

PUBBLICAZIONI DIGITALI

Gli strumenti di creazione

Nino Iorfino



CNA Bologna 13/11/2014

E-book reader o tablet ?



2,4 milioni (+34,2%)

6,3 milioni (+65,7%)

Nel 2013 in Italia (dati AIE)

Kindle PaperWhite



- 6 pollici
- 768x1024 pixel
- 212 dpi
- 16 liv. grigio
- AZW,K8,MOBI, PDF,TXT,DOC,DOC
- Touchscreen
- 2 Gb
- 129 €

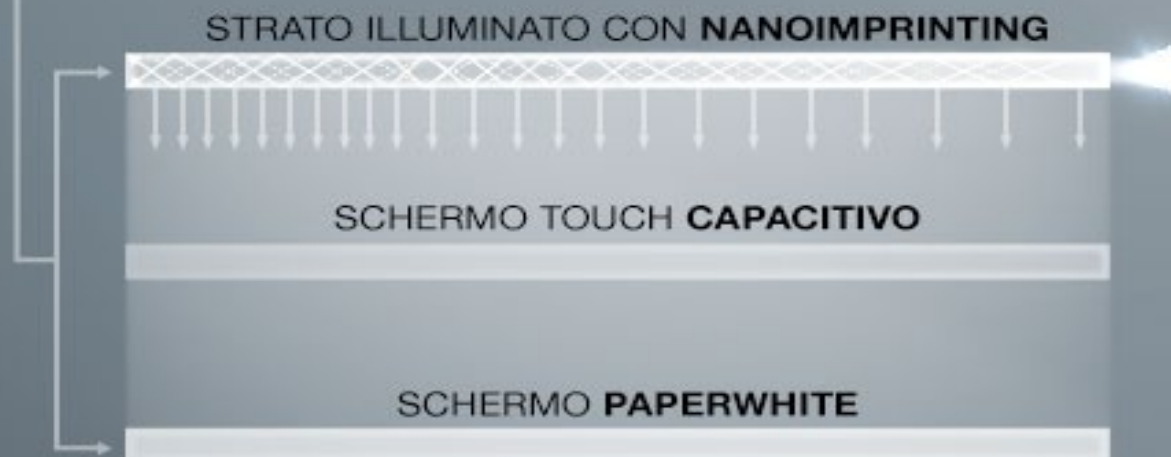
Kindle Voyage



- 6 pollici
- 1140×1080 pixel
- 300 dpi
- Fronteilluminato
- Sensore di luminosità
- Bordi cambio pagina
- Touchscreen
- 4Gb
- 189 €

NUOVA TECNOLOGIA CON LUCE FRONTALE

ILLUMINA UNIFORMEMENTE LO SCHERMO



Evoluzione: display flessibili



iPad



iPad Air 2



iPad Air



iPad mini 3



iPad mini 2



iPad mini

Display
Retina
9,7"
2048x1536
264 ppi

Rivestimento
antiriflesso

Display
Retina
9,7"
2048x1536
264 ppi

Display
Retina
7,9"
2048x1536
326 ppi

Sensore
impronte

Display
Retina
7,9"
2048x1536
326 ppi

Display
Retina
7,9"
1024x768
163 ppi

Kobo



kobo arc



kobo arc7



kobo arc7^{HD}



kobo arc10^{HD}



iPhone / iPad >



Android >



BlackBerry 10 >



Windows 8 >



Windows 8 Phone >

Kindle Fire

fire HD7

Powerful tablet, endless entertainment

Fast quad-core processor | 7" HD display | Front & rear cameras



NEW - Fire HDX 8.9
\$379



Fire HDX
\$499 \$179



NEW - Fire HD 7
\$139



NEW - Fire HD 6
\$99

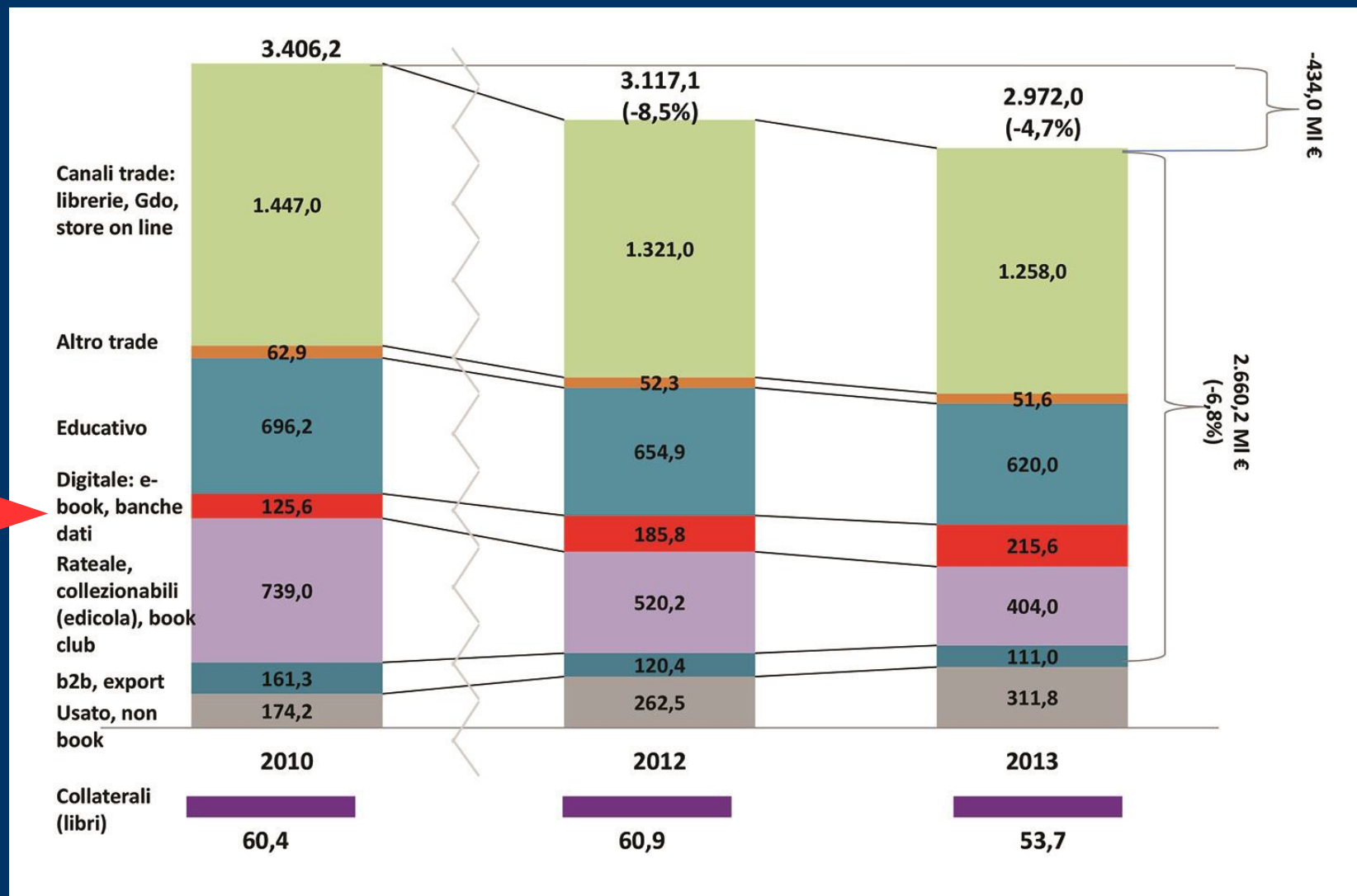
Evoluzione: tablet trasparente



Libri di carta / eBook

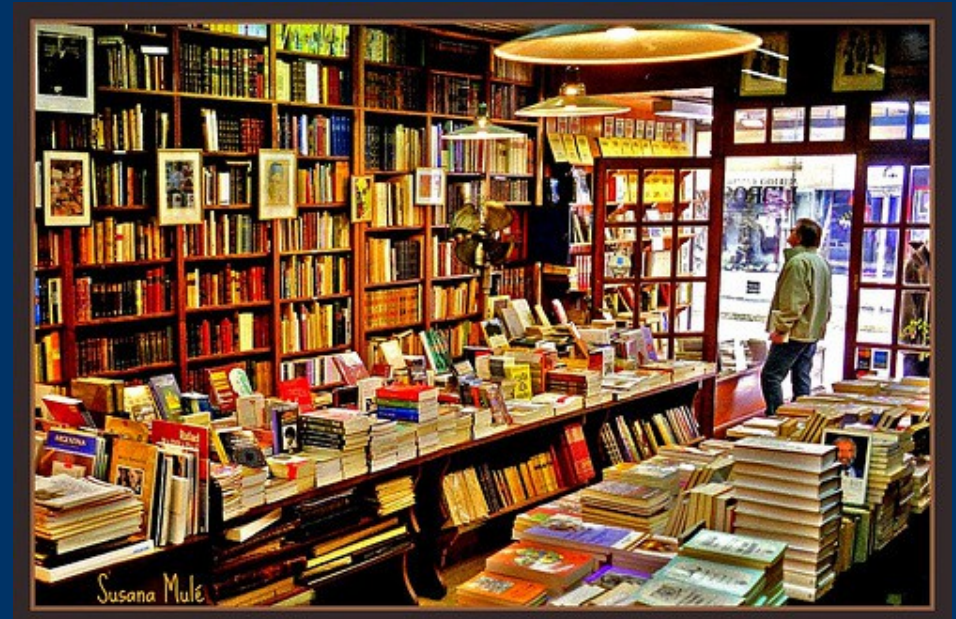


Mercato dei libri in Italia



Librerie tradizionali

- 1.320 ML nel 2010 – 933 ML nel 2013
- Librerie indipendenti dal 42,5% del mercato nel 2007 al 31% nel 2013
- Grandi catene dal 36,5% nel 2007 al 41% nel 2013



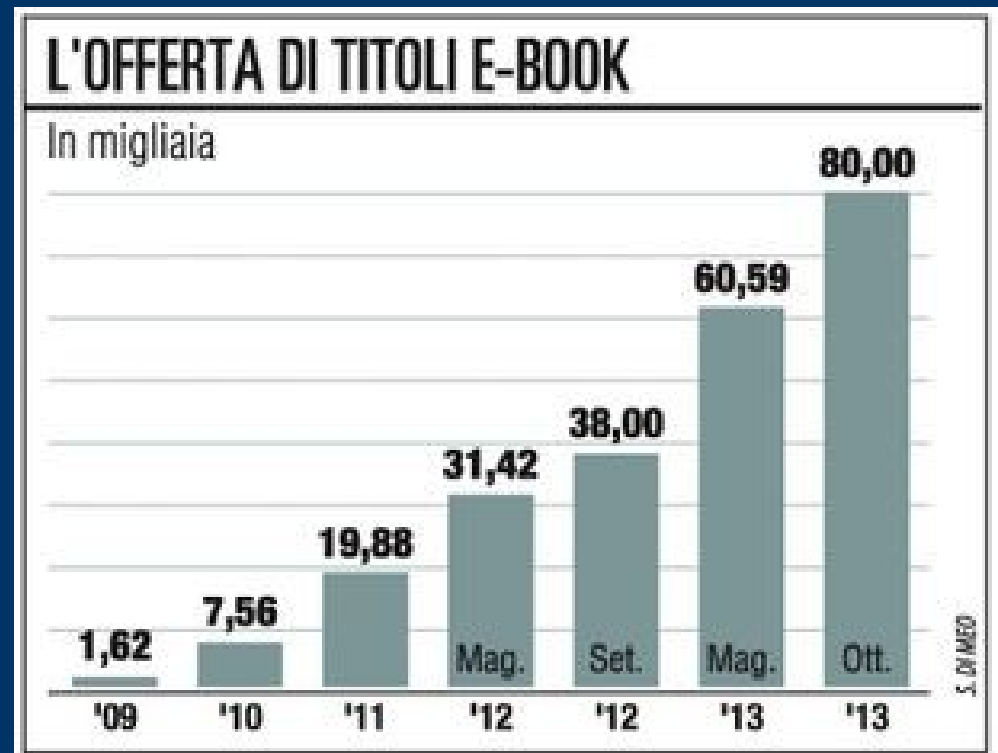
Generi

- Bambini e ragazzi =
- Fiction -5,4% (tiene meglio quella italiana)
- Non-Fiction – 4,2%
- Specialistica/Professionale -8,6%
- Manualistica -13,2%



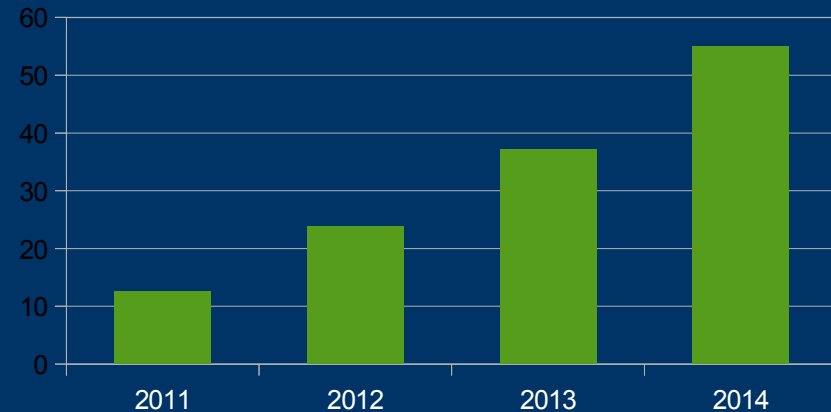
Titoli e-book

- Nel 2013 + 30.382 titoli
- Nel 2014 un totale di 100.000 titoli
- 12% dei titoli in commercio
- + 43% (carta – 4%)



Vendite e-Book

- 2011 12,6 ML
- 2012 23,8 ML
- 2013 37,1 ML
- 2014 55,0 ML stima

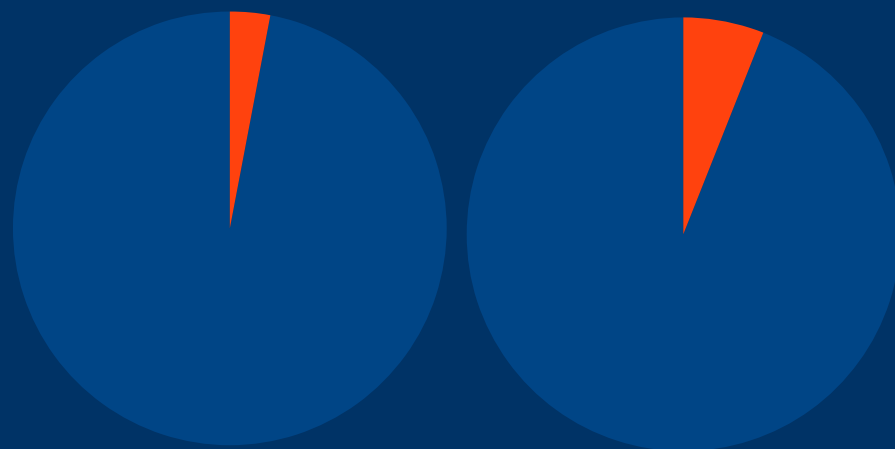


Amazon controlla circa il 50% del mercato

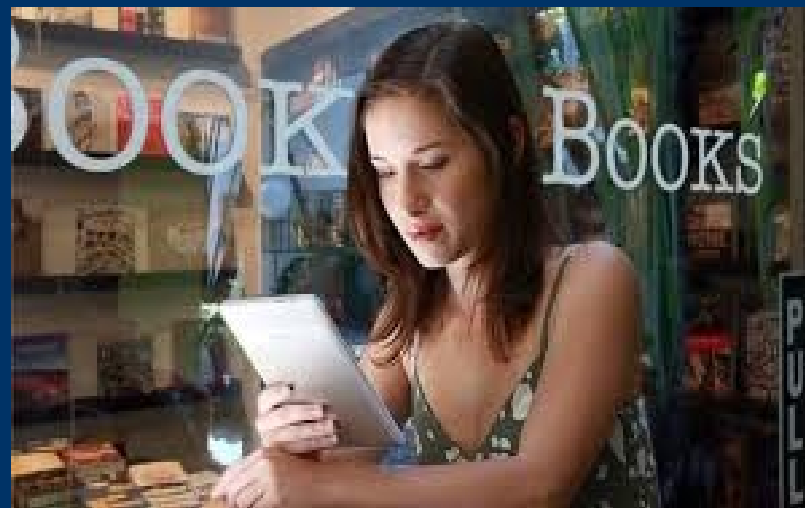


Vendite e-Book

- 37 Milioni di euro (2013)
- 3% (+55% sul 2012)
- Stima 2014 6 %

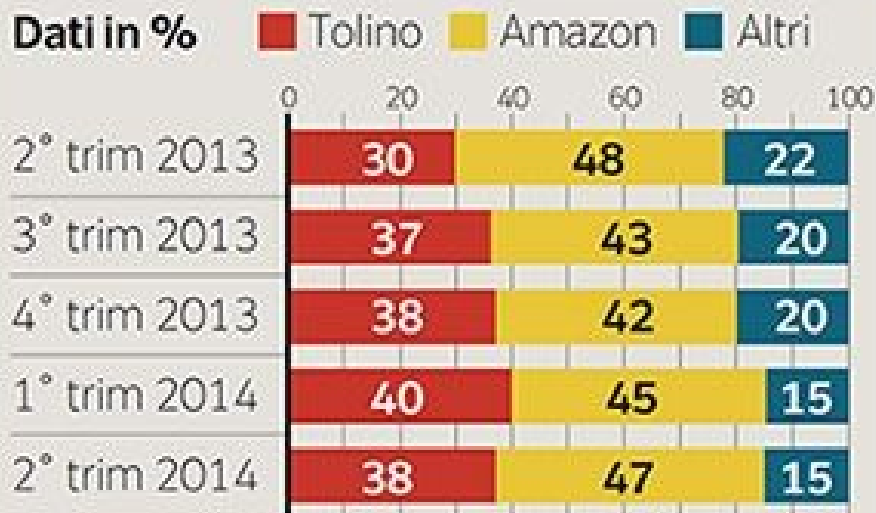


- Lettori digitali 1,9 Milioni (+18,9% sul 2012)
- Prezzi in calo del 20,8%
- IVA 22%



eBook in libreria

Il mercato tedesco



IL CONFRONTO

Il giro d'affari in €

1,1 miliardi

Italia

37 milioni

Germania

● Libri

● Ebook

4,2 miliardi

163 milioni

Fonti: Messaggerie italiane, Deutsche Telekom

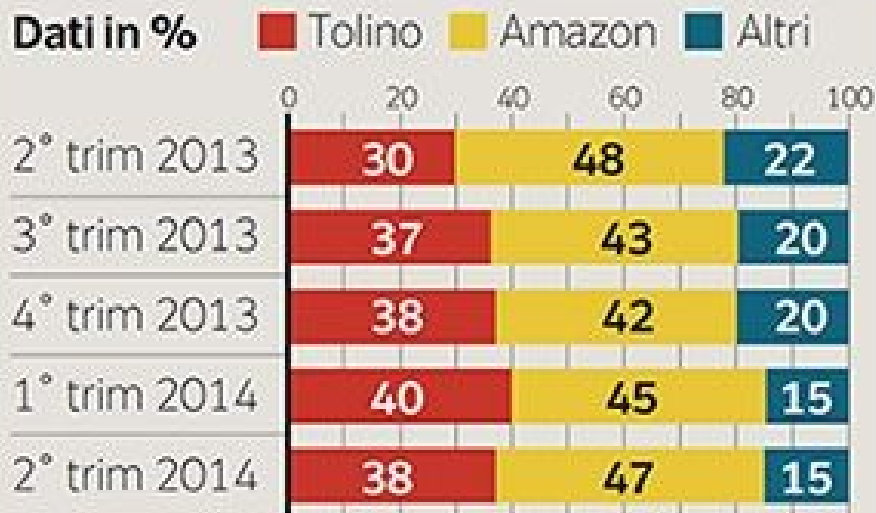
CdS

- TOLINO (IBS e librerie indipendenti)
- KOBO (Feltrinelli e Mondadori)
- KINDLE (Giunti)



eBook in libreria

Il mercato tedesco



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Germania

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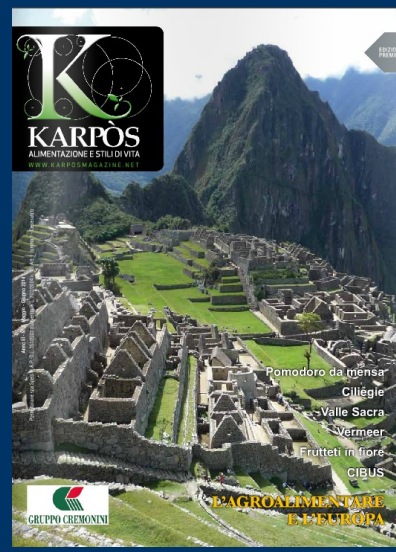
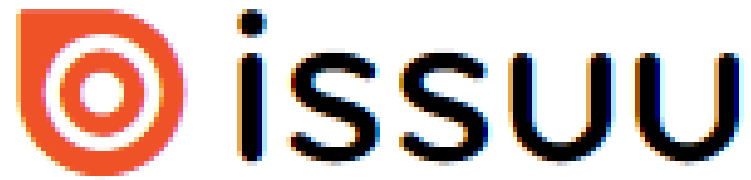
Distribuzione PDF



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 **Joomag**
DIGITAL PUBLISHING SOLUTIONS

