

iBooks

Building interactive books with EPUB 3 and JavaScript

Session 509

Casey Dougherty

iBookstore

These are confidential sessions—please refrain from streaming, blogging, or taking pictures

Recap: WWDC 2011

Create beautiful books with HTML5, CSS3, and EPUB

- EPUB 2.0.1



ePUB

Recap: WWDC 2011

Create beautiful books with HTML5, CSS3, and EPUB

- EPUB 2.0.1
 - Flowing book



Recap: WWDC 2011

Create beautiful books with HTML5, CSS3, and EPUB

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 - Flowing book
 - Fixed Layout books



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 - Read aloud



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 - Flowing book
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 - Read aloud
- Download from Apple Developer Center
 - developer.apple.com/videos/wwdc/2011/

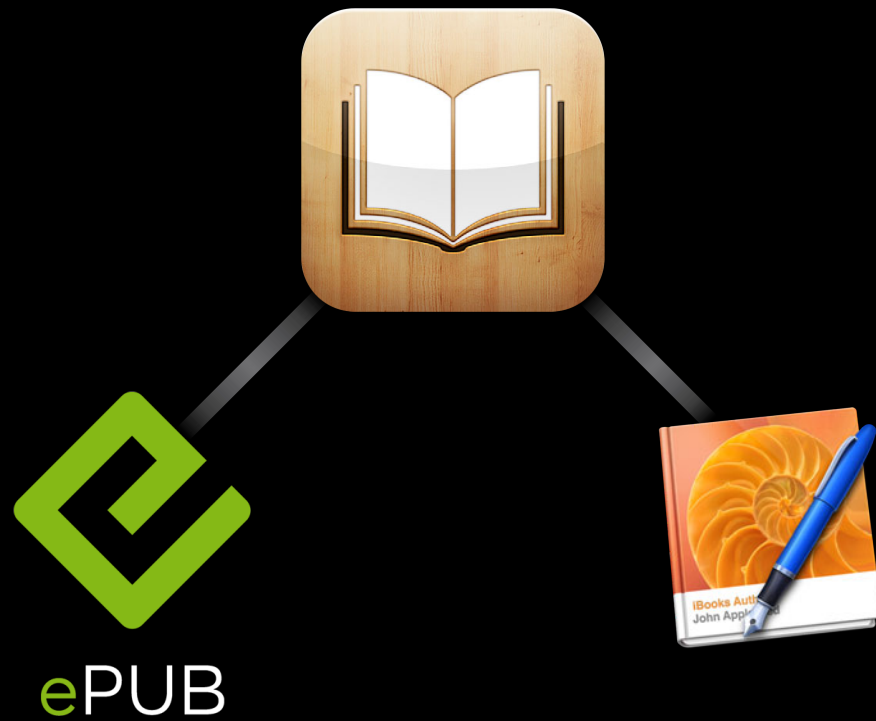
A Year in iBooks



A Year in iBooks



A Year in iBooks



Why EPUB?

- Flowing and fixed layout
 - Media
 - Fonts
 - Interactivity
- Read aloud
- Supported on iPad, iPhone, and iPod touch
- Standard technologies
- Open standard

What You Will Learn

- Foundations of EPUB 3
- Adding interactivity to EPUB using JavaScript
- Development tools

EPUB 3

The basics

Casey Dougherty

iBookstore

EPUB 3 Bootcamp

- Get up to date on EPUB 3 anatomy
- Create pop-ups in iBooks

EPUB Building Blocks

- EPUB is web technology
 - HTML, CSS, JS, etc.
- Zipped, with “.epub” extension

EPUB Structure



EPUB Structure



EPUB Structure



OEBPS



META-INF

EPUB Structure



OEBPS

EPUB Structure



OEBPS

EPUB Structure



OEBPS

Content



Style



Media



EPUB Structure



OEBPS

Content



Style



Media



EPUB Structure



OEBPS

Content



Style



Media



EPUB-Specific



Information About Your EPUB

package.opf



- Package Version
 - Identifies EPUB version
- Metadata
 - Title, language, identifier, date
- Manifest
 - List of all files in the EPUB
- Spine
 - Lists the content in a linear reading order

