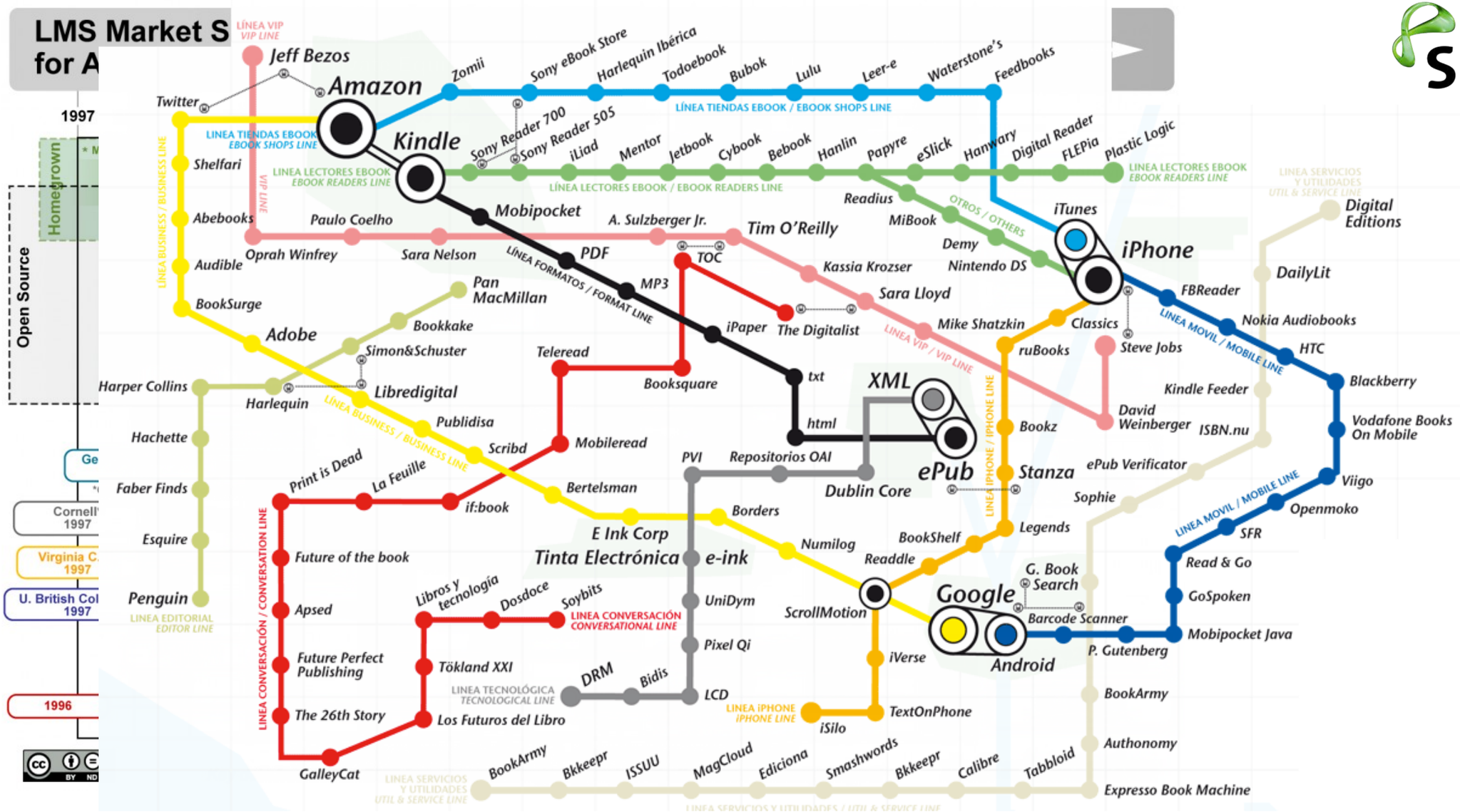


OVER
1.5 TRILLION
DIGITAL TRANSACTIONS
PER MONTH

OVER
1.5 MILLION
DOMAINS
MEASUREMENT FROM 172 COUNTRIES



Dynamic Changing Market



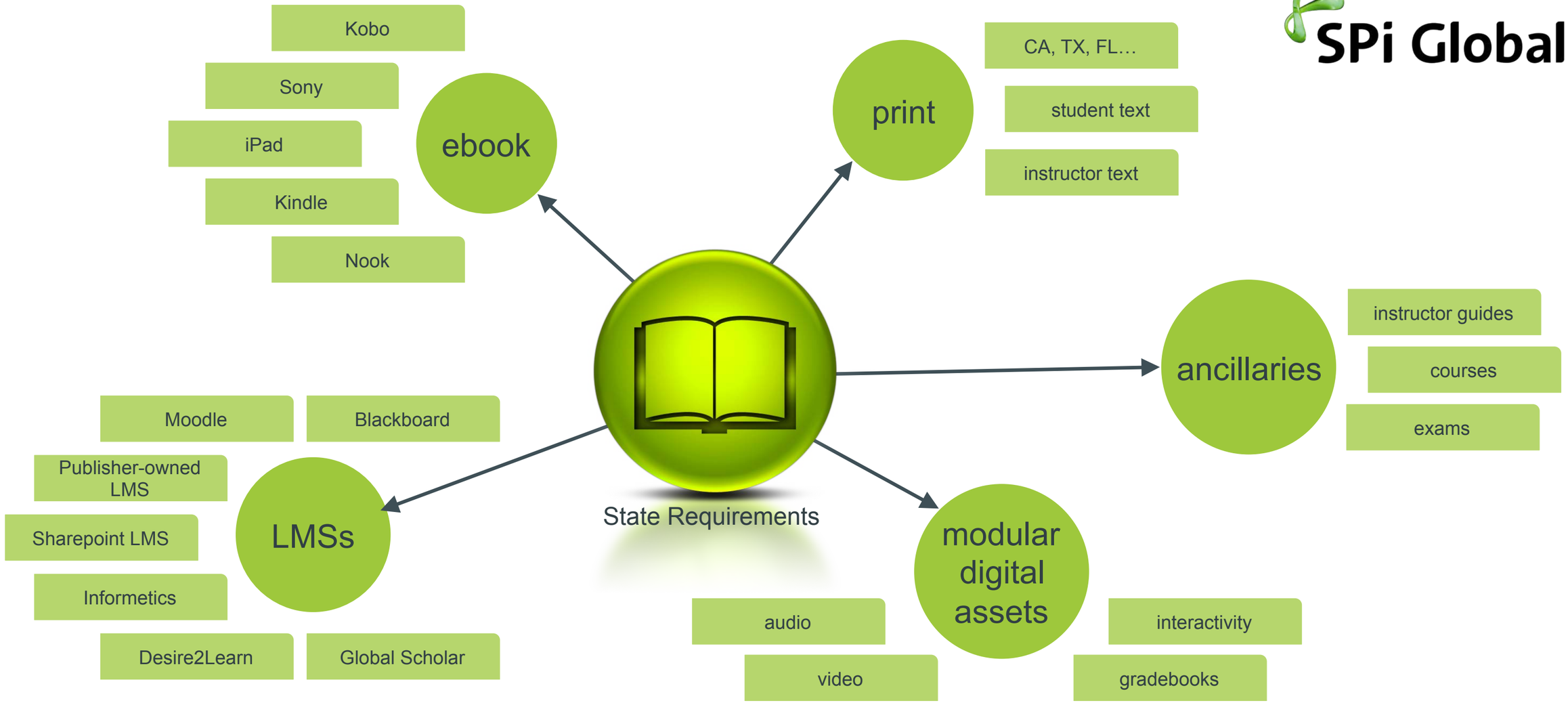
eBook & LMS Market Share

We inSPire success

- Slow Pace of Change
- Isolated, Pockets of Innovation– Publisher, Retailer & eBook Vendors
- Teachers/Textbooks Dominant (Traditional Paradigms)
- Skillset and Workforce Environment Gaps
- Rising Cost of Education