ISSUU



ISSUU

 AIR WICK deodorante auto assortiti 150 gr 0,99	 ARBRE MAGIQUE deodoranti auto assortiti 40 gr 0,99	 QUANDOÈ deodoranti piccoli ambienti assortiti 40 gr 0,99	 ANTICA PROFUMERIA per parrucchi assortiti 100 gr 0,99	 CAREFREE proteggi slip cotone 24 pz 0,99	 QUANDOÈ proteggi slip ripiegato 20 pz 0,99	 LYCIA assorbenti ultra oli assortiti 0,99	 SCALA carta igienica 4 maxi rotoli 0,99
 AIR WICK deodorante gel assortiti 150 gr 0,99	 SENSATION profumatori cassetti 2 pz 0,99	 QUANDOÈ spazzola adesiva 24 fogli 0,99	 JOLLY PLUS anti formica profumato 100 gr 0,99	 CAREFREE proteggi slip cotone 24 pz 0,99	 TEMPO fazzoletti 12 pz 0,99	 KLEENEX box veline 70 pz 0,99	
 VARTA pile stilo AA 4 pz 0,99	 VIM ballerina panno multiuso 3 pz 0,99	 SPONTEX panni spugna 4 pz 0,99	 QUANDOÈ secco pattumiera con maniglie 53x65 cm 15 pz 0,99	 SCALA assorbintutto maxi 2 rotoli 0,99	 QUANDOÈ asciugatutto super assorbente 160 strappi 0,99	 QUANDOÈ tovaglioli bianchi 33x33 cm 150 pz 0,99	 REGINA tovaglioli colorati 38x38 cm 44 pz 0,99
 CASACHIARA deodorante lavastoviglie 60 lavaggi 0,99	 MARIGOLD il sensibile guanti taglie assortite 0,99	 SANPELLEGRINO cak gambaleto velato assortito 2 pz 0,99	 SOLETTI carbone attivo universali 0,99	 AQUAM vaschette alluminio assortite 0,99	 AQUAM sacchetti freezer assortiti 0,99	 DOMOPAK pellicola 30 mt/ carta forno 8 mt 0,99	 DIAVOLINA accendigrill ecologico 24 pz 0,99

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HTML5 browser



App IOS e Android

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+ Ad-free reader
+ Standalone reader
+ Limited Analytics

Premium

\$35 / month

Billed annually

FREE 14-DAY TRIAL

Drive user engagement

Plus Features
+ Branded reader
+ Share & comment controls
+ Advanced Analytics

Custom

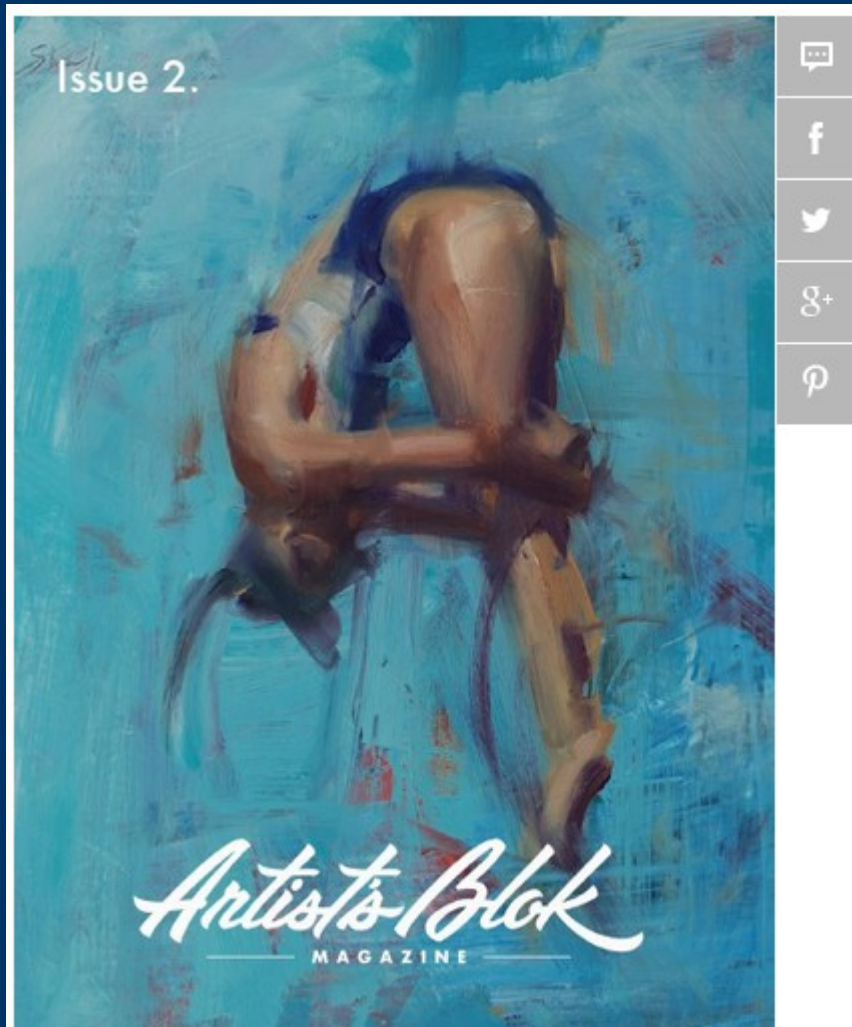
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JOOMAG



Artist's Blok Magazine issue 2

Published on 15 March 2014 in "Art, Art", language — English. 56 pages.

Issue description:

In this issue we feature some amazing artists! From the classically trained figure artists to the abstract, and from landscapes to murals. These artists share their tips and insight into the world of being an artist. Included artists are David Shevlino, Matt Lively, Emma... [More](#)

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for Subscription options, [view current issue](#)

JOOMAG

olivia



CRUISE

Tahitian Paradise Luxury Cruise

OCTOBER 11-18, 2014 on board Paul Gauguin Cruises' *ms Paul Gauguin*

Balmy days, sultry nights and islands that appear to float just above the breaking waves await. Take in gorgeous panoramic views that include deep blue seas, lush green valleys, striking volcanic peaks and beautiful waterfalls as you sail away with the women of Olivia.



TAHITIAN PARADISE LUXURY CRUISE, OCTOBER 11-18, 2014

CRUISE HIGHLIGHTS

Relax, take a jungle hike, go on an off-road adventure in Bora Bora or hunt for black pearls in Moorea. Explore Marae Taputapuataea in Raiatea, an open air temple built of stone, once a religious homeland for the Polynesian Maori society. Visit Pineapple and vanilla plantations or head down to the onboard watersports marina and enjoy complimentary kayaking or windsurfing. We even have complimentary snorkeling gear for you to use when you snorkel off the beach during the week. In the evenings, we'll keep you entertained with signature Olivia entertainment from **Teresa Trull, Barbara Higbie and Michele Balan**, and shows by the Gauguines, local women who come on board to graciously share their culture through traditional Polynesian dance and performances. As always, we've chartered this entire six-star, all-inclusive ship so you can be out and free.



VACATION STRETCHERS Begin your Olivia adventure by spending one or two nights in Papeete. And, if you aren't ready to go home after the cruise, spend one day or four days with us in Bora Bora.



YOUR SHIP To understand the meaning of luxury, simply step on board the award-winning, all-inclusive six-star *ms Paul Gauguin*. This remarkable ship features staterooms and suites with stunning ocean views, beautiful common areas, a state-of-the-art retractable watersports marina and world-class restaurants. You'll also find an extensive spa, a pool, a casino, a grand salon for performances, a piano bar and 360-degree observatory. And remember, all beverages—including coffee, wine, bottled water, cocktails and soda—are included.

YOUR ITINERARY

DAY	PORT
SAT	PAPEETE, TAHITI
SUN	RAIATEA, TAHITI
MON	TAHAA (MOTU MAHANA), TAHITI
TUE	BORA BORA, TAHITI
WED	BORA BORA, TAHITI
THU	MOOREA, TAHITI
FRI	MOOREA / PAPEETE, TAHITI (OVERNIGHT IN PAPEETE)
SAT	PAPEETE

For trip information, [CLICK HERE >>](#)
For pricing information, [CLICK HERE >>](#)



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2014 1 ISSUE

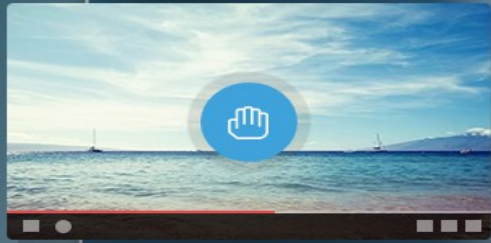


BACK ISSUES



JOOMAG

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Embedding

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Riviste digitali interattive = APP



Adobe DPS

- **CS5** e **CS6** devono installare l'estensione DPS dopo aver creato un ID Adobe e devono pagare una licenza di 362,85 € per ogni app pubblicata.
- **CC** è integrato alla DPS (collegamento diretto a DPS App builder)
 - CC Single Edition
 - CC Professional Edition
 - CC Enterprise Edition




Adobe DPS

- CREATIVE CLOUD  **Single Edition**
- L'iscrizione completa a Creative Cloud permette la pubblicazione delle APP Single Edition senza costi aggiuntivi di download.
E' richiesta la sottoscrizione dell' IOS Developer Program di Apple.
- Numero app illimitata con Folio singolo
- Solo iPad
- 61,49 €/mese

Adobe DPS

- CREATIVE CLOUD  Professional Edition
- Folio singolo o Folio multiplo
- iTunes App Store, Google Play Store e Windows Store
- Limite di 255 Folio/mese
- Costo di download (0,29 €+iva p/d)
- 355 €/mese

Adobe DPS

- CREATIVE CLOUD  Enterprise Edition
- Distribuzione mirata dei contenuti a segmenti di clienti univoci
- Pubblicazione di applicazioni private all'interno del firewall aziendale
- Creazione di notifiche push personalizzate
- Costo di download (Sconti per volumi elevati)
- Prezzo su preventivo

Adobe DPS

App per Folio singolo

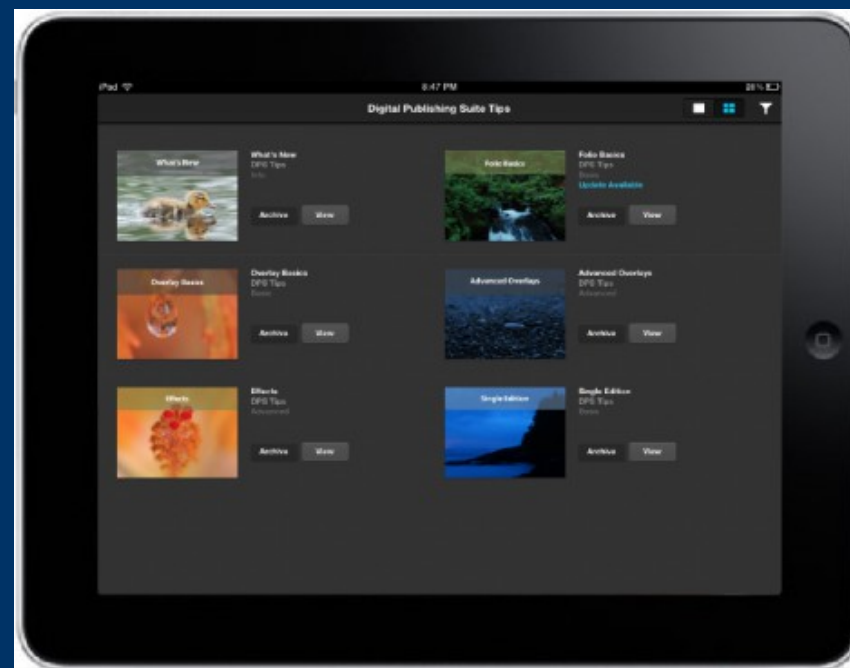
- Il Folio viene incorporato nella app
- Non ha libreria
- Non compare in Edicola (Newstand)
- Solo per iPad



Adobe DPS

App multifolio

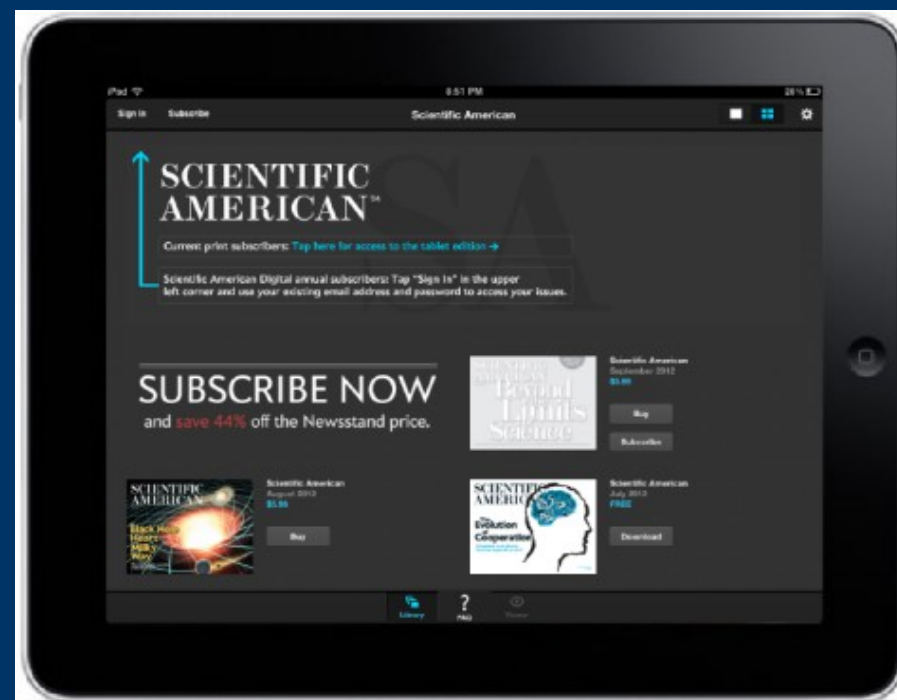
- È un contenitore vuoto
- Visualizza vari Folio gratuiti o a pagamento (**inapp** da prezzare su iTunes o Google Play)
- Adobe Distribution Service
- Compare in Edicola (Newstand)



Adobe DPS

App multifoglio con abbonamento

- Si seleziona il tipo di abbonamento (3 mesi, 6 mesi, 1 anno,..)



Adobe DPS

Newstand



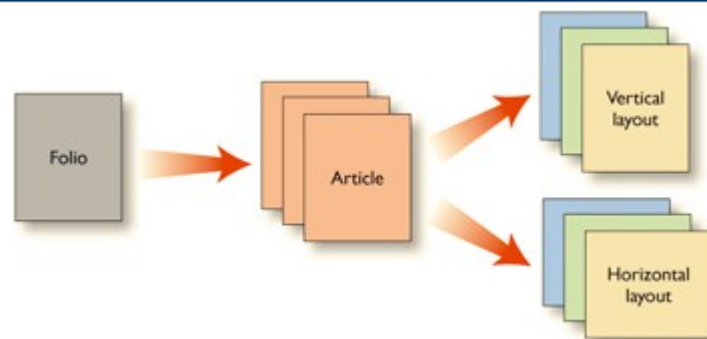
Adobe DPS

Distribuzione

- App store pubblici
(Apple App Store, Google Play Store, o Windows Store)
- App store pubblici con accesso riservato
(solo Enterprise)
- Distribuzione interna su server privato
(solo Enterprise)

Adobe DPS

- **FOLIO** = pubblicazione
- **ARTICOLO** = una sezione del Folio
può contenere + pagine ID o HTML



- **FOLIO BUILDER** = crea Folio, aggiunge Articoli
- **FOLIO OVERLAY** = aggiunge oggetti interattivi

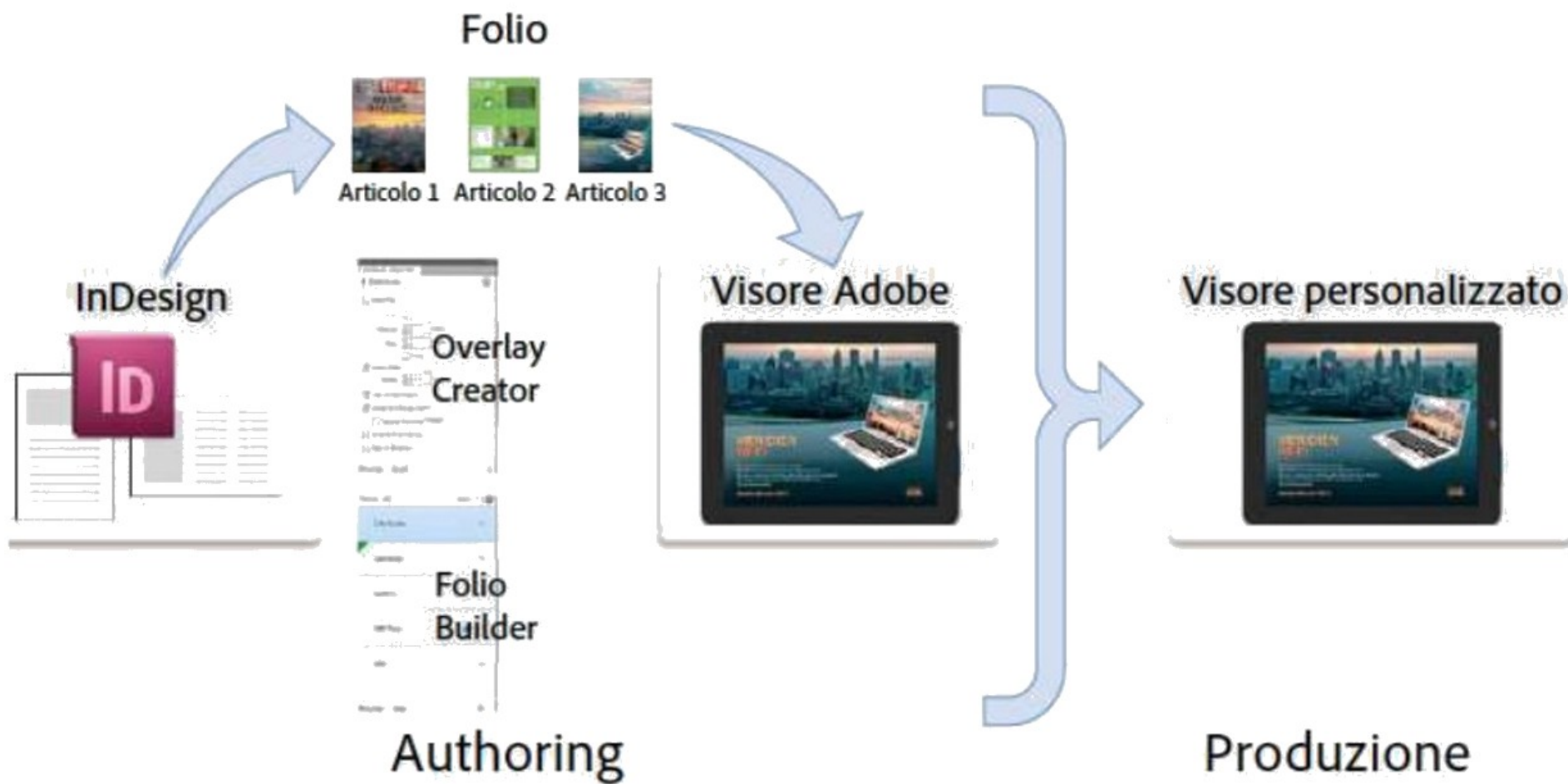
ADOBE DPS



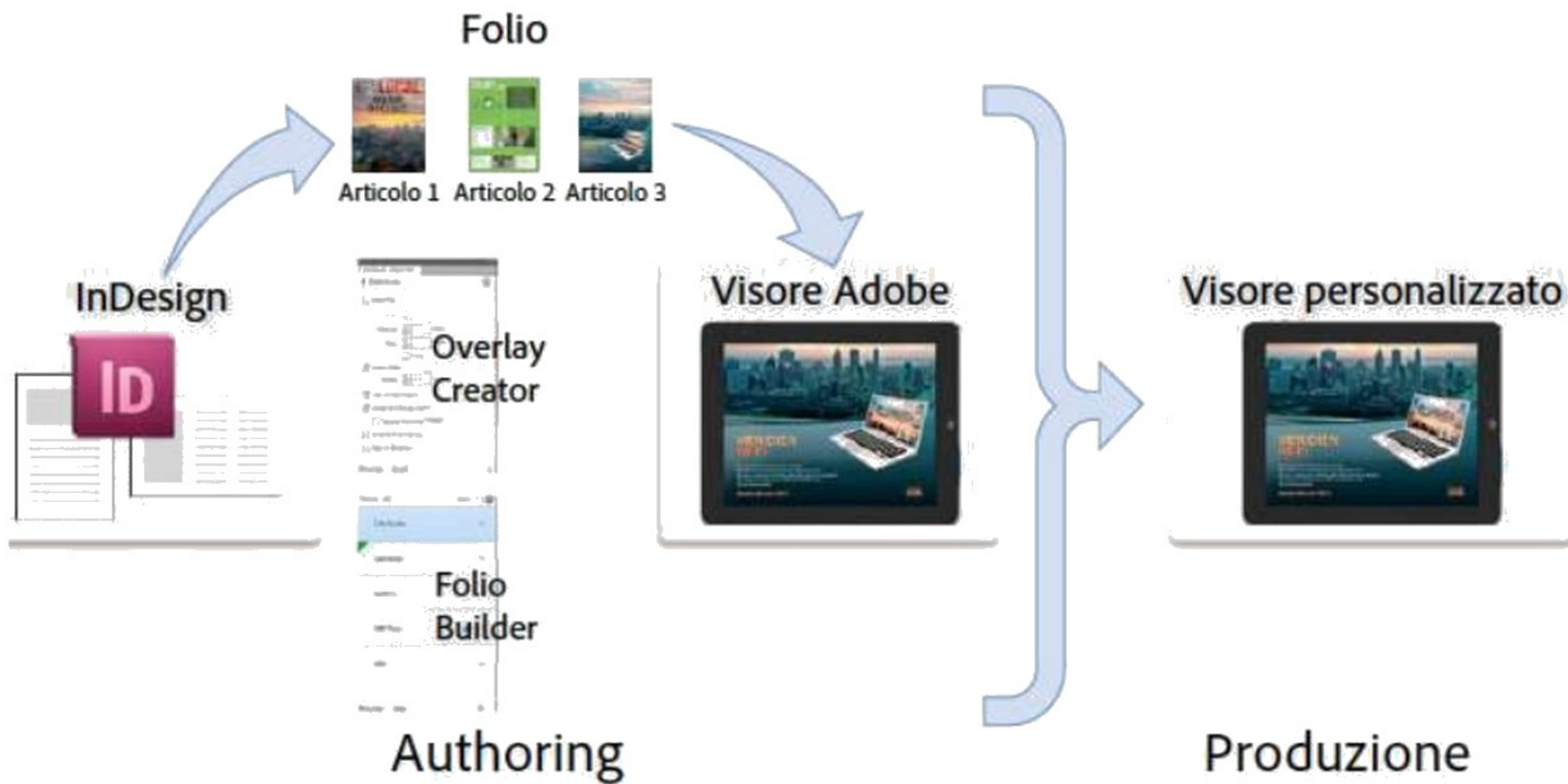
Layout

- CS5 gestisce il doppio layout in documenti separati
- CS6 layout H e V nello stesso doc
- Meglio limitarsi a un solo orientamento (?)
- Articoli basati su HTML

Flusso di lavoro



Flusso di lavoro



Adobe DPS

Risoluzione

- IPAD SD 1024 x 768 pixel
- IPAD HD 2048 x 1536 pixel
- Un folio SD va su tutti i modelli
- Un folio HD solo sui Retina

Soluzioni:

- Creare un folio multirendition (PDF) x Single E.
- Creare più folio a risoluz. Diverse x Multiple E.