Package Version

```
<package version="2.0" xmlns="http://www.idpf.org/2007/opf"  
  unique-identifier="uid">
```

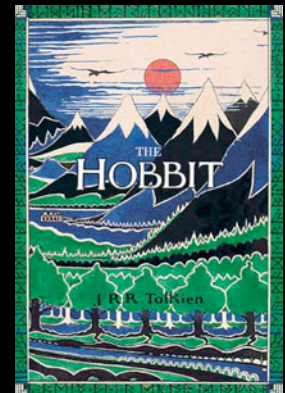
Package Version

```
<package version="3.0" xmlns="http://www.idpf.org/2007/opf"  
  unique-identifier="uid">
```

Metadata

- Title, language, ID, **date-modified**

```
<metadata>  
  <dc:title>The Hobbit</dc:title>  
  <dc:identifier id="bookid">1234567890</dc:identifier>  
  <dc:language>en</dc:language>  
  <meta property="dcterms:modified">2011-01-01T12:00:00Z</meta>  
  <dc:creator>J.R.R Tolkien</dc:creator>  
</metadata>
```



Metadata

- Title, language, ID, date-modified

```
<metadata>
```

```
<dc:title>The Hobbit</dc:title>
```

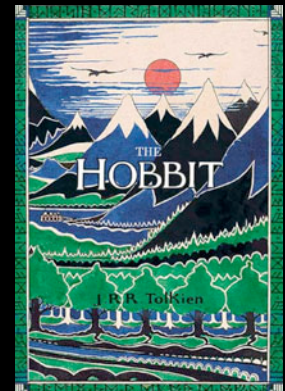
```
<dc:identifier id="bookid">1234567890</dc:identifier>
```

```
<dc:language>en</dc:language>
```

```
<meta property="dcterms:modified">2011-01-01T12:00:00Z</meta>
```

```
<dc:creator>J.R.R Tolkien</dc:creator>
```

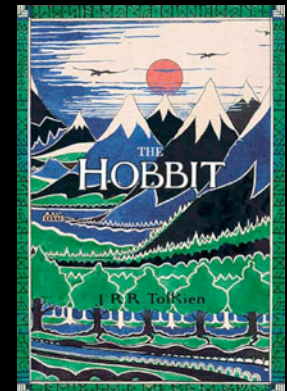
```
</metadata>
```



Metadata

- Title, language, ID, date-modified

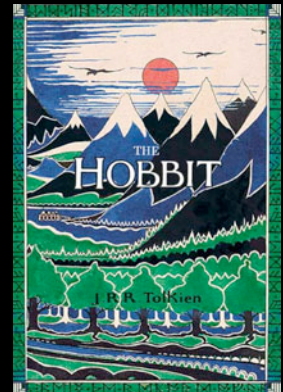
```
<metadata>  
  <dc:title>The Hobbit</dc:title>  
  <dc:identifier id="bookid">1234567890</dc:identifier>  
  <dc:language>en</dc:language>  
  <meta property="dcterms:modified">2011-01-01T12:00:00Z</meta>  
  <dc:creator>J.R.R Tolkien</dc:creator>  
</metadata>
```



Metadata

- Title, language, ID, date-modified

```
<metadata>  
  <dc:title>The Hobbit</dc:title>  
  <dc:identifier id="bookid">1234567890</dc:identifier>  
  <dc:language>en</dc:language>  
  <meta property="dcterms:modified">2011-01-01T12:00:00Z</meta>  
  <dc:creator>J.R.R Tolkien</dc:creator>  
</metadata>
```



Metadata

- Title, language, ID, date-modified

```
<metadata>
```

```
  <dc:title>The Hobbit</dc:title>
```