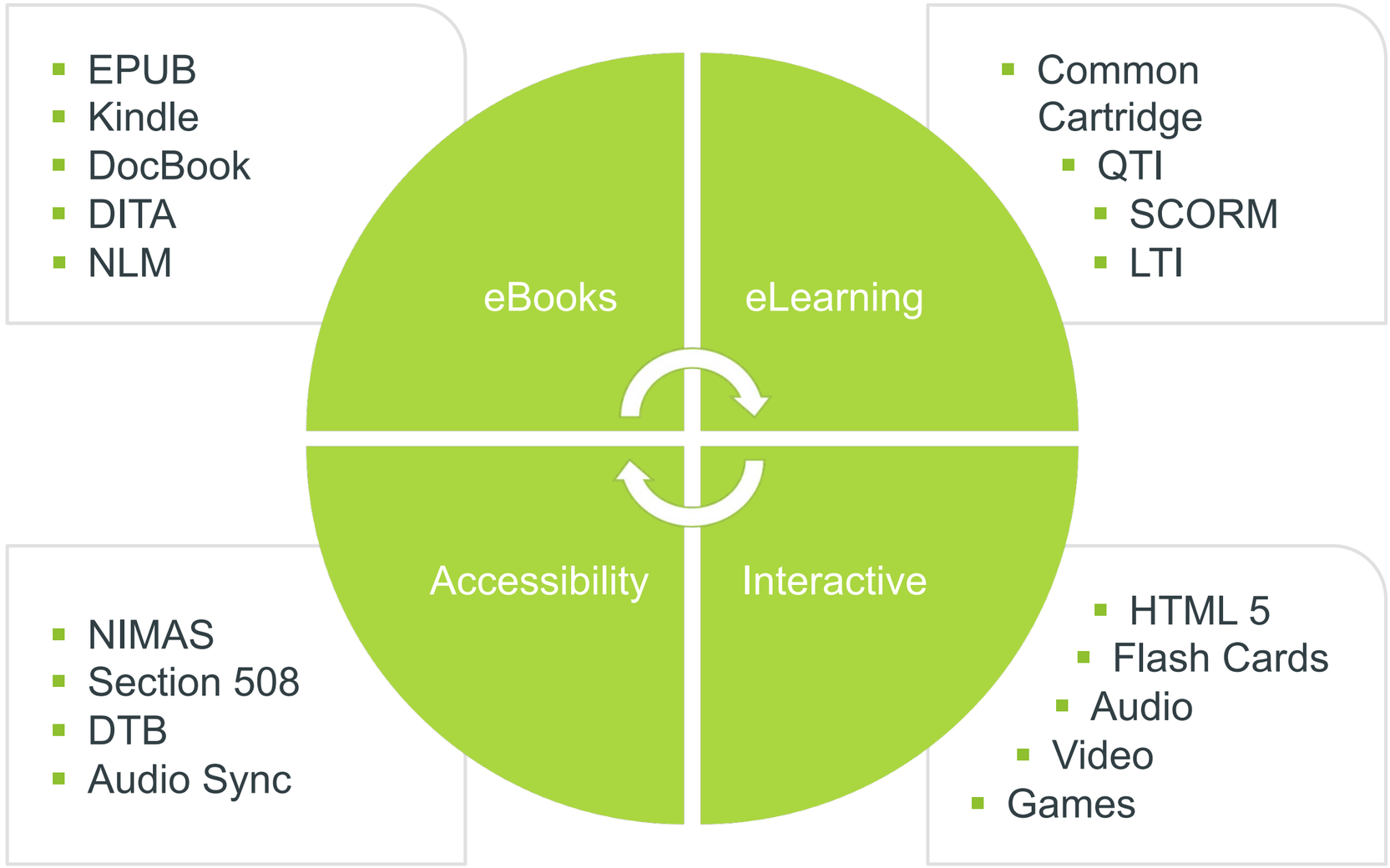
Status Today

Goal: Fun & Engaging Process

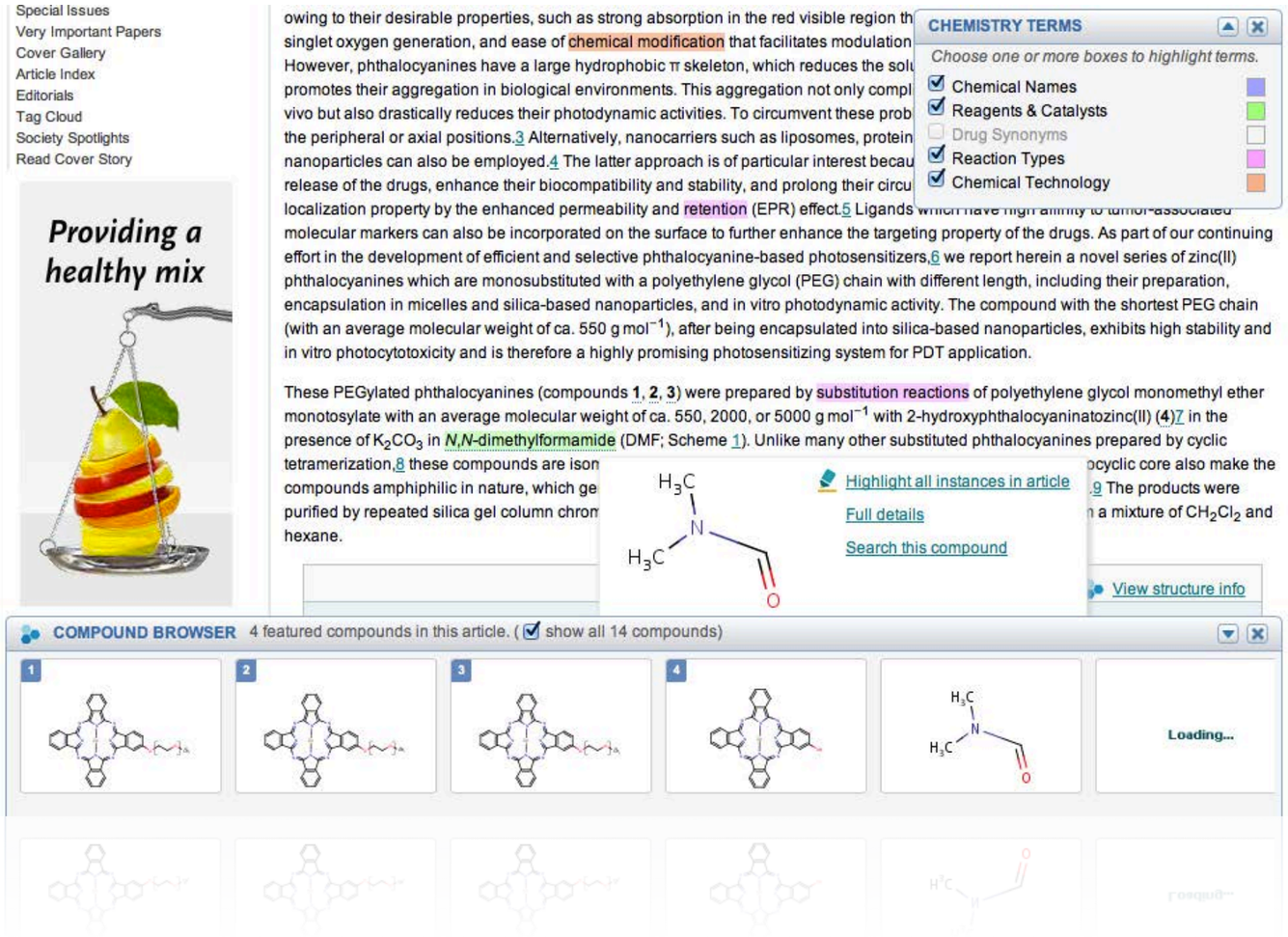