Adobe DPS

Risoluzione

- IPAD SD 1024 x 768 pixel
- IPAD HD 2048 x 1536 pixel
- Un folio SD va su tutti i modelli
- Un folio HD solo sui Retina

Soluzioni:

- Creare un folio multirendition (PDF) x Single E.
- Creare più folio a risoluz. Diverse x Multiple E.

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ullamcorper.

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Nuovo folio

Nome folio:
Folio senza titolo

Versione visualizzatore: 26

Dispositivo destinazione: Apple iPad

1024 x 768

Orientamento:

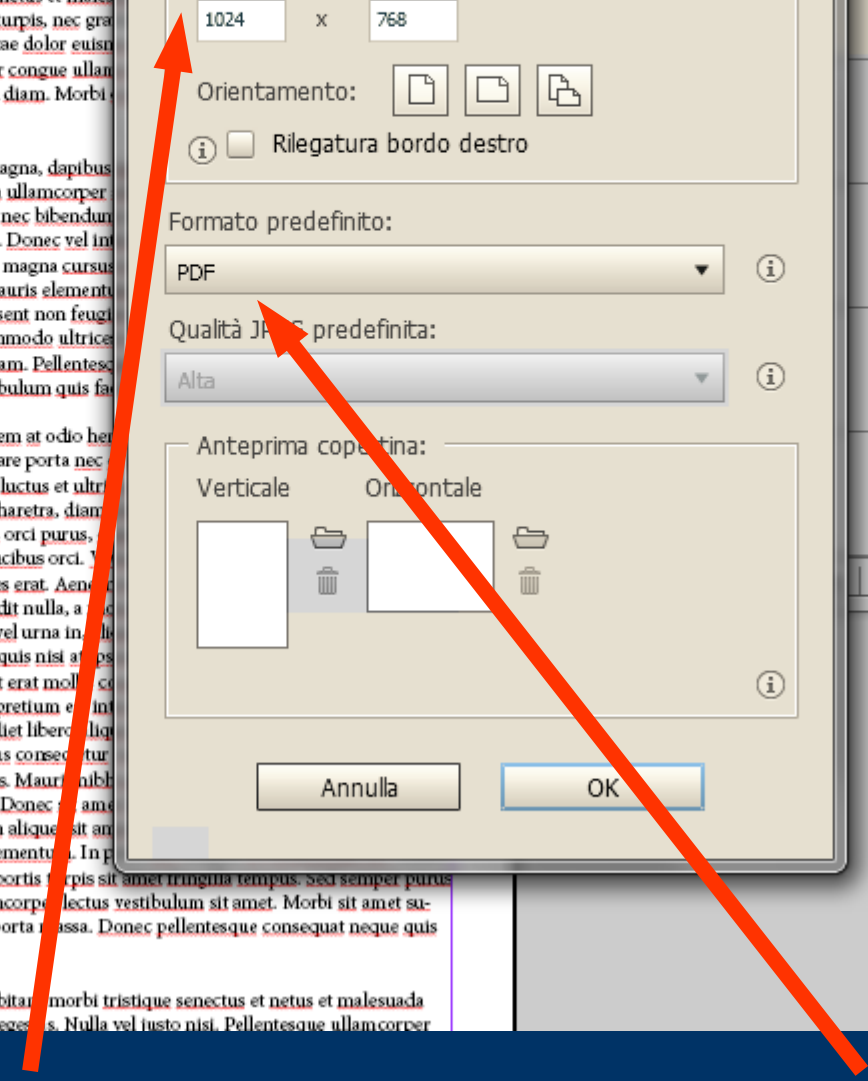
Rilegatura bordo destro

Formato predefinito:
PDF

Qualità JPEG predefinita:
Alta

Anteprima copertina:
Verticale Orizzontale

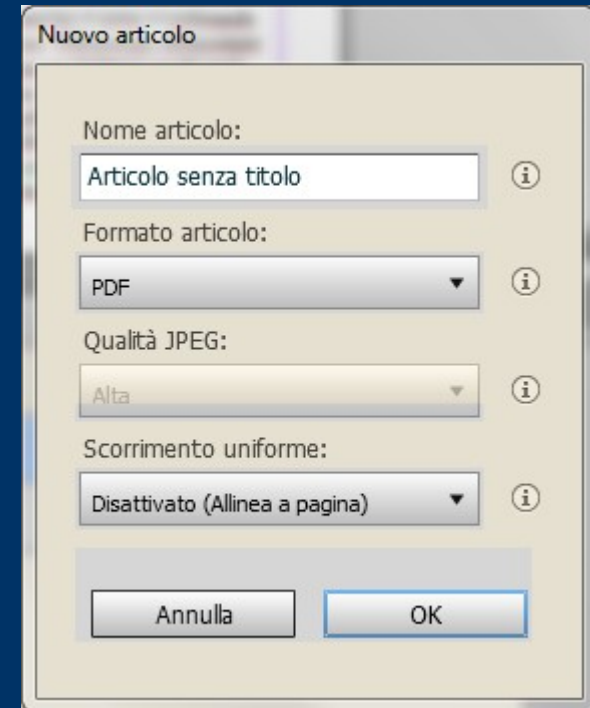
Annula OK



Adobe DPS

Strategie multiredition

- Formato articolo PDF
- Risoluzione 150 ppi
- Usare dove possibile elementi vettoriali
- Creare doppie cartelle nidificate con immagini SD e HD



Adobe DPS

Accorgimenti

- Nel sorgente InDesign NO pagine affiancate
- Ricordare barra di scorrimento 6px a dx
- Usare immagini di dimensioni corrette
- Per immagini interattive usare JPG o PNG
- Immagini non interattive qualsiasi f. incl. PSD poi convertite in PNG, JPG o PDF
- Per la fedeltà cromatica usare RGB non CMYK

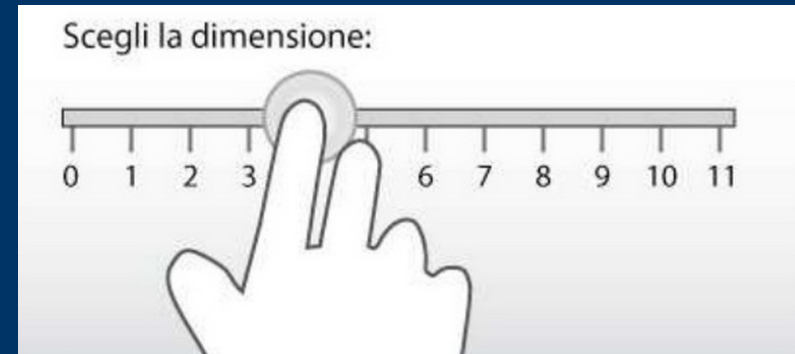
Linee guida

- Testo non inferiore ai **16 px**
- Elementi cliccabili non inferiori a **44x44 px**

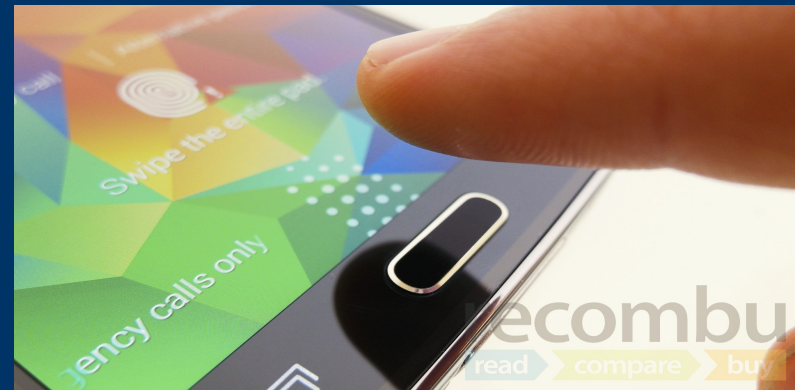


Linee guida

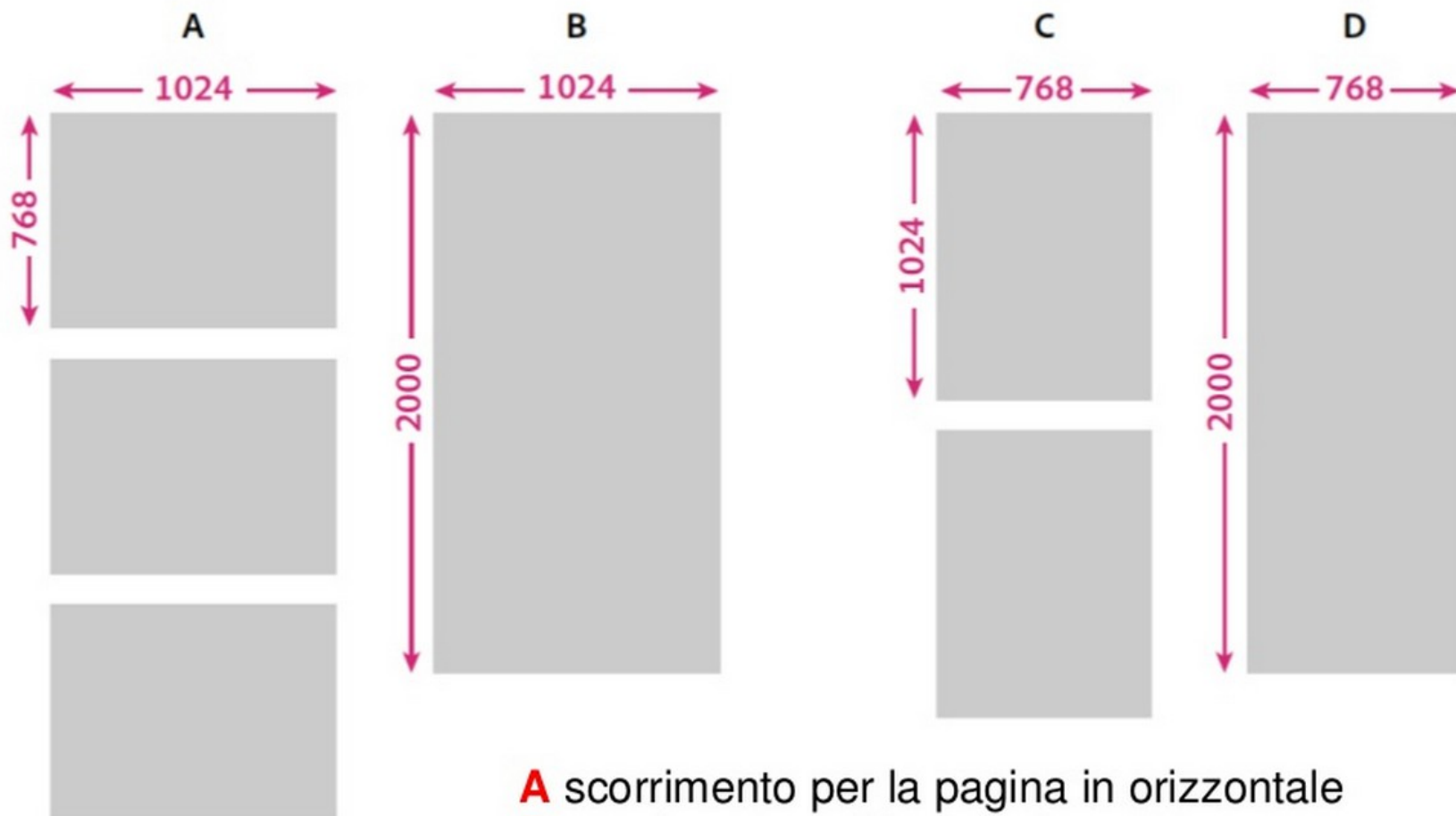
- Evitare di posizionare etichette sotto il punto previsto di contatto



- Deve essere chiaro cosa occorre toccare (l'oggetto non cambia colore al passaggio del mouse).



Scorrimento



- A** scorrimento per la pagina in orizzontale
- B** scorrimento uniforme orizzontale
- C** scorrimento per la pagina in verticale
- D** scorrimento uniforme orizzontale

Interattività



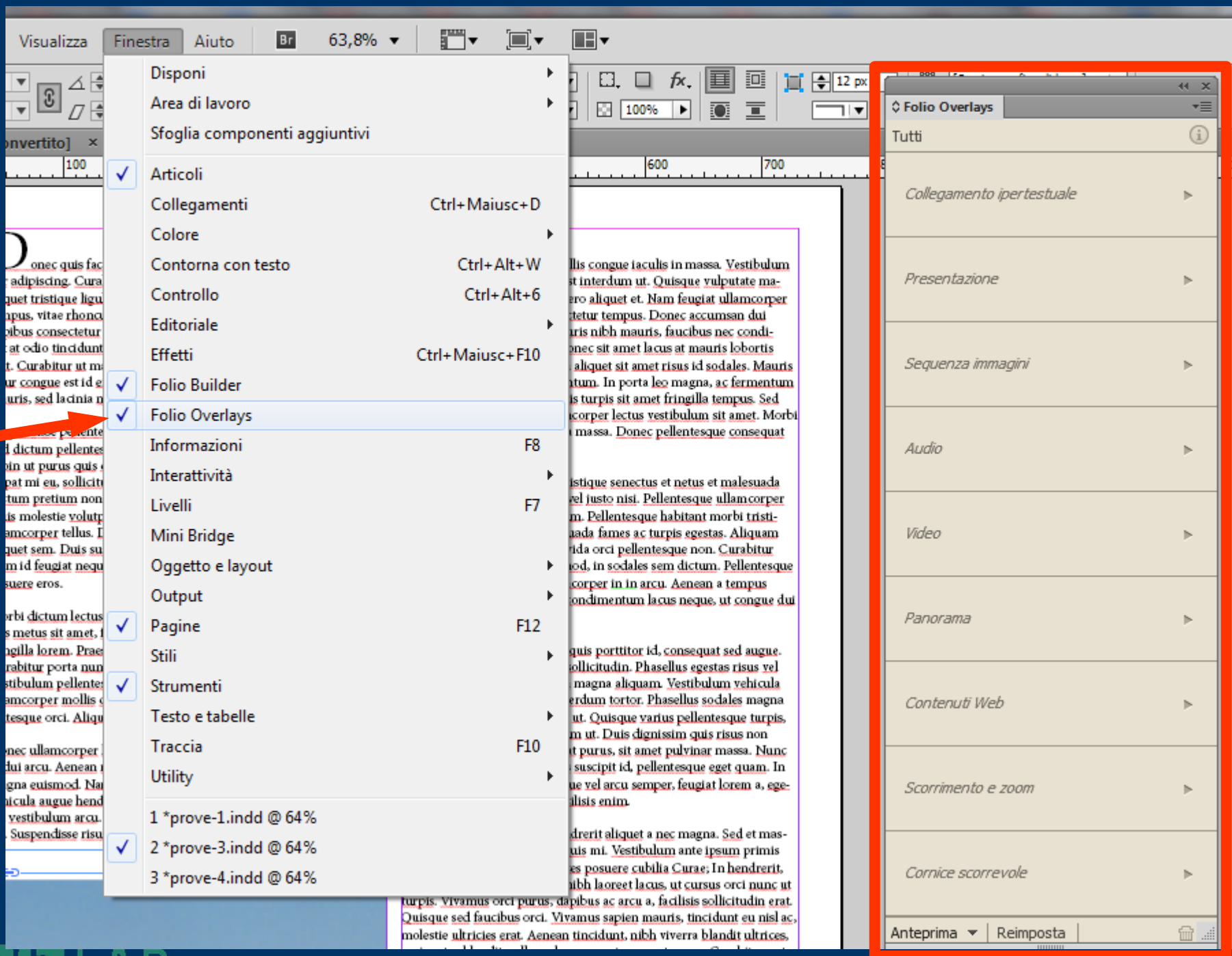
- Quando si crea un folio tutti gli elementi non interattivi vengono compressi in un'unica immagine.
- Gli elementi interattivi si sovrappongono coprendo il livello inferiore.

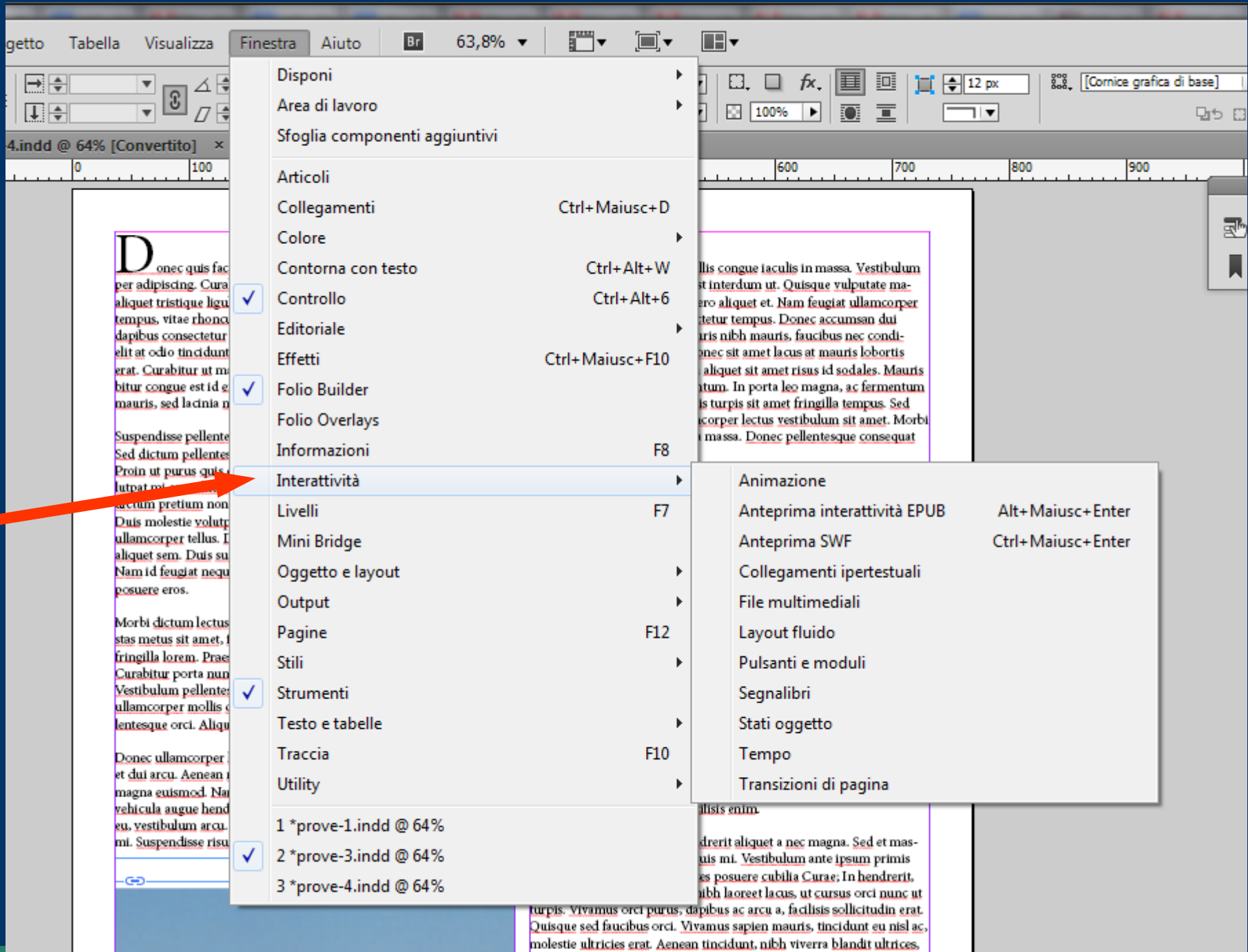
ADOBE DPS

Interattività

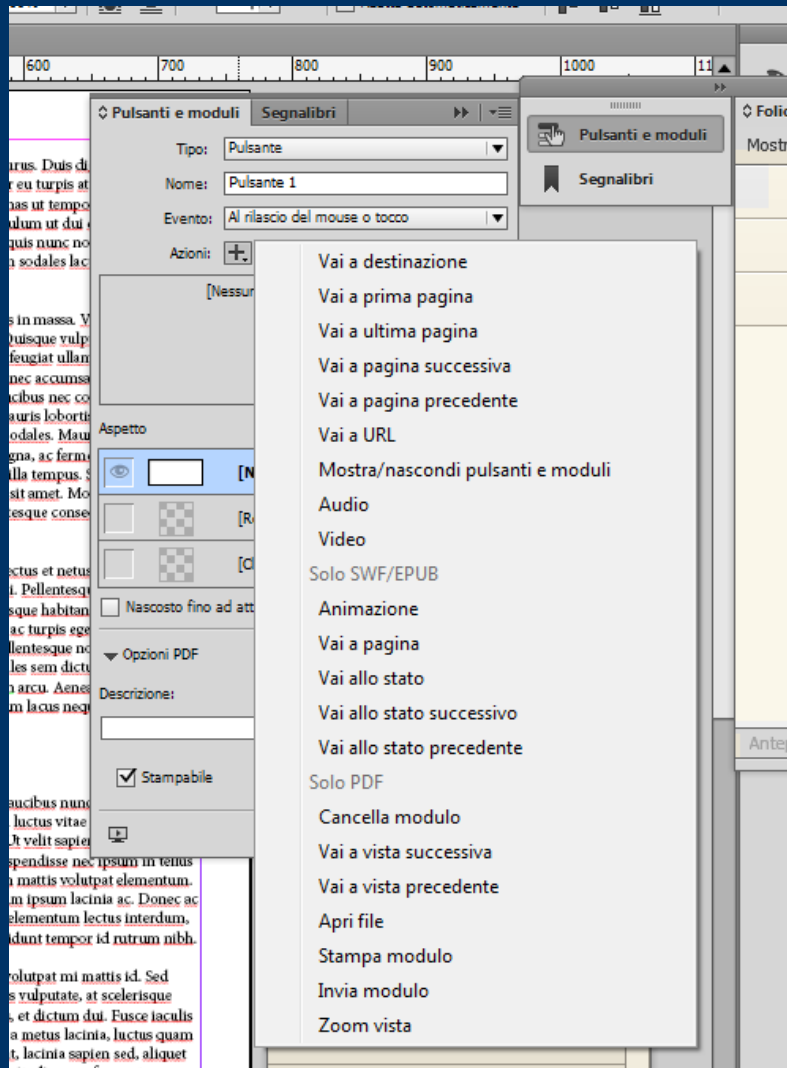
Le funzioni interattive si aggiungono utilizzando:

- il pannello FOLIO OVERLAY
- la voce INTERATTIVITA'





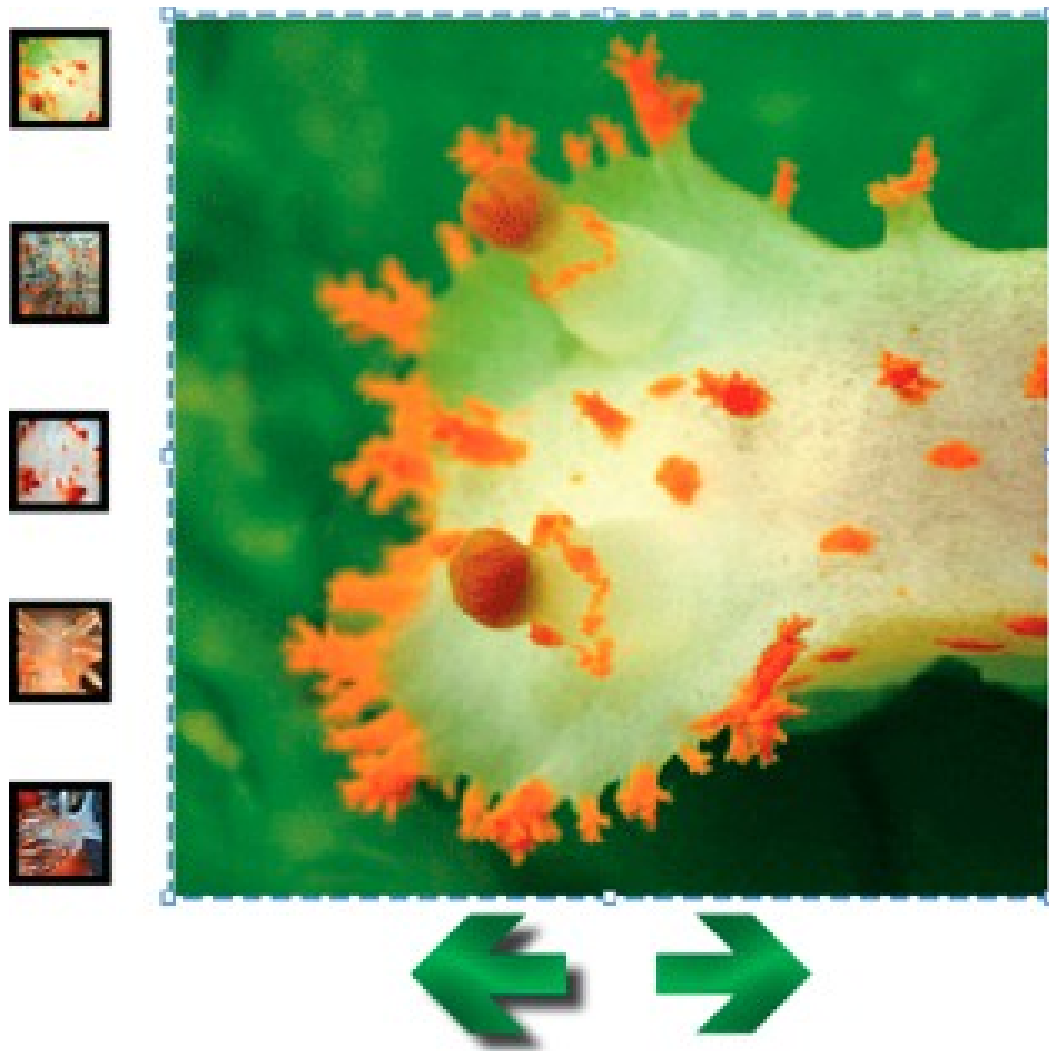
Collegamenti



- Pulsanti
- Url
- Audio (mp3)
- Video (mp4 > h.264)
- Passaggi di stato
- Num. telefono / sms
- mailto

Pannello Pulsanti

Oggetti con più stati

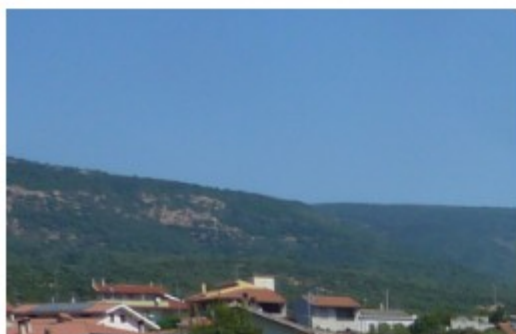


Donec quis facilisis est. Maecenas nec ante eget metus ullamcorper adipiscing. Curabitur ultricies malesuada dolor in dignissim. Cras aliquet tristique ligula quis gravida. Aliquam lobortis turpis ut magna tempus, vitae rhoncus nulla consectetur. Nulla facilisi. Nullam mi ante, dapibus consectetur turpis eget, iaculis interdum diam. Donec viverra elit at odio tincidunt, ac consectetur urna bibendum. Nam id adipiscing erat. Curabitur ut massa in massa facilisis aliquam non ac tortor. Curabitur congue est id erat fringilla posuere. Phasellus tincidunt vulputate mauris, sed lacinia neque dapibus ut.

Suspendisse pellentesque dolor diam, ut faucibus nunc sollicitudin a. Sed dictum pellentesque tincidunt. Morbi luctus vitae justo eu placerat. Proin ut purus quis dolor luctus dictum. Ut velit sapien, commodo volutpat mi eu, sollicitudin aliquam erat. Suspendisse nec ipsum in tellus dictum pretium non nec odio. Vestibulum mattis volutpat elementum. Duis molestie volutpat ligula, ut fermentum ipsum lacinia ac. Donec ac ullamcorper tellus. Duis a urna porttitor, elementum lectus interdum, aliquet sem. Duis suscipit dui in velit tincidunt tempor id rutrum nibh. Nam id feugiat neque. Integer et quam venenatis, consequat tortor eget, posuere eros.

Morbi dictum lectus a auctor vehicula. Morbi ac nulla tincidunt, egestas metus sit amet, faucibus elit. Sed ut bibendum felis. Proin blandit fringilla lorem. Praesent pharetra ipsum nec tristique sollicitudin. Curabitur porta nunc gravida sem dignissim, vel tempor felis egestas. Vestibulum pellentesque feugiat rutrum. Etiam vitae diam eget nulla ullamcorper mollis quis et tortor. Suspendisse potenti. Mauris ut pellentesque orci. Aliquam et erat eros. Pellentesque eu aliquam neque.

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Nam eu enim ut erat mollis congue iaculis in massa. Vestibulum suscipit nisl eros, id pretium est interdum ut. Quisque vulputate malesuada justo, eu imperdiet libero aliquet et. Nam feugiat ullamcorper dignissim. Sed rhoncus consectetur tempus. Donec accumsan dui pretium euismod facilisis. Mauris nibh mauris, faucibus nec condimentum et, facilisis ac felis. Donec sit amet lacus at mauris lobortis aliquet. Nulla facilisi. Aliquam aliquet sit amet risus id sodales. Mauris dignissim laoreet elit at elementum. In porta leo magna, ac fermentum leo ornare non. Nullam lobortis turpis sit amet fringilla tempus. Sed semper purus eros, vitae ullamcorper lectus vestibulum sit amet. Morbi sit amet suscipit velit, vel porta massa. Donec pellentesque consequat neque quis ullamcorper.

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Collegamento ipertestuale

Presentazione

Sequenza immagini

Audio

Video

Panorama

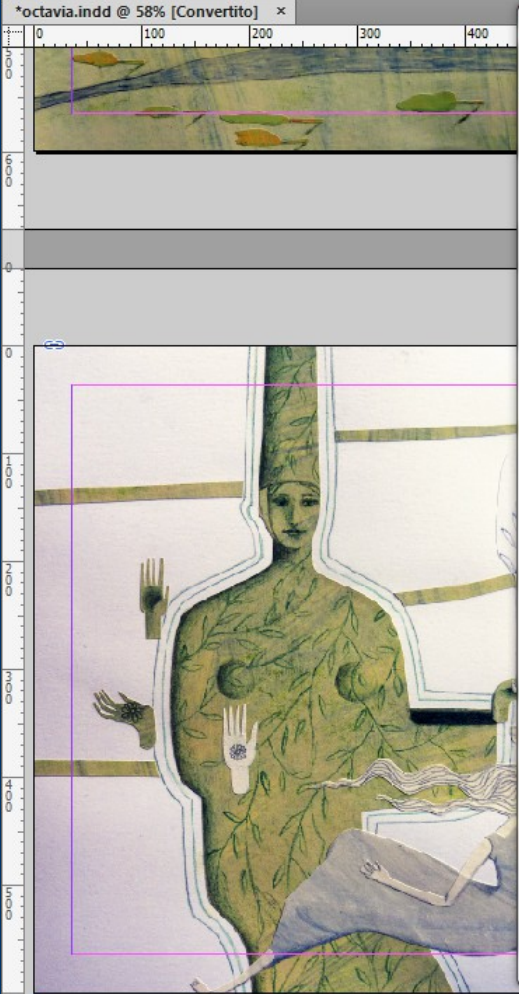
Contenuti Web

Scorrimento e zoom

Cornice scorrevole

Anteprima

Reimposta



Esporta

Raccolte > Documenti > Documenti > epub > Octavia Monaco > test_idcc2014

Cerca test_idcc2014

Organizza Nuova cartella

Preferiti

Raccolte

Documenti

Immagini

Musica

Video

Gruppo home

Computer

Disco locale (C:)

Microsoft Office A p

Rete

Raccolta Documenti

test_idcc2014

Disponi per: Cartella

octavia.epub

Nome file: octavia.epub

Salva con: EPUB (con layout fisso) (*.epub)

Nascondi cartelle

Salva Annulla

Pagine Livelli

[Nessuna]

A-Mastro

Personalizzata V

1

2-3

37 pag. in 19 pag. affian

Articoli

Nessun contenuto. Tra

Oppure tenete premu

un articolo nuovo o sal

Traccia Tabella Sti

[Nessuno]

[Nessuno]

Stili di oggetto

[Cornice grafica di base]

[Nessuno]

[Cornice grafica

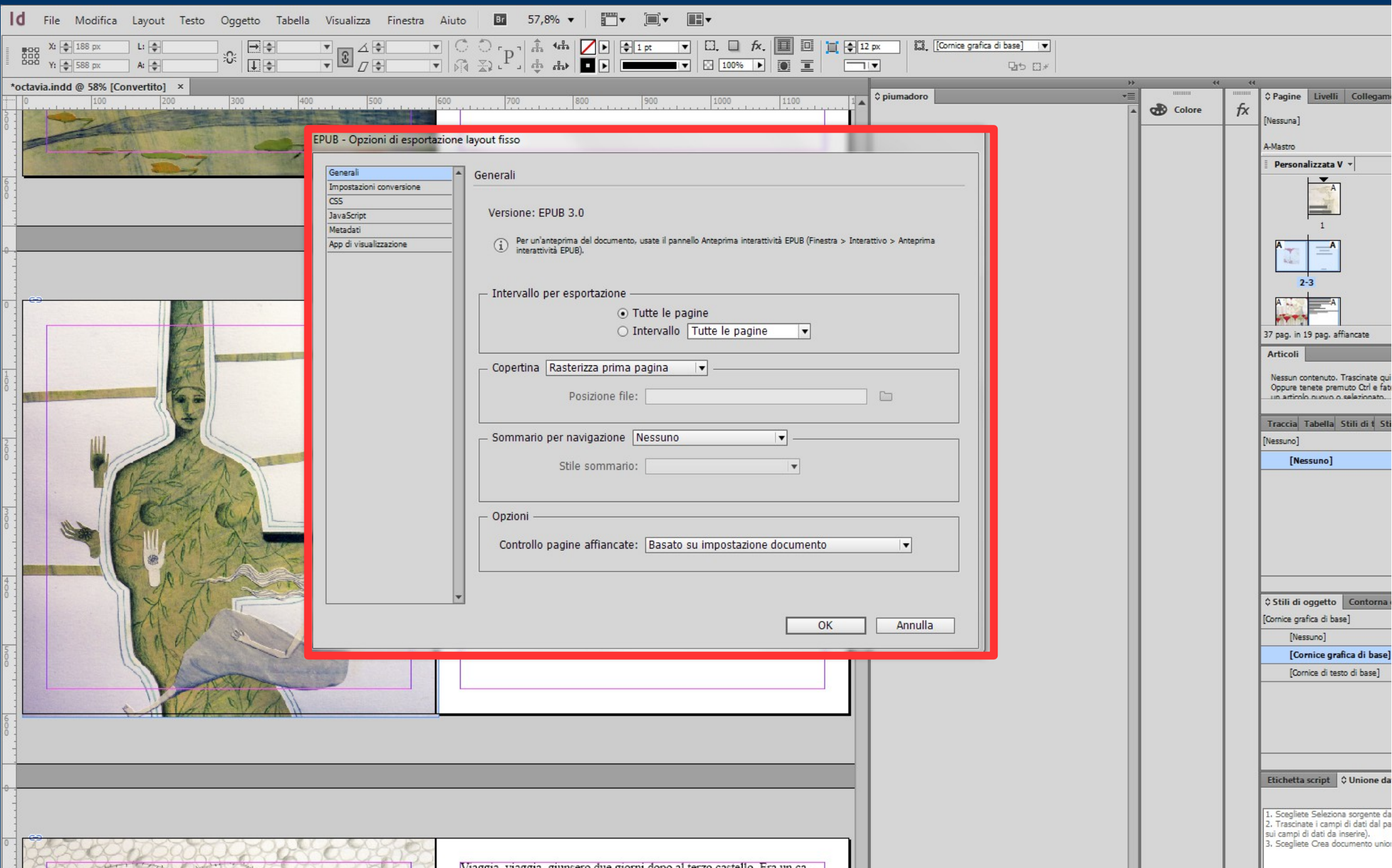
[Cornice di testo c

Etichetta script

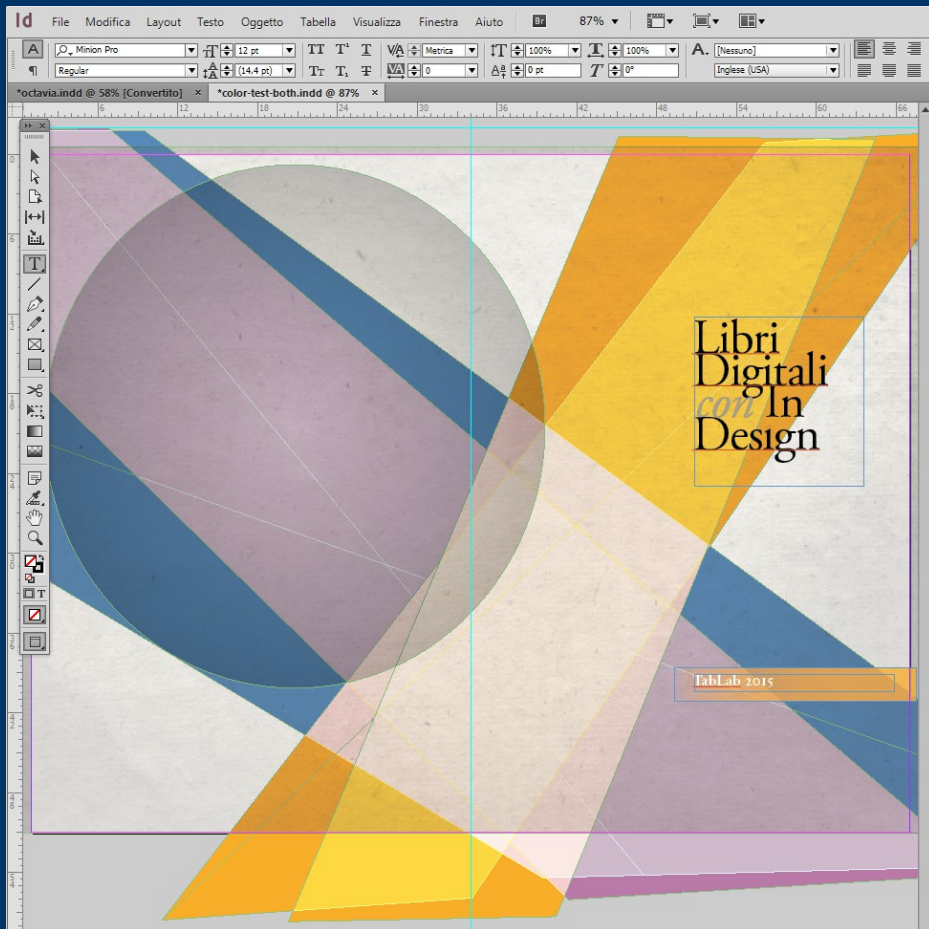
U

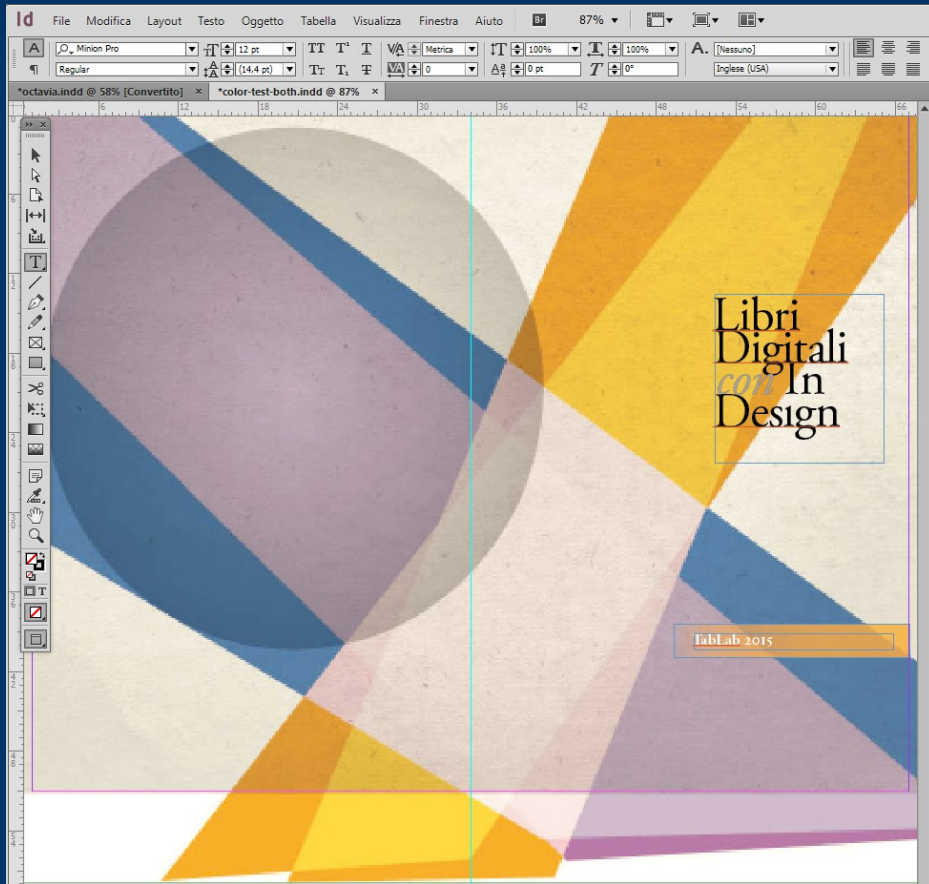
1. Scegliete Selezione s
2. Trascinate i campi di
3. Scegliete Crea docum

Viaggia, viaggia, giunsero due giorni dopo al terzo castello. Era un ca-









Fonts



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MYFONTS.COM

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per Ebook

Butternut's origins can be traced back to handwriting in the cursive market because of this, you'll find a slight degree of roughness to the edges, yet a fluid softness to the letterforms themselves. As well as some weird, fun details here and there.