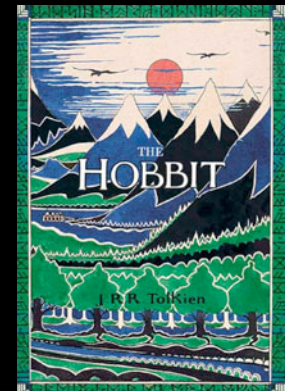
```
  <dc:identifier id="bookid">1234567890</dc:identifier>
```

```
  <dc:language>en</dc:language>
```

```
  <meta property="dcterms:modified">2011-01-01T12:00:00Z</meta>
```

```
  <dc:creator>J.R.R Tolkien</dc:creator>
```

```
</metadata>
```



Manifest

```
<manifest>
  <item id="pg-1" href="chapter1.xhtml" media-type="application/xhtml+xml"/>
  <item id="css1" href="stylesheet.css" media-type="text/css"/>
  <item id="font" href="fonts/font.ttf" media-type="application/x-font-ttf"/>
  <item id="toc" href="toc.xhtml" media-type="application/xhtml+xml"
    properties="nav"/>
  <item id="img1" href="cover-img.jpg" media-type="image/jpeg"
    properties="cover-image"/>
</manifest>
```


Manifest

```
<manifest>
  <item id="pg-1" href="chapter1.xhtml" media-type="application/xhtml+xml"/>
  <item id="css1" href="stylesheet.css" media-type="text/css"/>
  <item id="font" href="fonts/font.ttf" media-type="application/x-font-ttf"/>
  <item id="toc" href="toc.xhtml" media-type="application/xhtml+xml"
    properties="nav"/>
  <item id="img1" href="cover-img.jpg" media-type="image/jpeg"
    properties="cover-image"/>
</manifest>
```

Manifest

```
<manifest>
  <item id="pg-1" href="chapter1.xhtml" media-type="application/xhtml+xml"/>
  <item id="css1" href="stylesheet.css" media-type="text/css"/>
  <item id="font" href="fonts/font.ttf" media-type="application/x-font-ttf"/>
  <item id="toc" href="toc.xhtml"
    media-type="application/xhtml+xml"
    properties="nav"/>
  <item id="img1" href="cover-img.jpg" media-type="image/jpeg"
    properties="cover-image"/>
</manifest>
```

Spine

- List content documents in linear reading order

Spine

- List content documents in linear reading order

Spine

- List content documents in linear reading order



Spine

- List content documents in linear reading order

```
<spine>
  <itemref idref="chapter1"/>

  <itemref idref="chapter2"/>

  <itemref idref="chapter3"/>

  <itemref idref="chapter4"/>
</spine>
```



Spine

- List content documents in linear reading order

```
<spine>
```

```
<itemref idref="chapter1"/>
```



```
<itemref idref="chapter2"/>
```



```
<itemref idref="chapter3"/>
```



```
<itemref idref="chapter4"/>  
</spine>
```



.opf XML File

- Package Version
 - Identifies EPUB version
- Metadata
 - Title, language, identifier, **modified date**
- Manifest
 - List of all files in the package
 - New attribute: **properties**
- Spine
 - List all XHTML in linear reading order

EPUB Navigation

toc.xhtml



- Replaces the EPUB 2's .NCX file
- Information about navigating an EPUB
 - Table of contents
 - Landmarks: Guide to key files
 - Page-list: Custom page numbers

Structuring Navigation

<nav> element

- Contains a navigation hierarchy using HTML lists

```
<nav>
  <ol>
    <li><a href="link.xhtml">Text</a></li>
    <li><a href="link.xhtml">Text</a></li>
  </ol>
</nav>
```

Identifying Navigation

epub:type

- Provides additional semantic meaning to any element
- Supports a variety of preexisting values
- **epub:type** attributes for navigation
 - toc
 - landmarks
 - page-list

Identifying Navigation

epub:type

- Provides additional semantic meaning to any element
- Supports a variety of preexisting values
- **epub:type** attributes for navigation
 - toc
 - landmarks
 - page-list

```
<nav epub:type="toc">
  <ol>
    <li><a href="link.xhtml">Text</a></li>
    <li><a href="link.xhtml">Text</a></li>
  </ol>
</nav>
```