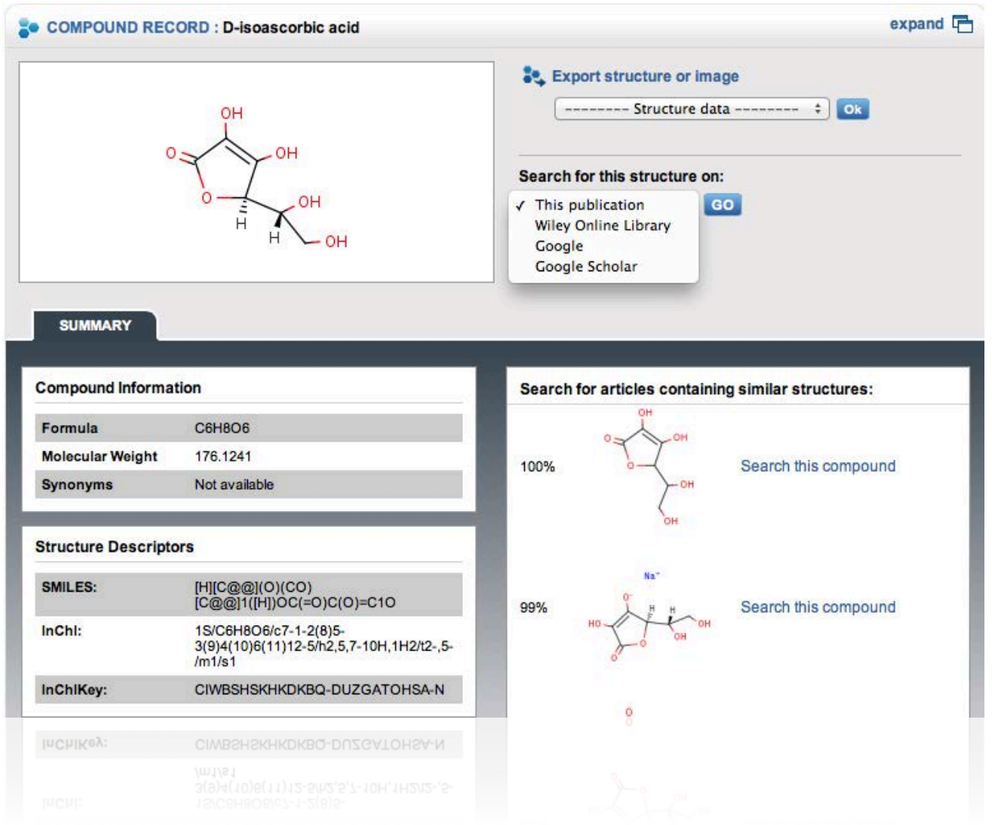
Courtesy: RSI

Content Outlook



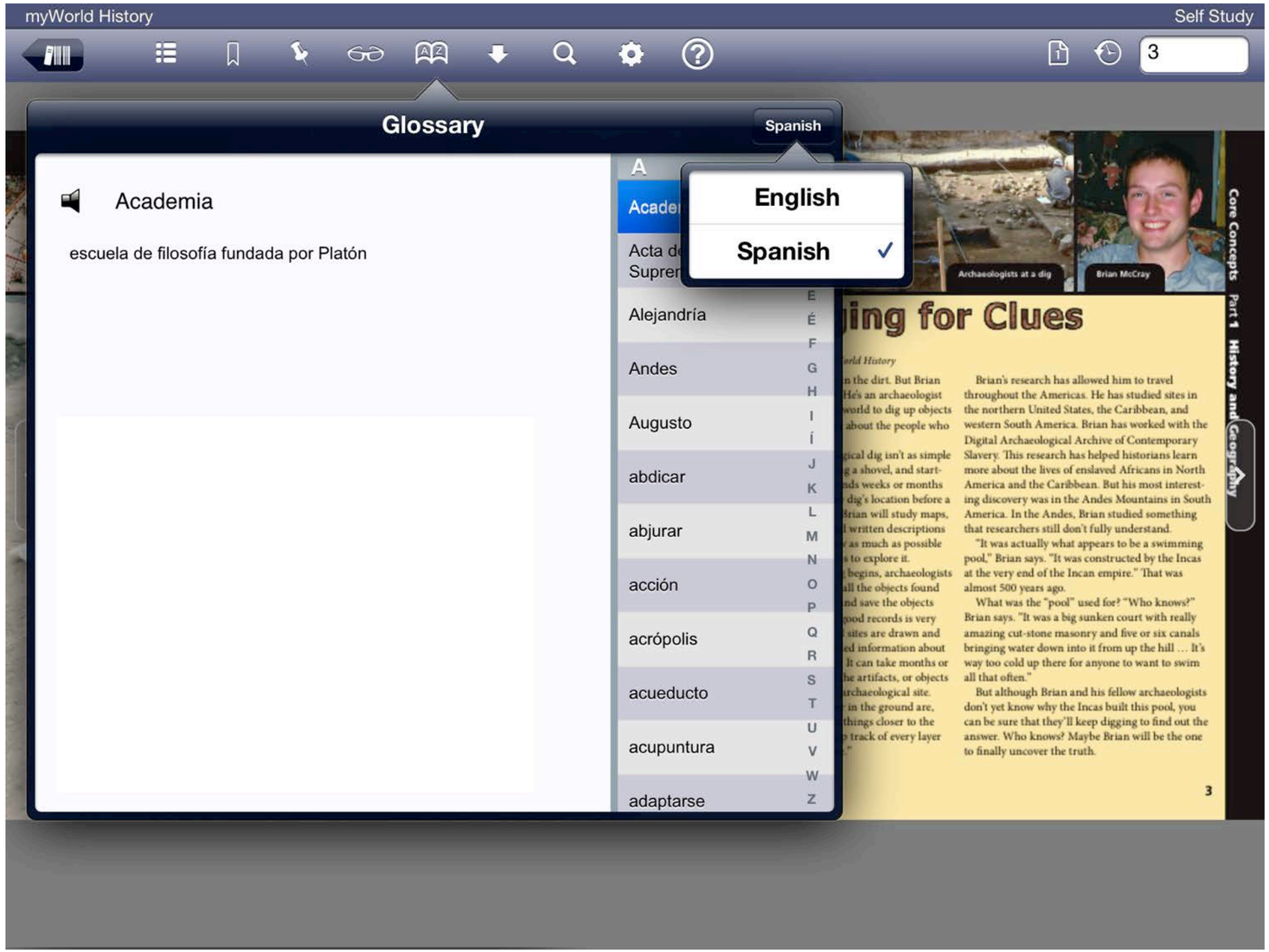
Unified Approach: Content Structure/Schema





Interactive Content

We inSPire success



The Solar System and Beyond

1. What is the name given to planets like Jupiter and Neptune?
   - (●) Gas Giants
   - ( ) Gas Monsters
   - ( ) Rocky Dwarves
   - ( ) Rocky Giants