See a typo? [Edit the description!](#)

Design date: 2014

Publisher: [Ryan Keightley](#)

MyFonts debut: Oct 22, 2014

Available licensing options



Sample text: [Pangrams]

Butternut Solid

Sexy d

Butternut Halftone

Murky

Butternut Line

Would

Butternut Rough

A large fawn jumped

Frequently purchased together



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Total

€27,98

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123

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weights and corresponding italics
construction, with a diagonal weight
between thick & thin is modest
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Designer Credits

Mike Beens

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EMBEDDING OBFUSCATION ENCRPTION



Questa domanda è **Senza risposta**.

Can I embed an Adobe font that I legally own into an ePUB using @fontface in css if the license is "editable embed

2048 Visualizzazioni Tag: fonts, font, legal, @fontface

Valutazione utenti media



(0 Valutazioni)



member +

Caleb Belohlavek 2-apr-2013 8:26 (in risposta a cm_1206)

1. Re: Embedding Fonts in an ePUB

Adobe's policy for usage of fonts purchased from Adobe to be used in eBooks:

(For the following formats only)

PDF

ePUB

KF8

ePIB

Adobe's End User License Agreement (EULA), section 14.7.5 states:

"You may embed copies of the font software into your electronic documents for the purpose of printing and viewing. However, Adobe requires that adequate steps be taken to protect the font(s) against theft when embedded in electronic documents. Font obfuscation scrambles a part of the font, so that if it is extracted from the document, it will not be complete. The font will not be complete.

We allow usage of Adobe purchased fonts per the following:

- 1. PDF: Covered as long as you subset the font.
- 2. ePUB: You may embed fonts in documents delivered in the ePUB format as part of the ePUB 3 specification.
- 3. KF8: We have determined that the KF8 format provides enough protection.
- 4. ePIB: Not applicable. Our understanding is that the Nook/ePIB format is not supported.

At this time, Adobe has not evaluated other formats, so these are the only formats we have determined to be acceptable. **Please keep in mind that this response only applies to fonts purchased from Adobe. Any fonts which were purchased from other sources are not covered by this response.**

Caleb Belohlavek

Principal Product Manager, Adobe Type



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asked by five
watched experts
amaze the judge

Myriad Pro 10 styles



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Adobe Text Pro 6 styles

The five boxing wizard

Chaparral Pro 8 styles

Brawny gods just flocked

Cafisch Script Pro 4 styles

Waltz, bad nymph, for quick j

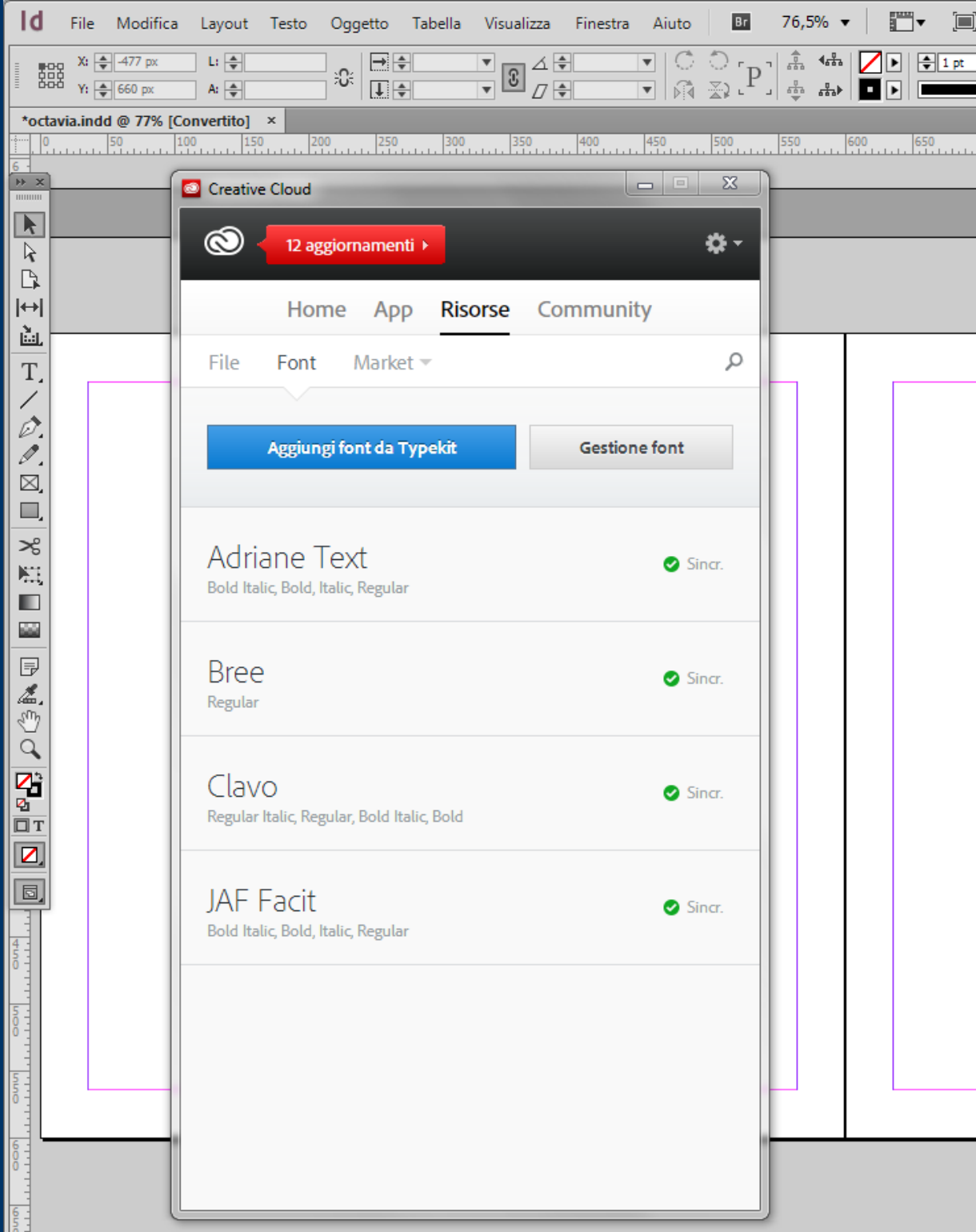
Minion Pro 8 styles

Vamp fox held quartz d

[View all Adobe fonts »](#)



Pannello CC
Risorse
Fonts



Filtro: ★ Aggiungi font da Typekit

- ☆ ▶ Arial Esempio
 - ☆ ▶ Times New Roman Esempio
 - ☆ ▶ Minion Pro **Esempio**
 - ☆ ▶ Century Gothic Esempio
 - ☆ ▶ Century Schoolbook Esempio
 - ☆ ▶ Lao UI Esempio
 - ☆ ▶ Kalinga Esempio
 - ☆ Interstate **Esempio**
 - ☆ ▶ Corbel Esempio
 - ☆ Gabriola Esempio
-
- ☆ ▶ Minion Pro Esempio
 - ☆ ▶ Times New Roman Esempio
-
- ☆ ▶ Adriane Text **Esempio**
 - ☆ Agency FB Esempio
 - ☆ Aparajita Esempio
 - ☆ Arial Esempio
 - ☆ Arial Rounded MT Bold Esempio
 - ☆ Arimo **Esempio**
 - ☆ Birch Std Esempio
 - ☆ Blackadder ITC Esempio
 - ☆ Blackoak Std **Esemp...**
 - ☆ Bodoni MT Esempio
 - ☆ Book Antiqua Esempio
 - ☆ Bookman Old Style Esempio
 - ☆ Bradley Hand ITC Esempio
 - ☆ Bree **Esempio**
 - ☆ Brush Script Std Esempio
 - ☆ Calibri Esempio
 - ☆ Calisto MT Esempio
 - ☆ Calluna Esempio
 - ☆ Cambria **Esempio**
 - ☆ Cambria Math **Esempio**
 - ☆ Candara Esempio
 - ☆ Adobe Caslon Pro Esempio
 - ☆ Castellar ESEMPIO
 - ☆ Century Gothic Esempio
 - ☆ Century Schoolbook Esempio
 - ☆ Chaparral Pro Esempio
 - ☆ Charlemagne Std ESEMPIO
 - ☆ Clavo **Esempio**
 - ☆ Comic Sans MS Esempio
 - ☆ Consolas Esempio
 - ☆ Constantia Esempio
 - ☆ Cooper Std **Esempio**
 - ☆ Copperplate Gothic Bold ESEMPIO
 - ☆ Copperplate Gothic Light ESEMPIO



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di
illustra



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edit



Sort By Featured

Ag Aktiv Grotesk Std Dalton Maag	Ag Expo Sans Pro TypeCulture	<i>Ag</i> Grafolite Script Rui Abreu	Ag Adobe Text Pro Adobe
<i>Ag</i> Lust Script Positype	Ag Adriane Text Typefolio	Ag Futura PT ParaType	Ag Chaparral Pro Adobe
Ag Proxima Nova Mark Simonson Studi	Ag Museo Slab exljbris Font Foundry	Ag JAF Facit Just Another Foundry	Ag Clavo Dada Studio
Ag	Ag	Ag	Ag

Classification ?

M Sans Serif	M Serif	M Slab Serif	<i>M</i> Script
M Blackletter	M Mono	M Hand	M Decorative

Available For ?

Web Use	Desktop Use

Recommended For ?

Design is an art of situations. Paragraphs	Anthologies Headings
---	-------------------------

Properties ?

G	G	G	E	E	E
Weight			Width		
e	e	e	O	O	O
x-height			Contrast		
Ab	AB	246	246		
Standard or Caps Only		Default Figure Style			

▶ Language Support ?

Cover

Publishing Guideline:

IBOOK

Lato minore almeno 1400 px

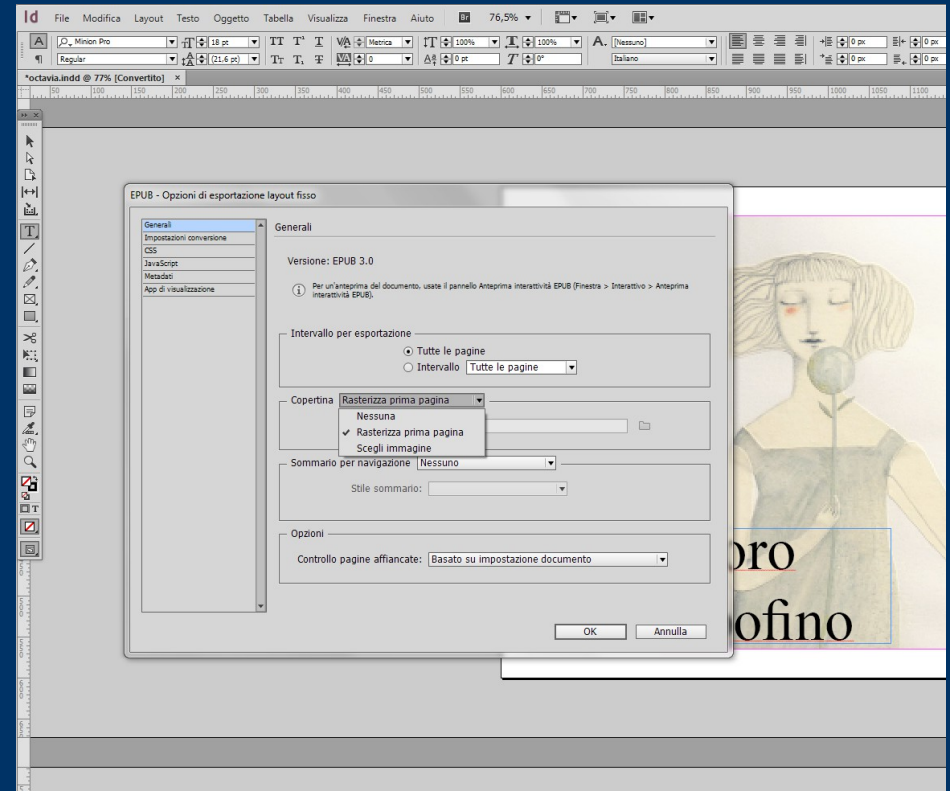
Epub <2 MB

KOBO

800:1224px 3:4

media del kobostore

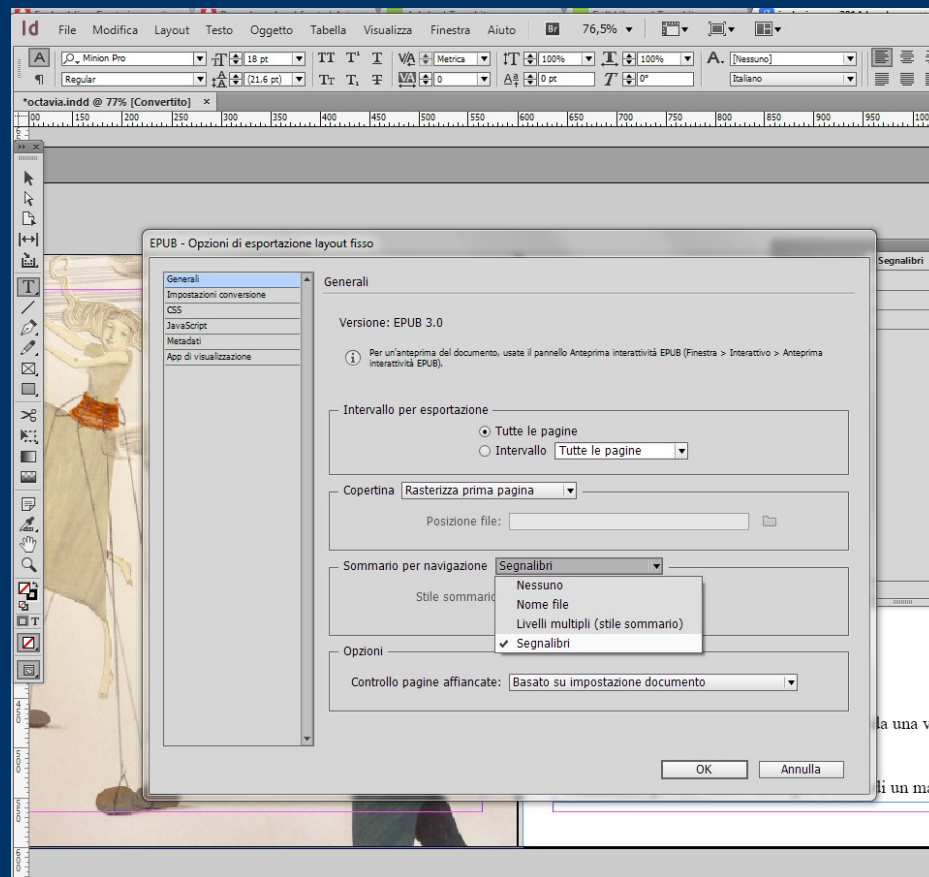
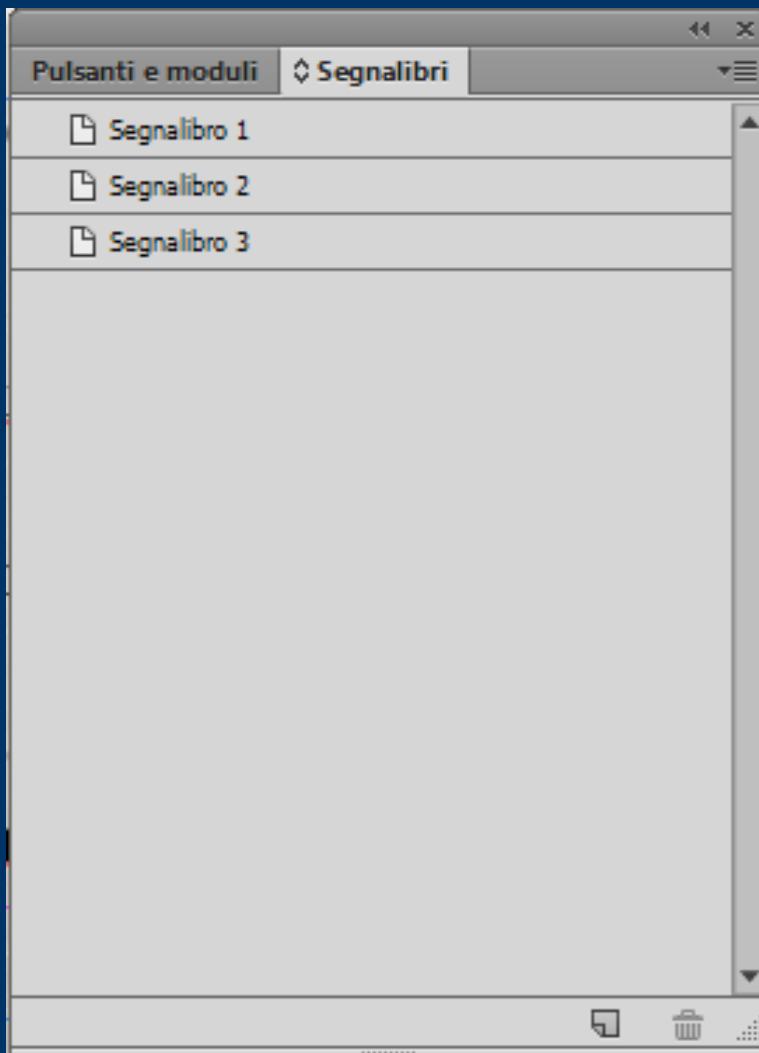
< 3 MB



Indice visivo



Segnalibri



Segnalibri

The screenshot shows the Adobe Digital Editions interface. The title bar reads "Adobe Digital Editions - octavia.epub". The menu bar includes "File", "Modifica", "Lettura", and "Aiuto". Below the menu bar is a toolbar with "Libreria", a list icon, and a search icon. On the left, a sidebar contains a search bar and a list of "Segnalibro 1", "Segnalibro 2", and "Segnalibro 3". The main area displays a page with a drawing of a woman with long, wavy hair and a pink bra, set against a landscape with mountains and a body of water. Below the drawing is the following text:

Piumadoro si senti rinascere.
- Grazie, amici miei.

Non altre adoro - che Piumadoro...
Oh! Piumadoro,
bella bambina - sarai Regina.

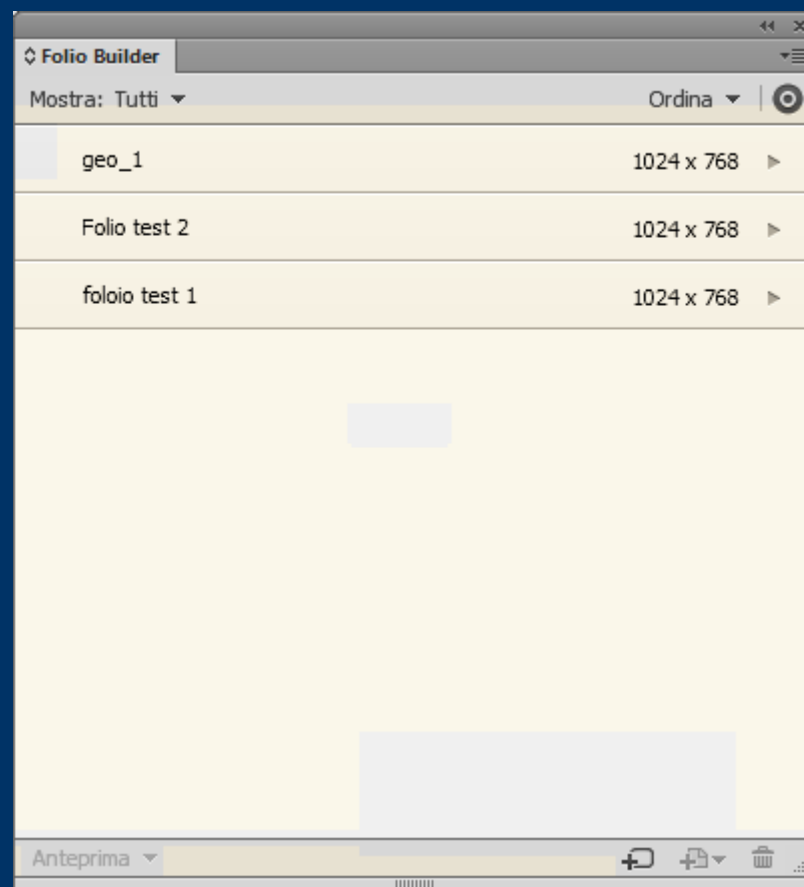
- Chi è che mi canta all'orecchio, da tanto tempo?
- Lo saprai verso sera, Piumadoro, quando giungeremo dalla Fata dell'Adolescenza.

At the bottom of the page, a progress bar indicates "22 pagine rimanenti per questo capitolo." and navigation arrows are visible.

ADOBE DPS

- per creare un Folio inserendo gli articoli.
- Ogni articolo può avere 2 layout (H e V)
- I Folio creati vengono caricati su **cloud**
- anteprima su pc o su tablet con **Adobe Content Viewer** (iPad, Android, Win)

Folio Builder

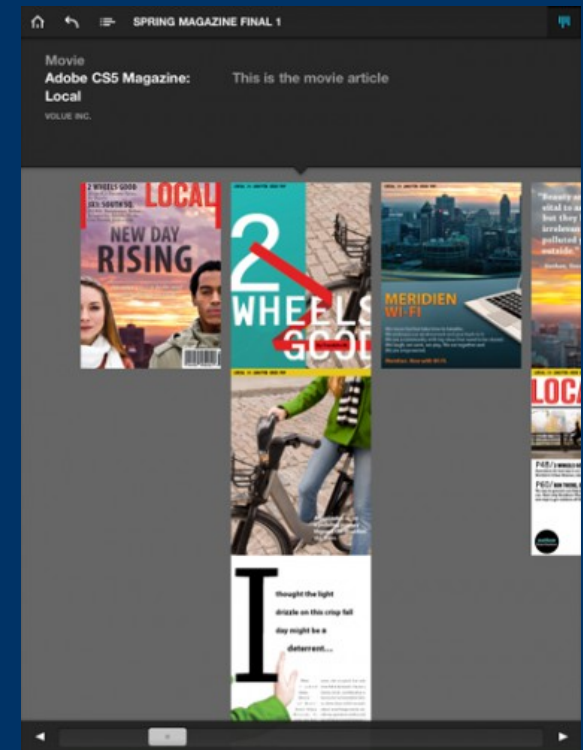


ADOBE DPS

Adobe Content Viewer

per visualizzare il folio prima della produzione della app.