Identifying Navigation

epub:type

- Provides additional semantic meaning to any element
- Supports a variety of preexisting values
- **epub:type** attributes for navigation
 - toc
 - landmarks
 - page-list

```
<nav epub:type="toc">  
  <ol>  
    <li><a href="link.xhtml">Text</a></li>  
    <li><a href="link.xhtml">Text</a></li>  
  </ol>  
</nav>
```

Table of Contents

Epub navigation

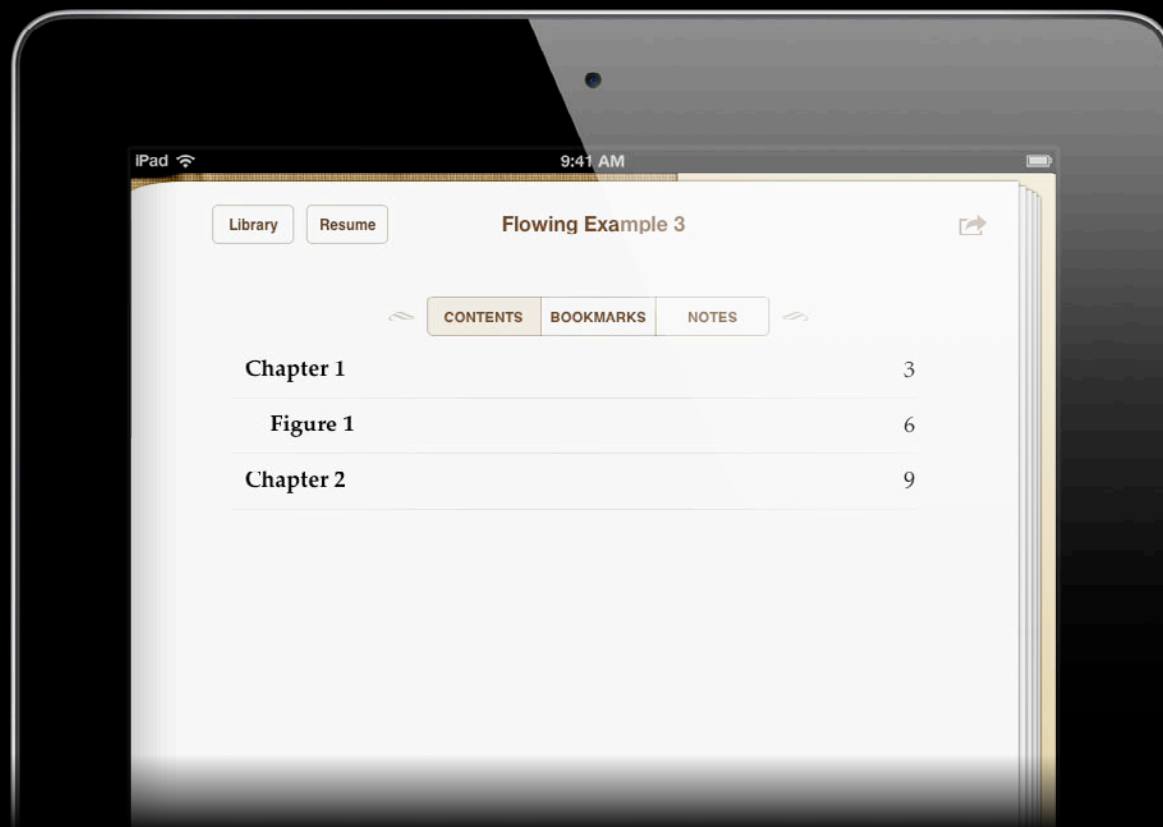


Table of Contents

EPUB navigation

```
<nav epub:type="toc">
  <ol>
    <li><a href="chapter1.xhtml">Chapter 1</a>
      <ol>
        <li><a href="chapter1.xhtml#figure1">Figure 1</a></li>
      </ol>
    </li>
    <li><a href="chapter2.xhtml">Chapter 2</a></li>
  </ol>
</nav>
```