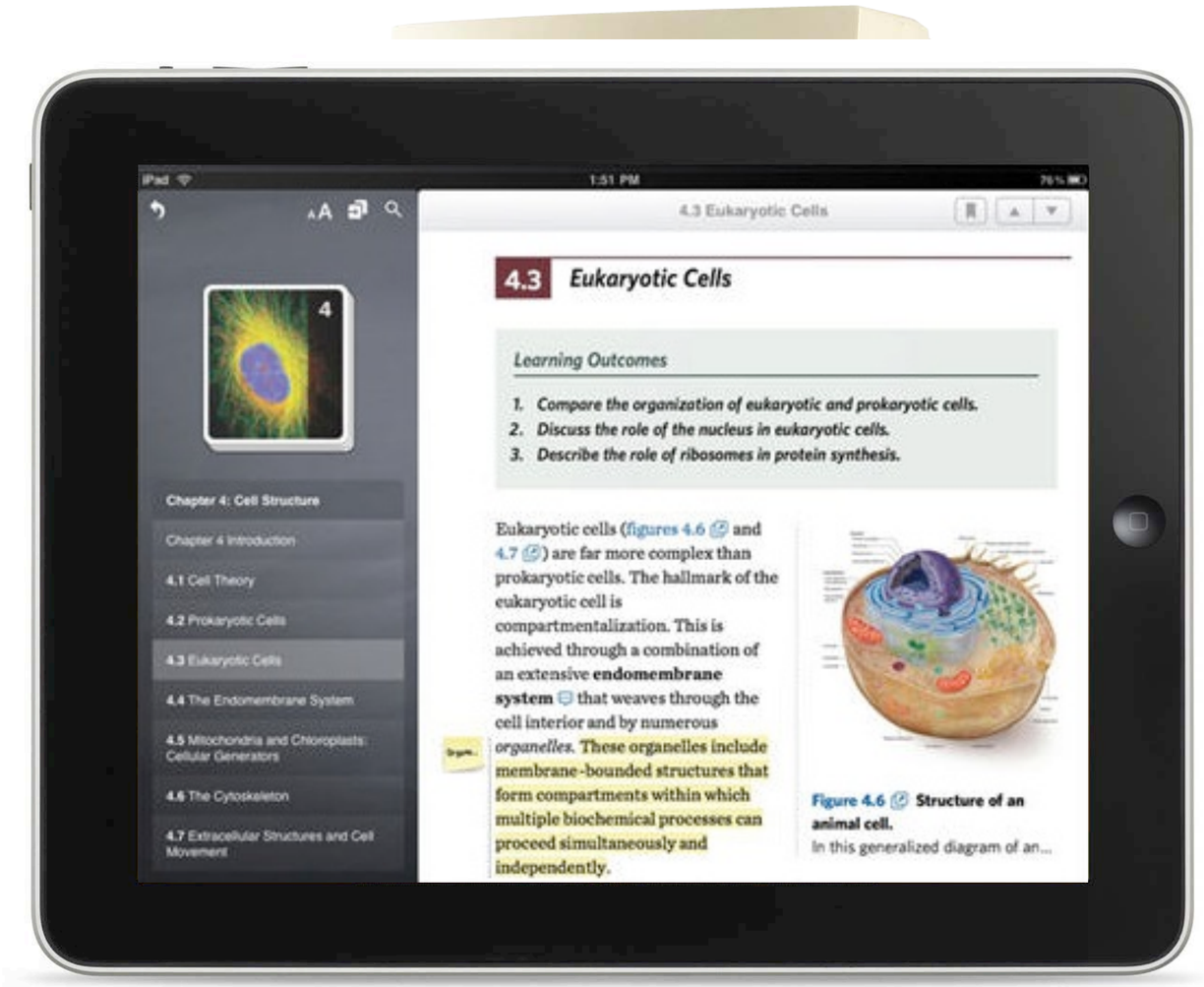
2. Why does Saturn have a longer year than Earth?
   - ( ) Saturn is closer to the Sun than Earth
   - ( ) Saturn spins slower than Earth
   - (●) Saturn is bigger than Earth
   - ( ) Saturn is further away from the Sun than Earth