Anche in remoto con il cliente (con proprio ID Adobe)



ADOBE DPS

Folio Producer (su cloud)

Visualizzazione Organizzatore: Tutti i folio | Apri | Copia

Nome folio *	Nome pubblicazione *	Numero folio *	Data pubblicazione	ID prodotto	Pubblicato	Protetto
geo_1	Parco della Chiusa		06/11/2014			<input type="checkbox"/>
Folio test 2	test		06/11/2014			<input type="checkbox"/>
foloio test 1			06/11/2014			<input type="checkbox"/>

Condividi

Condividi folio con:

Inserisci indirizzi e-mail (per incollare un elenco, premete Ctrl+V)

Oggetto:

nino iorino ha condiviso un folio con voi

Messaggio:

Digitate qui un messaggio...

Annulla | **Condividi**

Pubblica

Esporta

Proprietario: nino iorino
Versione visualizzatore: 26
Risoluzione: 1024 x 768
Anteprima copertina: *

Aggiungi | Aggiungi

Descrizione: *

Filtro copertina:

Rilegatura bordo destro

Funzioni visualizzatore

	iPad	iPhone	Android nativo	Windows Store	Visualizzatore Web	Anteprima desktop	Android precedente
App con più folio	✓	✓	✓	✓	✗	✗	✓
App a edizione singola / Licenza Single Edition	✓	✗	✗	✗	✗	✗	✗
Folio con acquisto in-app per la piattaforma	✓	✓	✓	✓	✗	✗	✓
Abbonamento alla piattaforma	✓	✓	✗	✗	✗	✗	✗
Direct entitlement (Enterprise)	✓	✓	✓	✓	✓	✗	✓
Libreria HTML personalizzata	✓	✓	✓	✓	✓	✗	✓
Icone personalizzate per la barra di navigazione e store	✓	✓	✗	✗	✗	✗	✓
Download in background nella libreria	✓	✓	✓	✓	✗	✗	✗
Download progressivo (visualizzazione del folio durante il download)	✓	✓	✓	✓	✗	✗	✗



Funzioni articoli

	iPad	iPhone	Android nativo	Windows Store	Visualizzatore Web	Anteprima desktop	Android precedente
Folio con orientamento doppio o singolo	✓	✓	⚠ ¹	✓	✓	✓	✓
Solo passaggio del dito orizzontale (articoli appiattiti)	✓	✓	✓	✓	✓	✓	✓
Articoli HTML	✓	✓	✓ ²	✓ ²	✓	✓	⚠
Eseguire lo zoom della pagina con le dita	✓	✓	✓ ³	✗	⚠ ⁴	✓	✓
Articoli per lo scorrimento uniforme	✓	✓	✓	✓	✓	✓	✓
Condivisione su social network (visualizzatore Web)	✓ ⁵	✓	✗	✗	✓	✗	✗
Segnalibro (Preferiti)	✓ ⁶	✗	✗	✗	✗	✗	✓



Funzioni interattive

	iPad	iPhone	Android nativo	Windows Store	Visualizzatore Web	Visualizzatore articoli	Anteprima desktop
Collegamenti ipertestuali	✓	✓	✓	✓	✓	✓	✓ ¹
Presentazioni	✓	✓	✓	✓	✓	✓	✓
Sequenza di immagini	✓	✓	✓	✓	✓	✗	✓
Panorami	✓ ²	✓ ²	✗	✗	✗	✗	✓
Scorrimento e zoom	✓	✓	✓	✓	✓	✗	✓
Cornici scorrevoli	✓	✓	✓	✓	✓	✓	✓
Contenuto Web	✓	✓	✓	✓	✓	✓	✓ ³
Audio	✓	✓	✓	✓	✓	✗	✓
Audio in background	✓	✓	✓	✓	✗	✗	✗
Video schermo intero	✓	✓	✓	✓	⚠	✓	✓
Video inline	✓	✓	✓	✓	⚠	✓	✓
Sovrapposizioni nidificate	✓	✓	✓	✓	✓	✓	✓



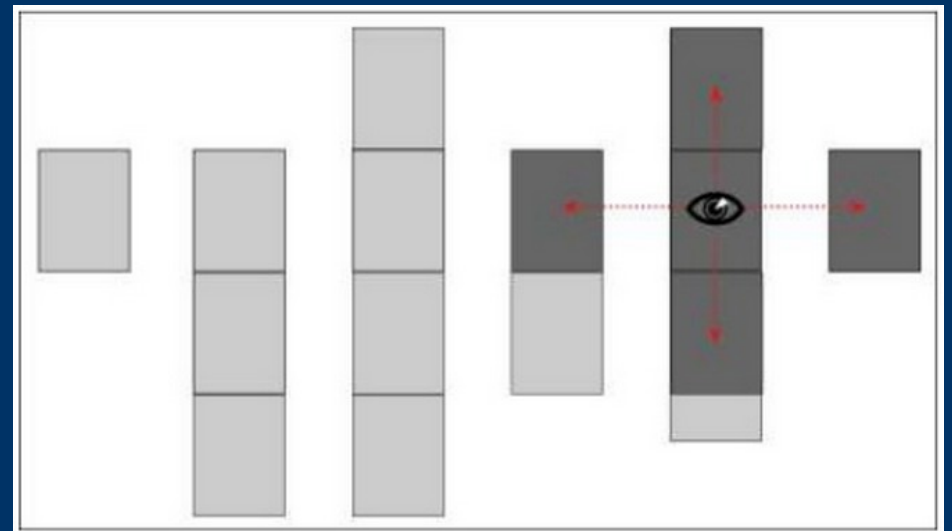
Gestione memoria

- Le risorse sorgente di effetti panorama, sequenze di immagini, scorrimenti e ingrandimenti di immagini e interfacce audio non vengono ricampionate in fase di caricamento bensì trasmesse così come sono. Usate il formato immagine JPEG o PNG per queste sovrapposizioni.
- JPG compresse al 50-80% e PNG per immagini trasparenti.
- Non usare immagini più grandi del necessario.

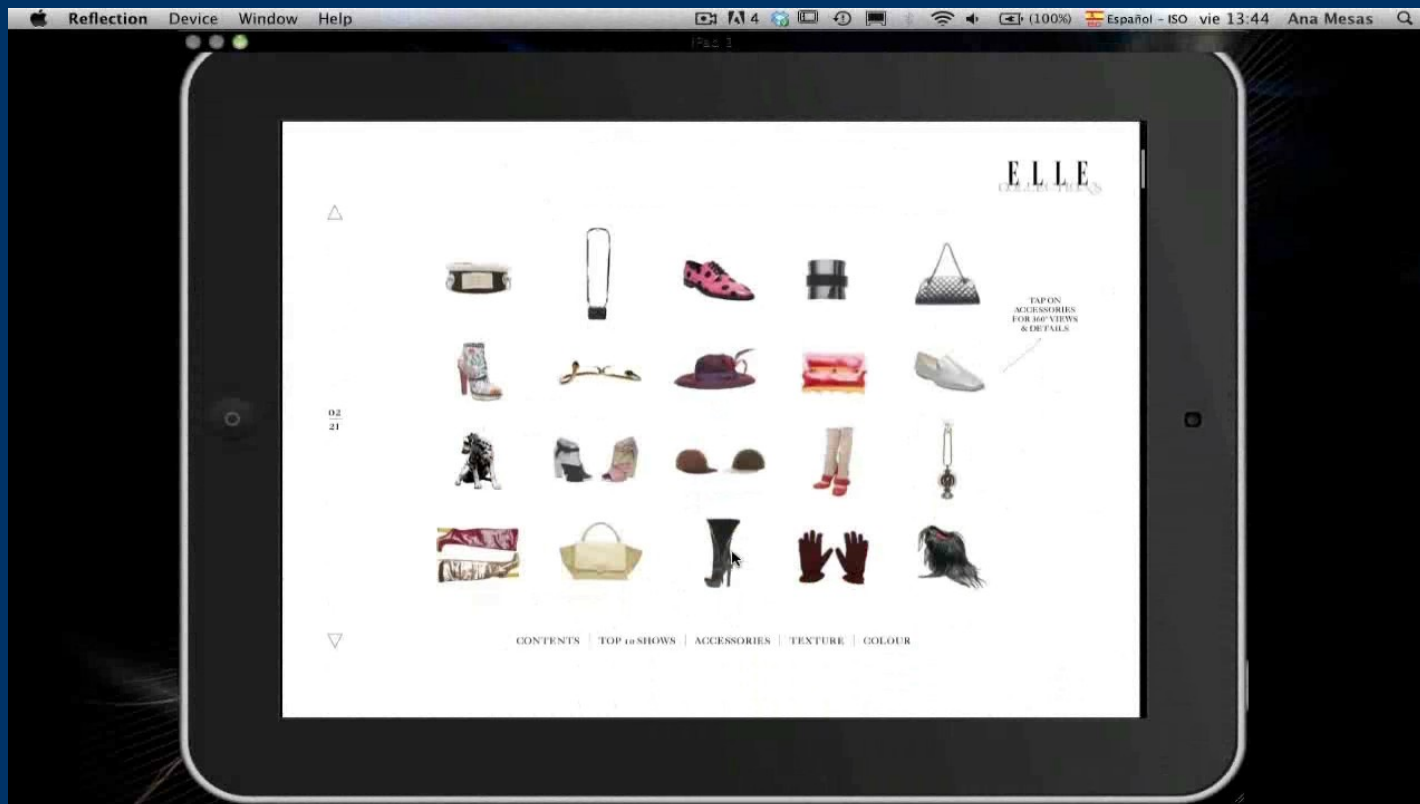
Gestione memoria

Problemi con:

- Pan e Zoom con immagini molto grandi
- Pagine con diverse sovrapposizioni
- Effetti di trasparenza
- Pagine adiacenti con overlay complessi



Cataloghi digitali



Wired (realizzato con DPS)



Esempi di applicazione

- Bilanci sociali / Rapporti
- Brochure
- Cataloghi
- Supporto Vendite
- Guide turistiche / culturali

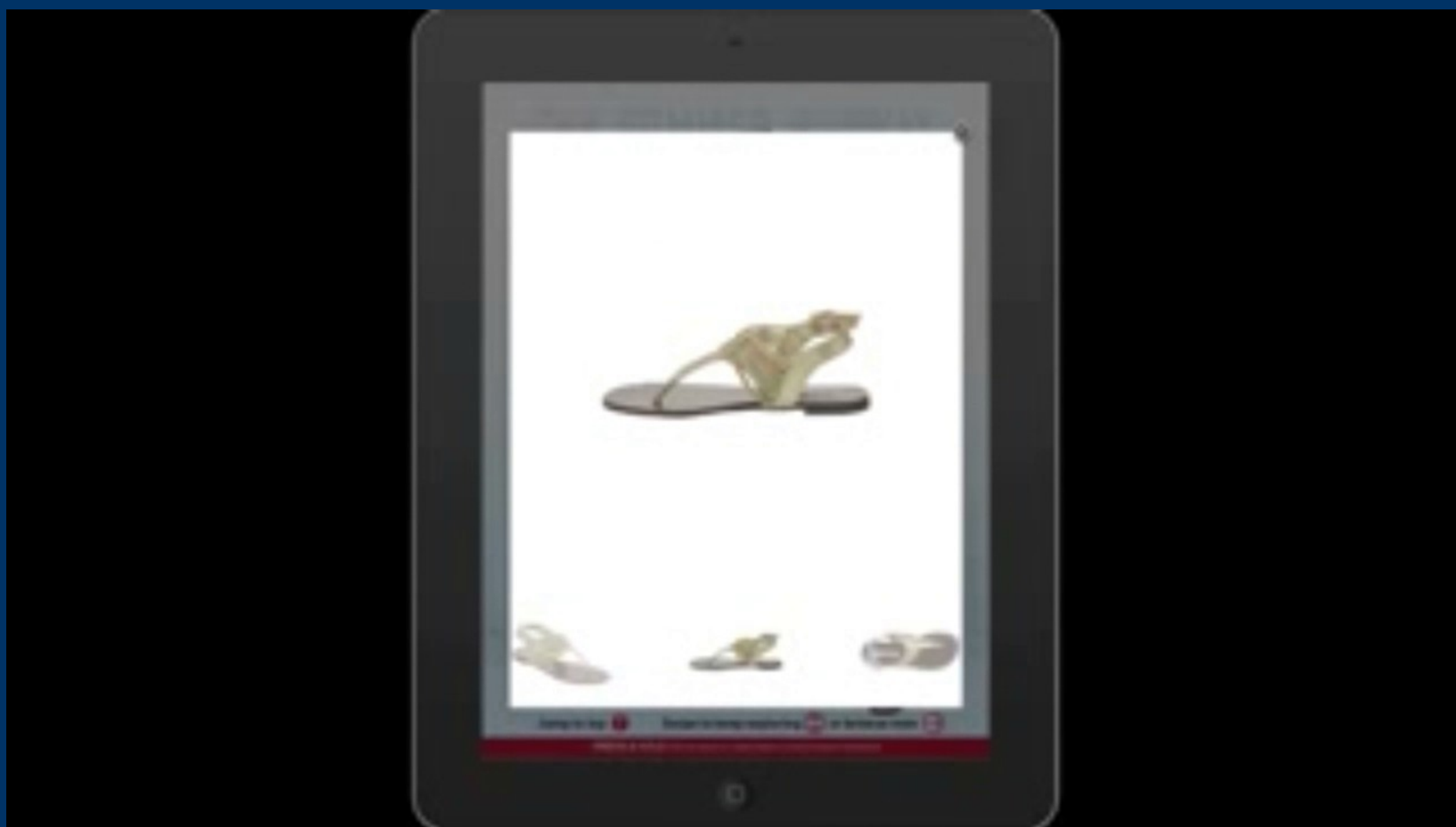
Rapporti

Unilever Hellas
Social Responsibility Report App
made with Mag+

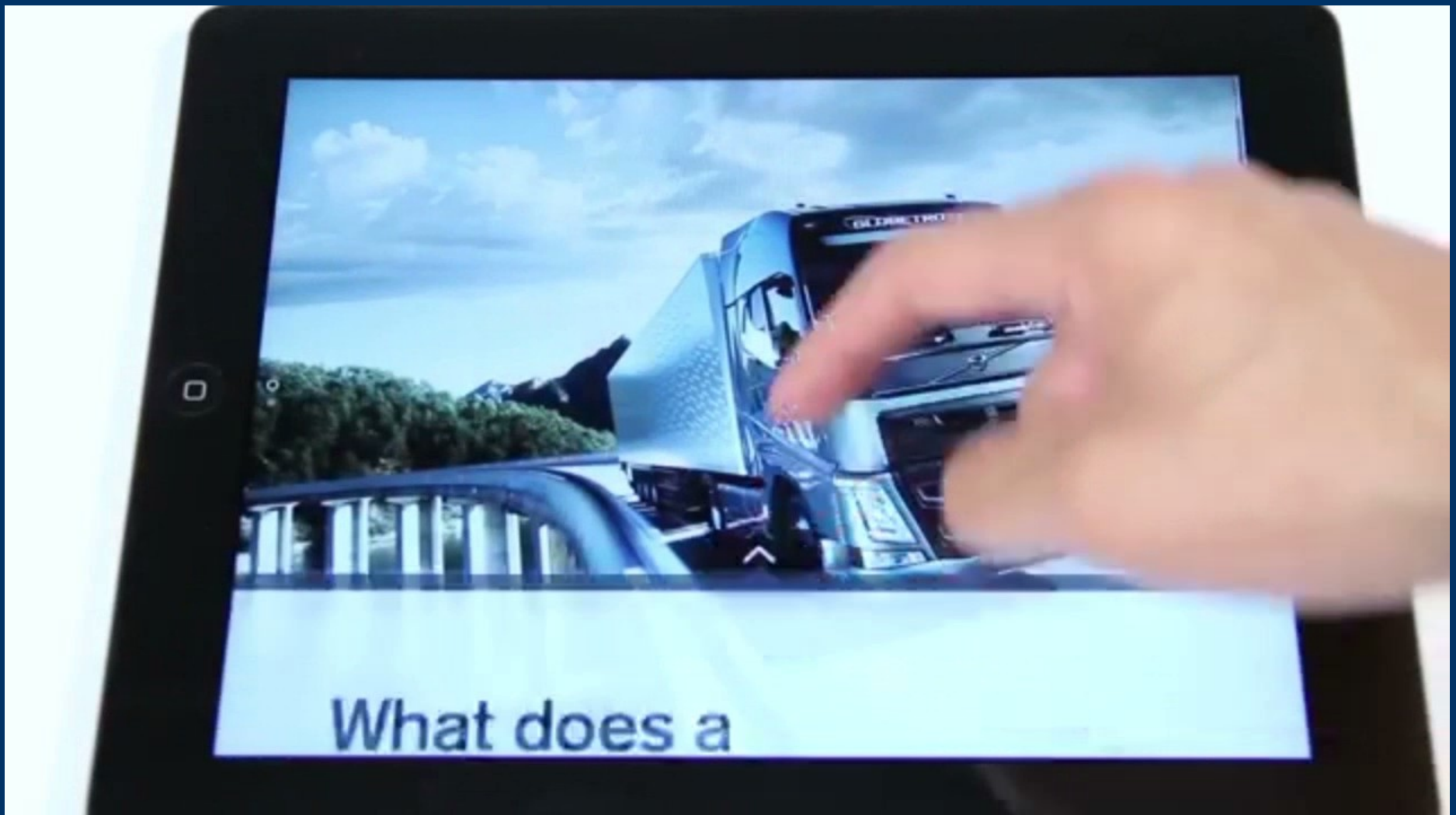
Brochure



Cataloghi



Supporto vendite



Guide



Aquafadas creazione

Scarecrow declared he could see as well as by day. So she took hold of his arm and managed to get along fairly well.

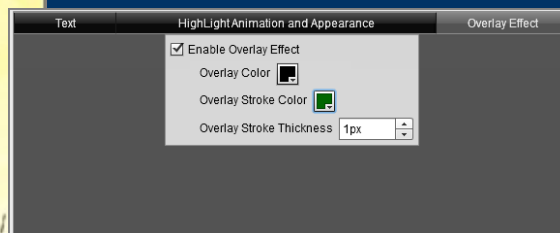
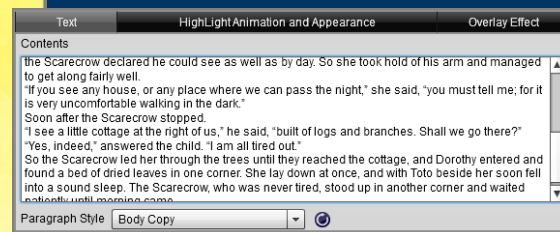
“If you see any house, or any place where we can pass the night,” she said, “you must tell me; for it is very uncomfortable walking in the dark.”

Soon after the Scarecrow stopped.

“I see a little **cottage** at the right of us,” he said, “built of logs and branches. Shall we go there?”

“Yes, indeed,” answered the child. “I am all tired out.”

So the Scarecrow led her through the trees until they reached the cottage, and Dorothy entered and found a bed of dried leaves in one corner. She lay down at once, and with Toto beside her soon fell into a sound sleep. The Scarecrow, who was never tired, stood up in another corner and waited patiently until morning came.



ePub 3

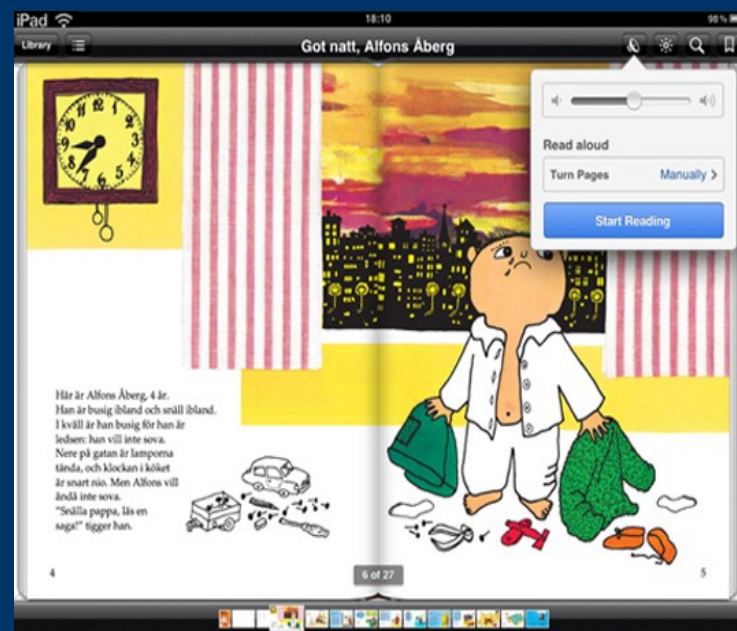


ePub 3



Fixed Layout

- Il Fixed-Layout tende a riprodurre l'organizzazione di una pubblicazione su carta.
- Sviluppato inizialmente per i libri per bambini e i comix dove l'immagine prevale.



the theft of the rhinegold

A LIMITED EDITION DIGITAL CHAPBOOK

PART I OF THE RING SAGA SERIES


iBOOKS BETA TEST EDITION

Text and Illustrations
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For more about this book
including bonus content and
author's notes, please visit:

www.fantasycastlebooks.com



*"Wave and waft, O waters wide!
Ever wend to where your cradle lies;
Roll and rock as you pass by,
Lull us gently on your endless tide!"*

Deep beneath the flowing waters of the Rhine, down where the swirling current turns to mist, there is a murky realm of ether where the river maidens live. Up from gloomy depths tall spires of moss-slick rock and craggy ledges just toward the lighter sphere above, reaching for the filtered sea green light. Among the sunken ships and tangled vines carressing dead men's bones there dwell the daughters of the river god.