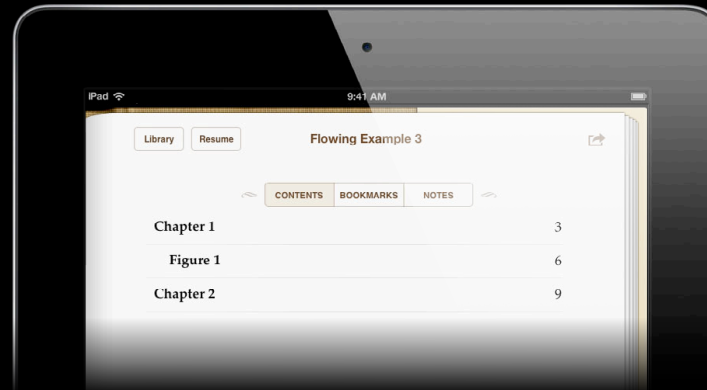
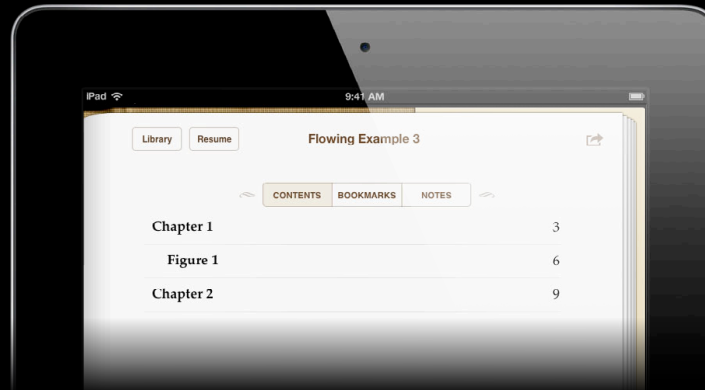


Table of Contents

EPUB navigation

```
<nav epub:type="toc">  
  <ol>  
    <li><a href="chapter1.xhtml">Chapter 1</a>  
      <ol>  
        <li><a href="chapter1.xhtml#figure1">Figure 1</a></li>  
      </ol>  
    </li>  
    <li><a href="chapter2.xhtml">Chapter 2</a></li>  
  </ol>  
</nav>
```



Identify Key Content

Landmarks

- Replaces the EPUB 2 guide
- Identifies milestones in your book
- Referenced when cutting samples for the iBookstore
- Defines the start page

Identify Key Content Landmarks

```
<nav epub:type="landmarks">
  <ol>
    <li><a href="coverpg.xhtml" epub:type="cover">Cover</a></li>
    <li><a href="titlepg.xhtml" epub:type="title-page">Title Page</a></li>
    <li><a href="chapter.xhtml" epub:type="text">Start</a></li>
    <li><a href="bibliog.xhtml" epub:type="biblio">Biography</a></li>
  </ol>
</nav>
```

Identify Key Content Landmarks

```
<nav epub:type="landmarks">  
  <ol>  
    <li><a href="coverpg.xhtml" epub:type="cover">Cover</a></li>  
    <li><a href="titlepg.xhtml" epub:type="title-page">Title Page</a></li>  
    <li><a href="chapter.xhtml" epub:type="text">Start</a></li>  
    <li><a href="bibliog.xhtml" epub:type="biblio">Biography</a></li>  
  </ol>  
</nav>
```

Identify Key Content Landmarks

```
<nav epub:type="landmarks">  
  <ol>  
    <li><a href="coverpg.xhtml" epub:type="cover">Cover</a></li>  
    <li><a href="titlepg.xhtml" epub:type="title-page">Title Page</a></li>  
    <li><a href="chapter.xhtml" epub:type="text">Start</a></li>  
    <li><a href="bibliog.xhtml" epub:type="biblio">Biography</a></li>  
  </ol>  
</nav>
```