Interactive Content

We inSPire success

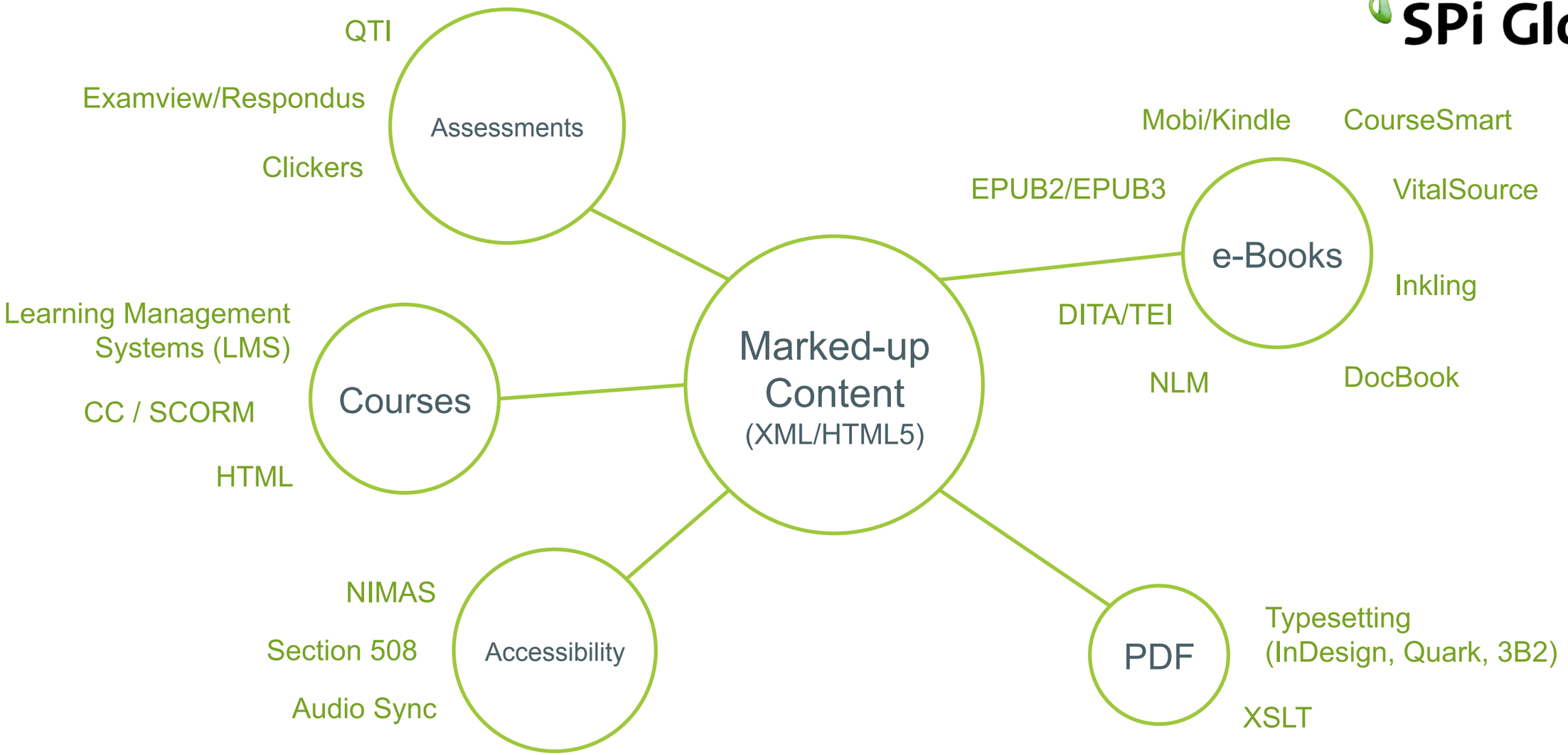
2013

IS THE YEAR OF ENHANCED eBOOKS WITH ROBUST **INTERACTIVITY**



Interactive eBooks

We inSPire success



Simultaneous & Digital First/Only Publishing

- Start with Product & Concept Planning
- Learning Objects (instead of Books, Chapters, Pages concept)
- Structured Content (XML/HTML5)
- Simultaneous Publishing, Digital First or Digital Only (i.e., “Digital” Typesetting)
- Central Repository
- CMS/Publishing Engine
- Test Across Multiple Devices & Platforms

Key Factors to Consider