Vegetarisch

De recepturen in dit hoofdstuk zijn ware vegetarische belevenissen. Er wordt geen gelatine gebruikt zodat alles ook echt vegetarisch is. Variatie wordt verkregen door de salpicon de ene keer te rollen in een paneerlaag en de andere keer te voorzien van beignetbeslag of filodeeg.

Er wordt bij de bereiding gebruikgemaakt van veel geurige ingrediënten, zoals citroengras (serch), verse gember, truffeljus, rode currypasta, sesampasta en kruiden als rozemarijn, koriander en peterselie. Deze ingrediënten geven een subtiele smaak aan de croquetten. In veel oosterse winkels treft u ze aan.

Een bijzondere vermelding verdient de 'piment d'espelette'. Dit poeder wordt verkregen uit gedroogde, gemalen rode pepers die uitsluitend groeien in Baskenland. De pepers worden met de hand geplukt. In de late zomer tijdens het oogstseizoen, sieren duizenden guirlandes, gemaakt van de rode pepers, de huizen en schuren. Beschut door overhangende dakgoten hangen ze enkele weken in de buitenlucht te drogen. De gedroogde, en inmiddels hardgeworden pepers worden tot poeder vermalen. Het drogen vergroot het aroma en intensiveert de smaak van de pepers. De smaak is overigens niet scherp. Een snuffje 'piment d'espelette' is voldoende om een heerlijke smaak aan gerechten te geven.

Fixed Layout plugin

- Prima del giugno 2014 le possibilità di produrre Fixed-Layout erano solo attraverso l'utilizzo di speciali plugin di ID o l'intervento manuale sui codici CSS e XML.
- Epub Crawler (ePub)
Windows/Mac
CS5
donationware
- CircularFLO (ePub e KF8)
MacOS X 10.6
CS6 CC
fee per titolo

epub 3

- XHTML5 e CSS3
- Audio and video, locale e remoto
- media overlays (read aloud capabilities)
- Javascript
- Fixed Layout
- Global language support. Left-to-right (LTR), Right-to-left (RTL) (Arabo e Giapponese).
- Embedded fonts

ePub 3

The screenshot shows the IDPF website with a navigation menu. The 'EPUB' menu is open, listing items like 'EPUB 3', 'Activities & Working Groups', 'Older Versions of EPUB', 'Publications 3.0.1', 'Content Documents 3.0.1', 'Open Container Format 3.0.1', 'Media Overlays 3.0.1', 'Canonical Fragment Identifiers', 'EPUB 3.0.1 Changes from EPUB 3.0', and 'Working Group Charter'. The 'EPUBZone' logo is prominently displayed. A search bar is visible in the top right. Below the main content, there is a 'Tweets' section with a tweet from Emiliano Molina and a news item about the 'Digital Learning Metadata Alliance'. A 'Featured IDPF Member' box is also present.



InDesign CC 2014

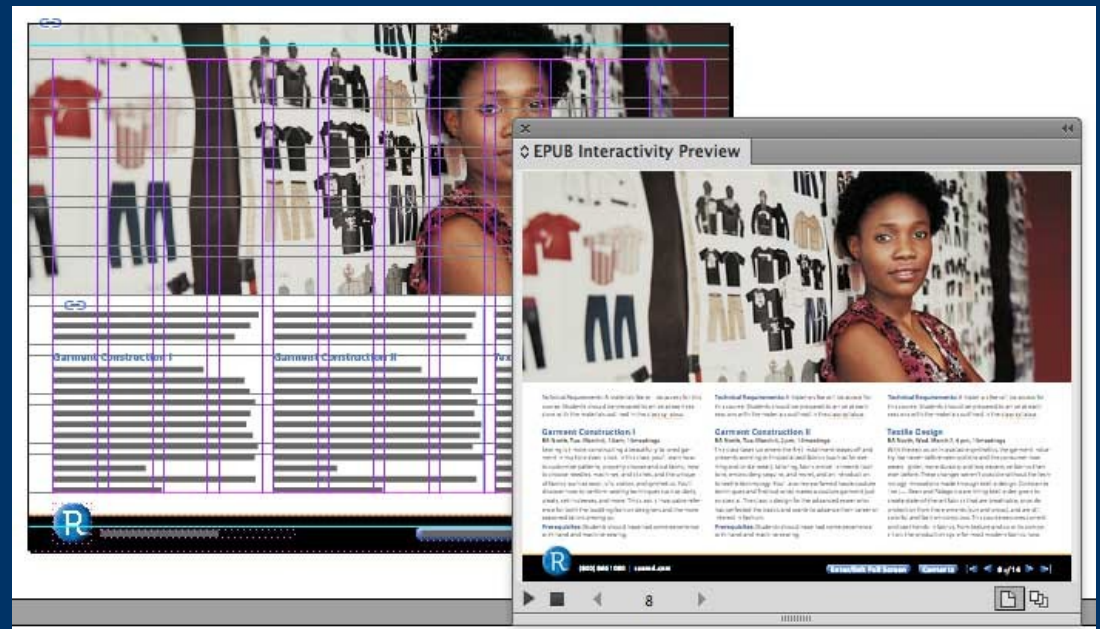
Epub 3 Fixed Layout

- Introdotta la generazione a giugno 2014, aggiunta l'interattività a ottobre
- Formato che rispetta le impostazioni di un progetto grafico
- A differenza di un PDF si può distribuire negli store che supportano il formato:
Apple iBookstore, GooglePlay, Kobo store
- Principali usi: libri per bambini, libri fotografici, rapporti con grafici, manuali di cucina, libri scolastici, ...



InDesign CC 2014 Epub 3 Fixed Layout

- Interattività generata con HTML5, CSS3, Javascript
- Quasi tutte le funzioni interattive di CS4 CS5 per SWF si possono usare ora nell' Epub3 FXL
- Pannello preview interattività



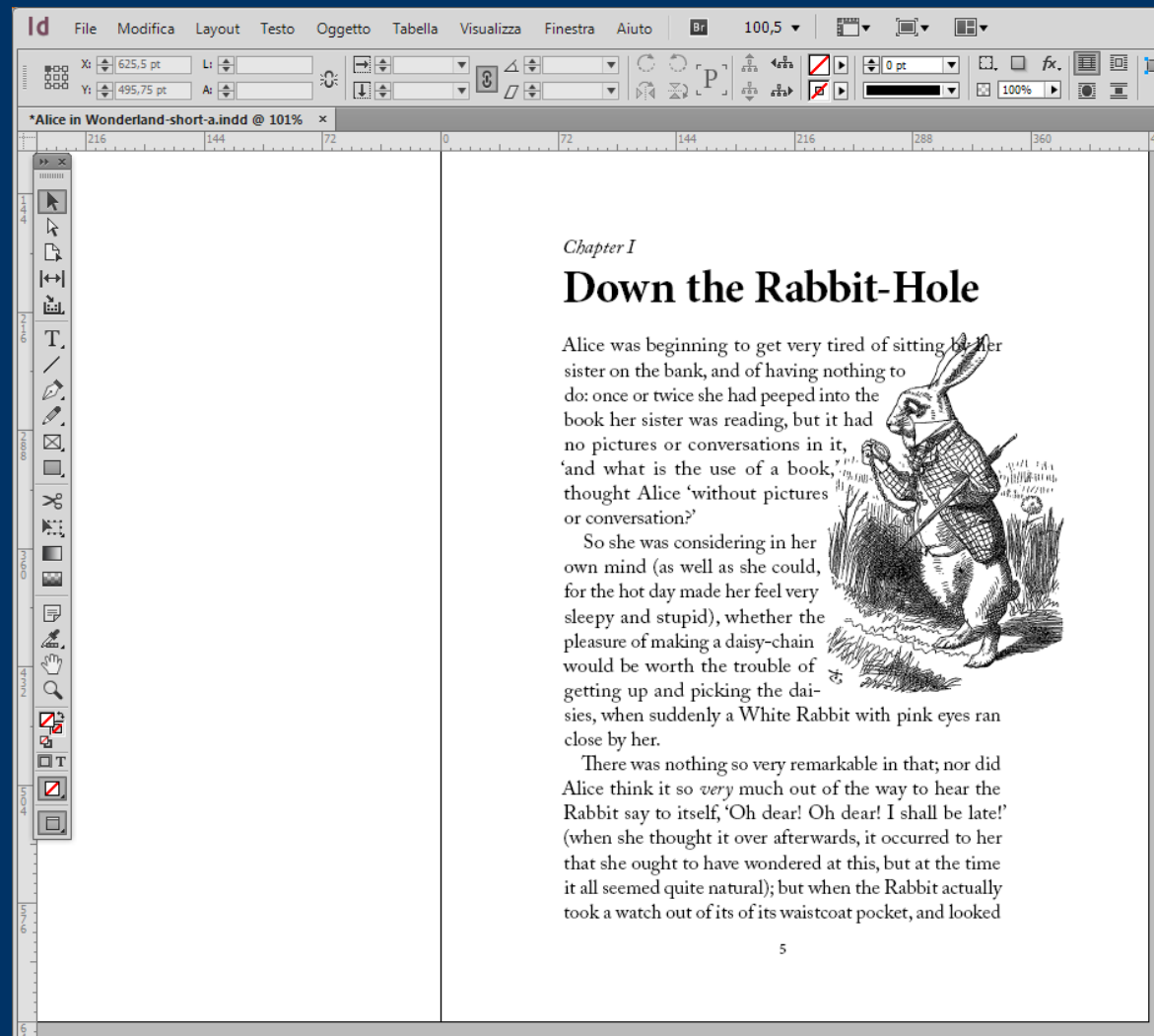


InDesign CC 2014

Epub 3 Fixed Layout

- Altri miglioramenti attesi nel 2015
 - note a piè di pagina
 - controllo delle tabelle
 - miglioramento nella produzione dell'indice
 - ottimizzazione nel salvataggio immagini
 - HTML import
 - ...

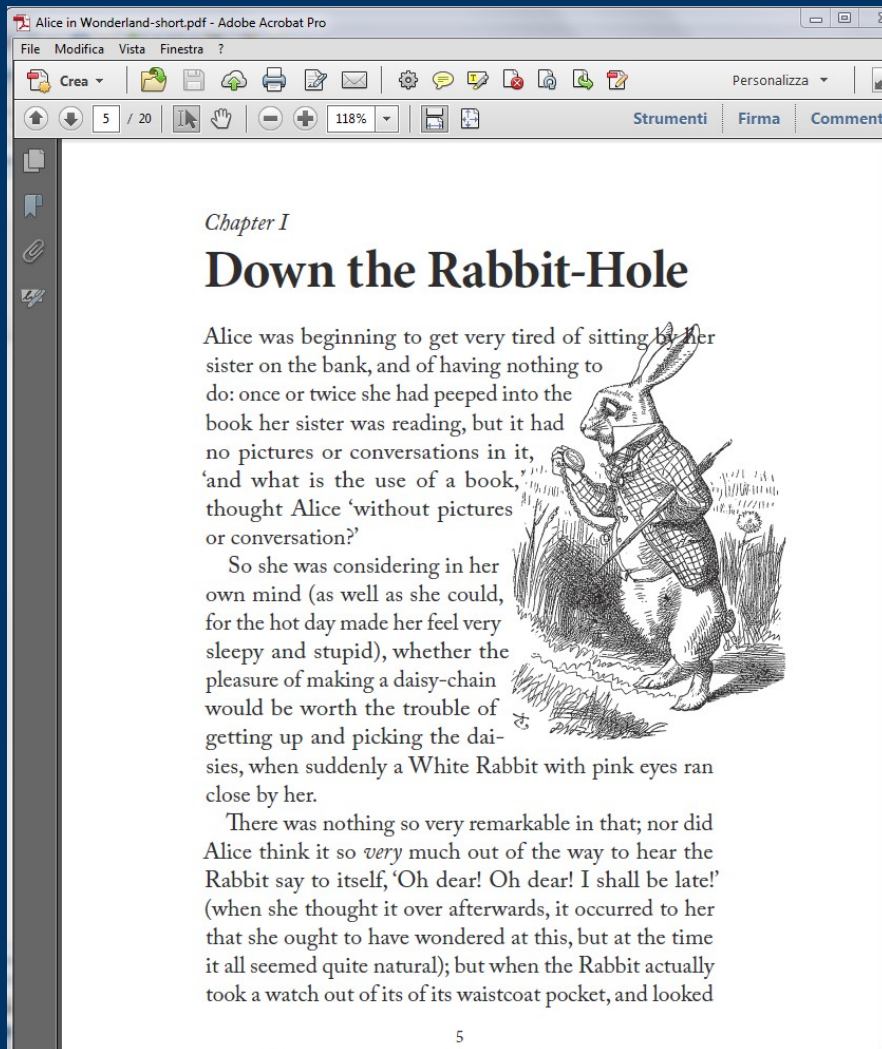
InDesign



PDF

Stesse:

- Interruzioni riga
- Fonts
- Disposizione elementi



Epub con scorrimento testo

Chapter I

Down the Rabbit-Hole

Alice was beginning to get very tired of sitting by her sister on the bank, and of having nothing to do: once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it, 'and what is the use of a book,' thought Alice 'without pictures or conversation?'

So she was considering in her own mind (as well as she could, for the hot day made her feel very sleepy and stupid), whether the pleasure of making a daisy-chain would be worth the trouble of getting up and picking the daisies, when suddenly a White Rabbit with pink eyes ran close by her.

There was nothing so very remarkable in that; nor did Alice think it so *very* much out of the way to hear the Rabbit say to itself, 'Oh dear! Oh dear! I shall be late!' (when she thought it over afterwards, it occurred to her that she ought to have wondered at this, but at the time it all seemed quite natural); but when the Rabbit actually took a watch out of its waistcoat pocket, and looked at it, and then hurried on, Alice started to her feet, for it flashed across her mind that she had never before seen a rabbit with either a waistcoat-pocket, or a watch to take out of it, and burning with curiosity, she ran across the field after it, and fortunately was just in time to see it pop down a large rabbit-hole under the hedge.

In another moment down went Alice after it, never once considering



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1 / 58

1 / 58

1 / 58

Epub Fixed Layout

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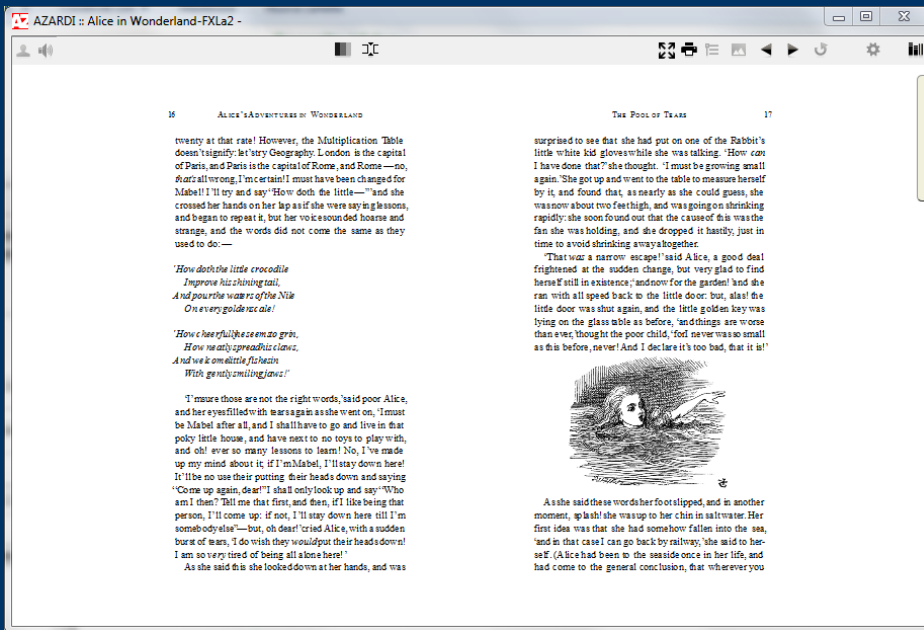
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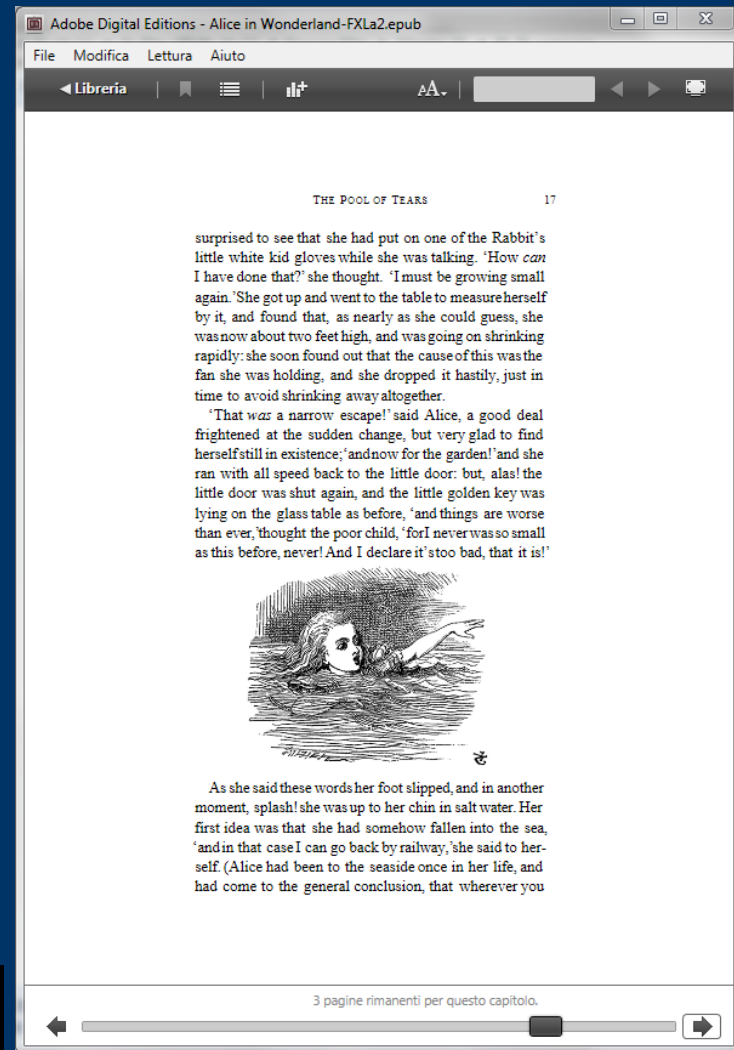
Meglio PDF o FXL?

- EPUB3 FXL viene venduto sui principali store: Apple, Kobo, Sony, Google e si può convertire per Amazon
- FXL è supportato pienamente non da tutte le piattaforme.
- PDF è ancora superiore a FXL per la fedeltà al Layout e per il controllo dei parametri tipografici (legature, maiuscoletti, ...) che invece sono trascurati dall' HTML.