Custom Page Numbers

Page-list



Custom Page Numbers

Page-list



Custom Page Numbers

Page-list



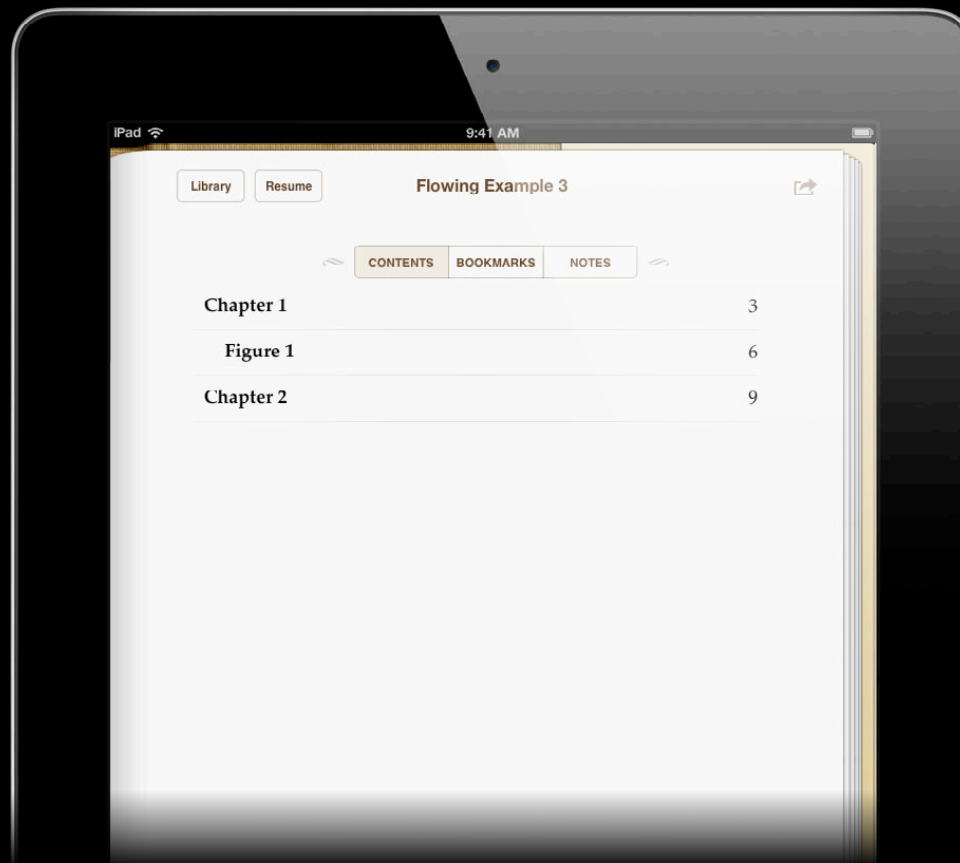
Custom Page Numbers

Page-list



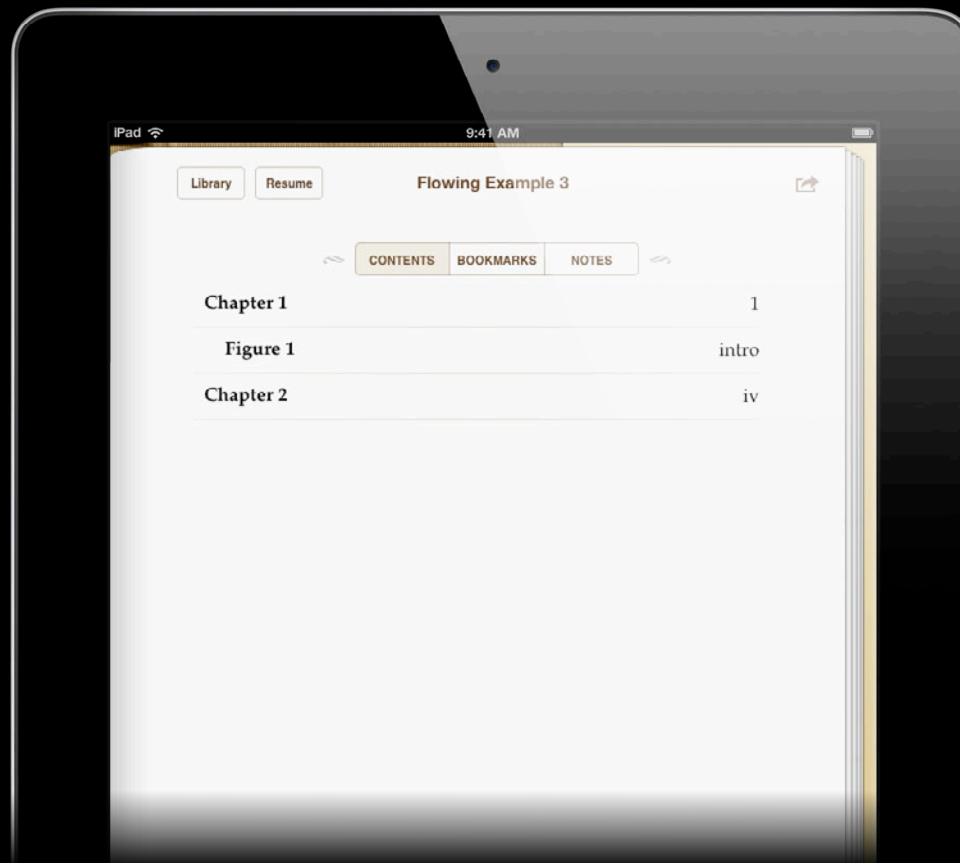
Custom Page Numbers

Page-list



Custom Page Numbers

Page-list



Custom Page Numbers

Page-list



Custom Page Numbers

Page-list



EPUB Navigation

Page-list

```
<nav epub:type="page-list">
  <ol>
    <li><a href="coverpg.xhtml">intro</a></li>
    <li><a href="titlepg.xhtml"> </a></li>
    <li><a href="chp1.xhtml#p1">1</a></li>
    <li><a href="chp1.xhtml#p2">2</a></li>
    <li><a href="chp1.xhtml#p3">3</a></li>
  </ol>
</nav>
```

EPUB Navigation

Page-list

```
<nav epub:type="page-list">  
  <ol>  
    <li><a href="coverpg.xhtml">intro</a></li>  
    <li><a href="titlepg.xhtml"> </a></li>  
    <li><a href="chp1.xhtml#p1">1</a></li>  
    <li><a href="chp1.xhtml#p2">2</a></li>  
    <li><a href="chp1.xhtml#p3">3</a></li>  
  </ol>  
</nav>
```

EPUB Navigation

Page-list

```
<nav epub:type="page-list">
