

Foundation Principles

1. Content as “code” paradigm replaces content as “data” model
2. “Output-ready” standards replace “intermediary” standards
3. Content semantically structured and relevant for education
4. Metadata standards as important as structural standards
5. Highly accessible and logically separated content and style
6. Standards include display strategies (eg HTML5 players)
7. Minimize transformations needed for display on devices
8. Support structured authoring and assembly tool ecosystem
9. Capable of emitting meaningful usage and learning data
10. No competitive advantage in proprietary content models

100 Day Challenge

1. Action our priorities into work streams with real plans
2. Create new communities to drill down and evolve the specs
3. Coordinate the work with academic publishing timeframes
4. Build unified requirement documents for player vendors
5. Support the creation of new HTML5 and WebGL interactives
6. Expand the accessibility discussions to interactive content
7. Move forward with a shared vision of Learning Architecture
8. Transform “publishing = web” into “EDUCATION = web”
9. FUEL a collaborative ecosystem for digital education content
10. Ship real immersive EDUPUB products in 2014!!!