Azardi – ADE 4



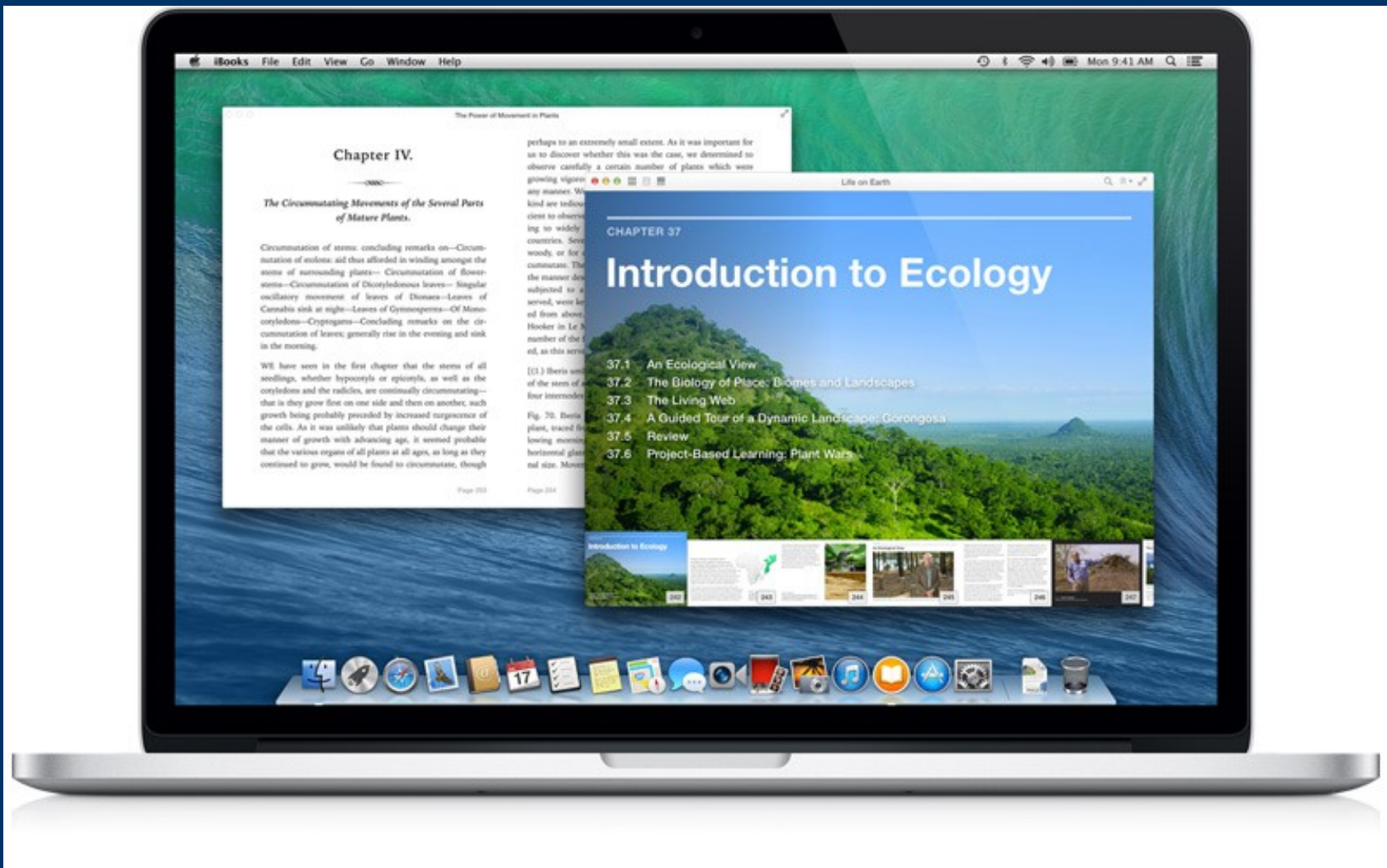
AZARDI



ADE 4




Maverick iBook



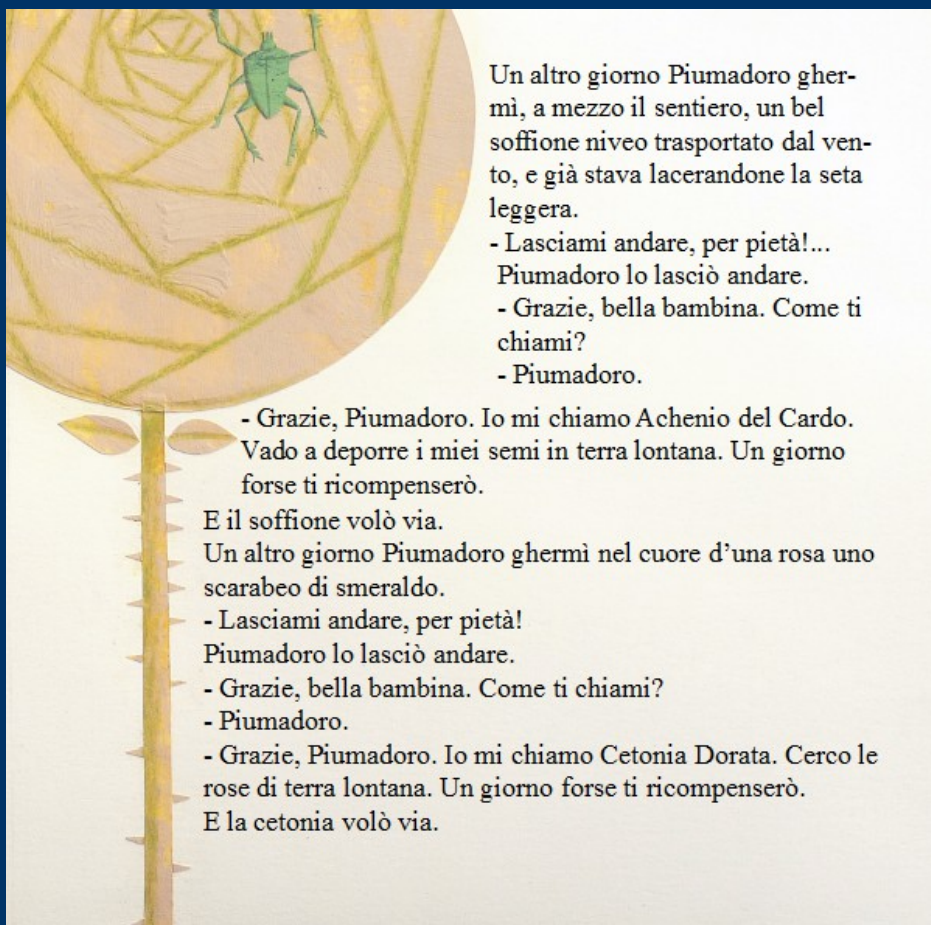
Readium (Chrome)

Readium 90%

La mattina dopo Lila parti di buon'ora. Appena oltrepassato il torrente che delimitava il confine del villaggio cominciava la foresta, immensa e ricca di alberi, fiori e animali di ogni specie. Grandi magnolie, rododendri in fiore, odorosi neem e peepal, per non parlare delle migliaia di farfalle e uccellini di tutti i colori. Spesso Lila si era recata nella foresta con la nonna, per raccogliere erbe dalla proprietà curative, ma questa era la prima volta che ci andava da sola! Si guardava attorno un po' intimidita, ma piena di curiosità. Il cielo si vedeva appena, tanto erano affollate di rami le chiome degli alberi, ma, a tratti, luminosi raggi di sole filtravano attraverso le piante, esaltando la brillantezza delle verdi foglie, e i colori sgargianti dei fiori.

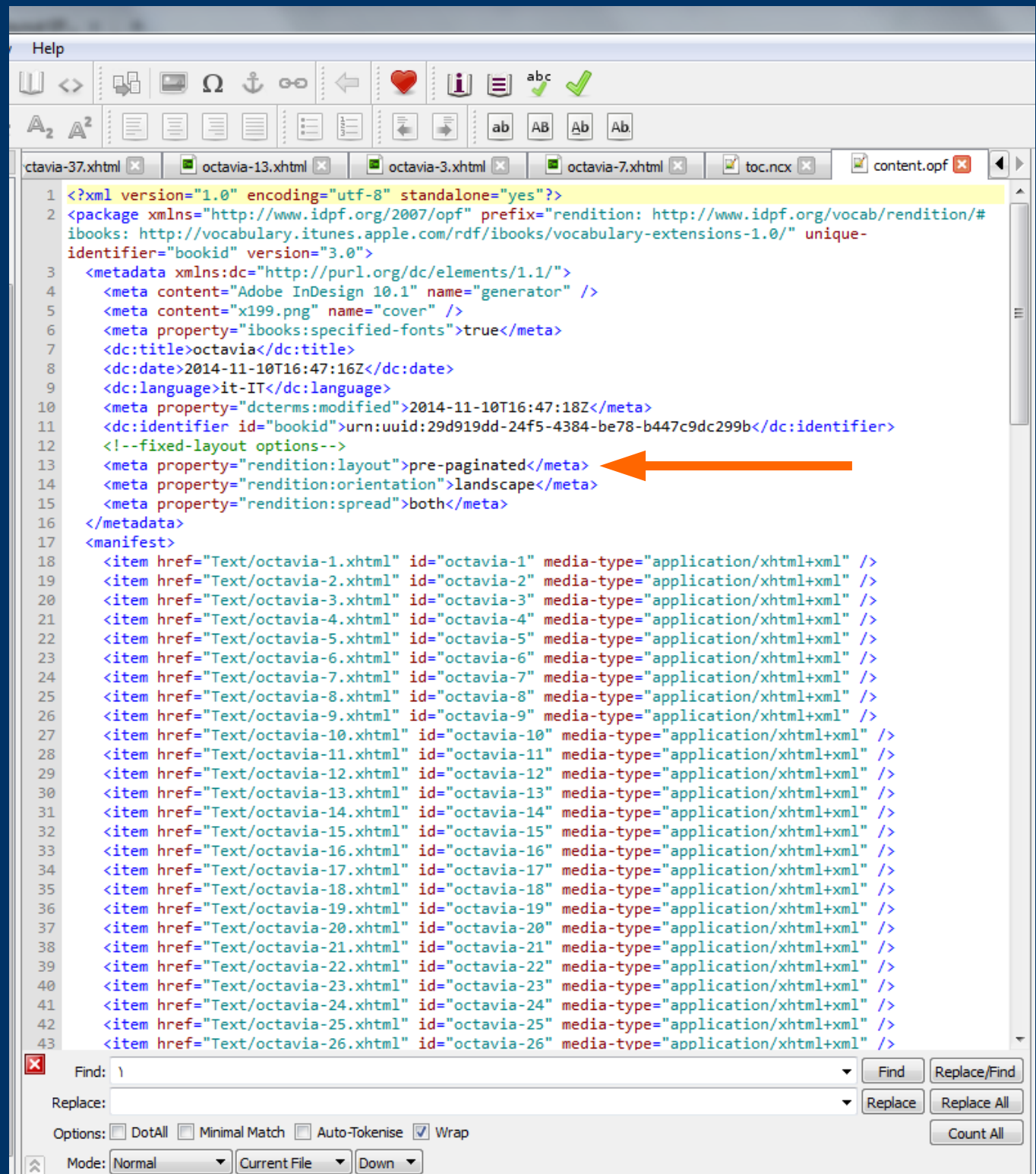


Coordinate x,y per ogni parola



```
Help
[Navigation icons]
[Font icons]
[Text icons]
[Style icons]
[Color icons]
[Language icons]
[Find icons]
[Find: \]
[Replace: ]
[Options: DotAll Minimal Match Auto-Tokenise Wrap]
[Mode: Normal Current File Down]
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14 <div id="_idContainer014"></div>
15
16 <div id="_idContainer015"></div>
17
18 <div class="Cornice-di-testo-di-base" id="_idContainer016">
19 <div style="width:5031px;height:2520px;position:absolute;top:6.64px;left:0px;-webkit-transform-
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21
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content



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11    <dc:identifier id="bookid">urn:uuid:29d919dd-24f5-4384-be78-b447c9dc299b</dc:identifier>
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39    <item href="Text/octavia-22.xhtml" id="octavia-22" media-type="application/xhtml+xml" />
40    <item href="Text/octavia-23.xhtml" id="octavia-23" media-type="application/xhtml+xml" />
41    <item href="Text/octavia-24.xhtml" id="octavia-24" media-type="application/xhtml+xml" />
42    <item href="Text/octavia-25.xhtml" id="octavia-25" media-type="application/xhtml+xml" />
43    <item href="Text/octavia-26.xhtml" id="octavia-26" media-type="application/xhtml+xml" />
```

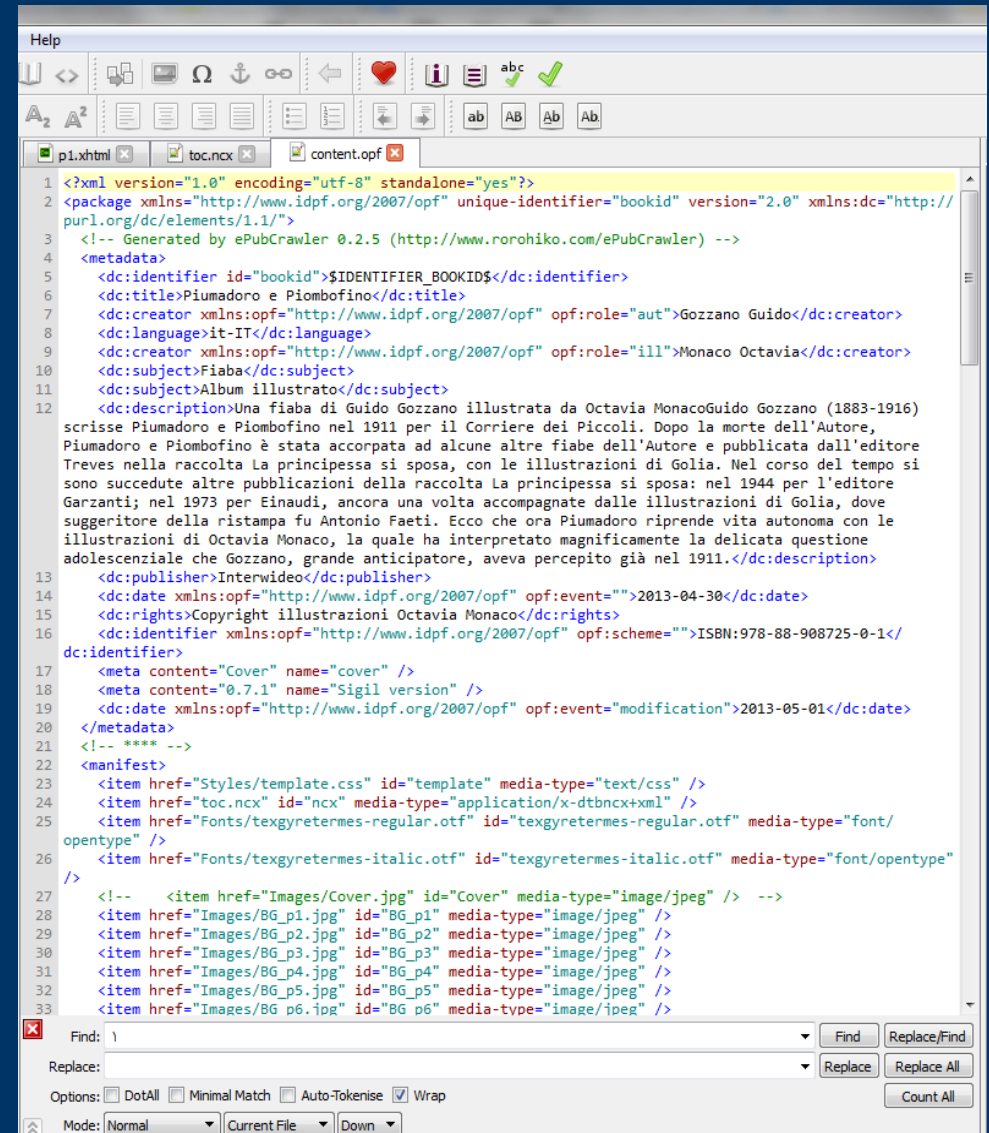
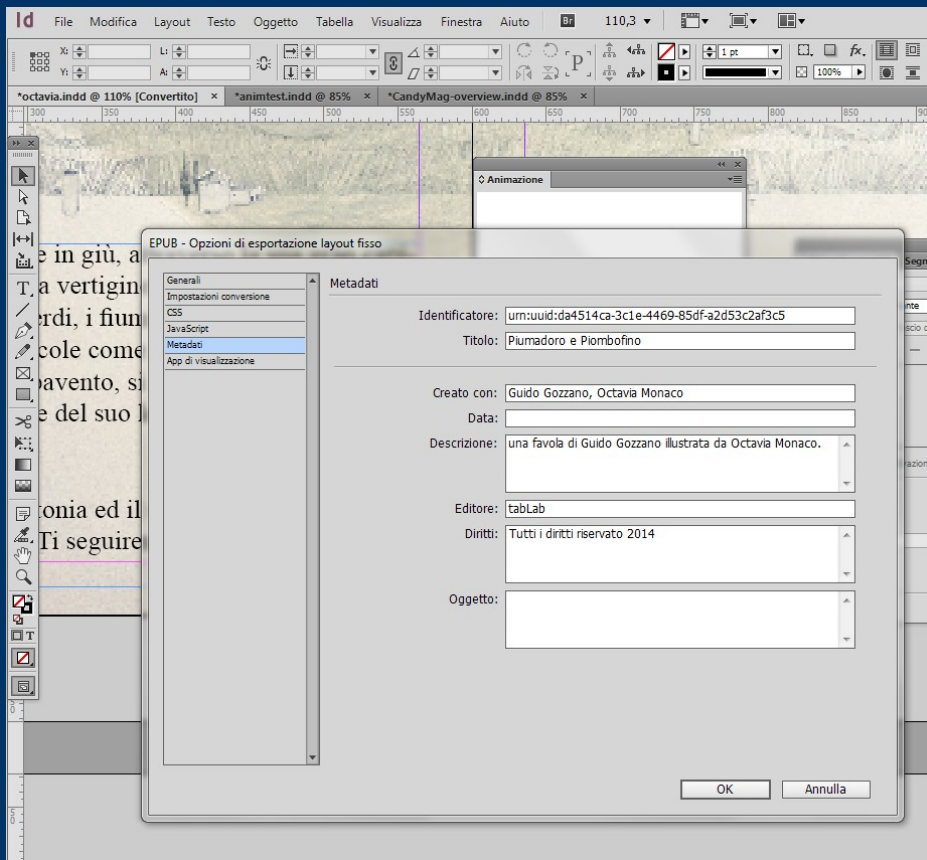
Pannello interattività

The image shows the Adobe InDesign interface with the 'Pannello interattività' (Interactivity Panel) open. An orange arrow points to the 'Interattività' menu item in the 'Finestra' (Window) menu. The Interactivity Panel is expanded to show the 'Anteprima interattività EPUB' (EPUB Interactivity Preview) option, which is selected. Other options include 'Anteprima SWF', 'Collegamenti ipertestuali', 'File multimediali', 'Layout fluido', 'Pulsanti e moduli', 'Segnalibri', 'Stati oggetto', 'Tempo', and 'Transizioni di pagina'. The background shows a document with a '31' graphic and the text 'enter the key'. In the foreground, a preview window titled 'Anteprima interattività EPUB' displays a content page with a purple header 'Contents June 2015'. The page lists three items: 'Mastering the Art of the Boil 3', 'Top 10 Caramel Recipes 6', and 'Taffy Tips 9'. A video player is visible at the bottom right of the preview window. The bottom of the InDesign window shows a status bar with the page number '2' and a scroll bar.

Interattività

- Hyperlink
- Animazioni singole
- Sequenze di animazioni
- Bottoni
- Eventi
- Pop-Up
- Slide-Show
- Oggetti multistato
- Audio (mp3)
- Video (mp4/h264)

Metadati



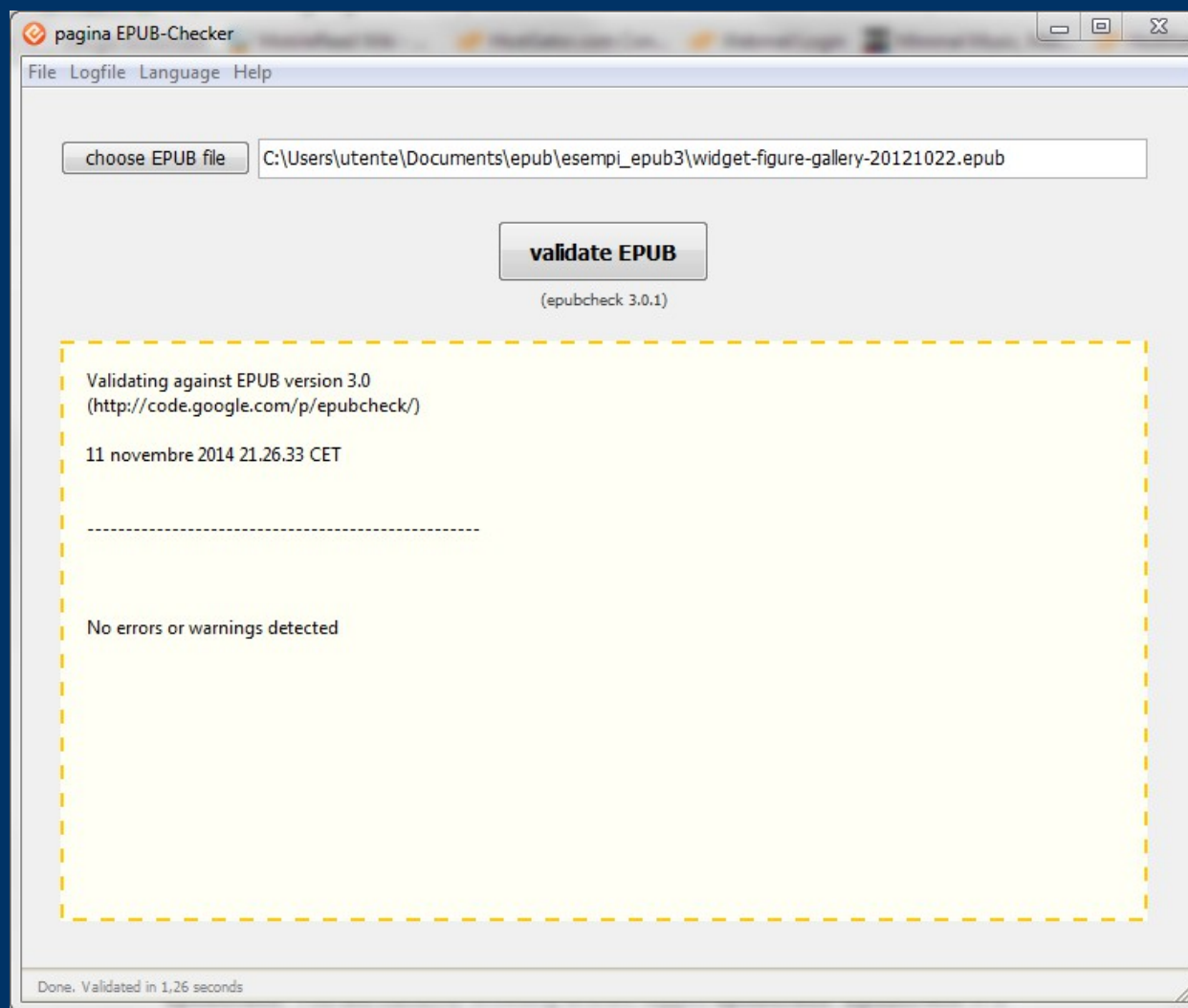
Compatibilità epub3

The screenshot shows the EPUBTest website interface. At the top, there is a navigation bar with the EPUBTest logo. Below it, the main heading is "COMPARE RESULTS". A link "Hide test descriptions" is visible. The table below lists various reading systems and their compatibility with a specific test, "fxl-010".

Reading System	fxl-010
Play Books 3.1.33 Android,	Supported
AZARDI 26.0 Mac OS X 10.8.5,	Supported
Kobo iOS App 6.2 iOS 7.0.4,	Supported
Kobo Android App 5.2 Android 4.1.1, Canada	Supported
Kobo eInk Devices 3.1.1 Linux, Canada	Supported
iBooks 3.1.3 iOS 5.1.1 on iPad 1 (No longer supported by Apple), US	Supported
iBooks 3.2	Supported

Epub checker

<http://www.pagina-online.de/produkte/epub-checker/>



Altri software FXL (non ePub3)

- **ibook Author**
- Mac, solo x iPad
- Apple lo spinge per i testi didattici
- Video in copertina
- Widget (mappe, calcoli,)
- **KindleKidsBook Creator**
- Win, Mac
- 16:9
- No zoom
- Import PDF
- **Comic Creator**
- Graphic novels
- Manga



The logo for TABLAB, featuring the letters 't', 'a', and 'b' in white lowercase font inside three green rounded squares, followed by the letters 'LAB' in a teal uppercase font.

t a b LAB

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