  <ol>
    <li><a href="coverpg.xhtml">intro</a></li>
    <li><a href="titlepg.xhtml"> </a></li>
    <li><a href="chp1.xhtml#p1">1</a></li>
    <li><a href="chp1.xhtml#p2">2</a></li>
    <li><a href="chp1.xhtml#p3">3</a></li>
  </ol>
</nav>
```

Epub Navigation

Page-list

```
<nav epub:type="page-list">
  <ol>
    <li><a href="coverpg.xhtml">intro</a></li>
    <li><a href="titlepg.xhtml"> </a></li>
    <li><a href="chp1.xhtml#p1">1</a></li>
    <li><a href="chp1.xhtml#p2">2</a></li>
    <li><a href="chp1.xhtml#p3">3</a></li>
  </ol>
</nav>
<html> <!--chp1.xhtml-->
  ...
  <p id="p1">Lorem ipsum.</p>
  ...
</html>
```


Epub Navigation

Page-list

```
<nav epub:type="page-list">
  <ol>
    <li><a href="coverpg.xhtml">intro</a></li>
    <li><a href="titlepg.xhtml"> </a></li>
    <li><a href="chp1.xhtml#p1">1</a></li>
    <li><a href="chp1.xhtml#p2">2</a></li>
    <li><a href="chp1.xhtml#p3">3</a></li>
  </ol>
</nav>
```

```
<html> <!--chp1.xhtml-->
  ...
  <p id="p1">Lorem ipsum.</p>
  ...
</html>
```

EPUB Navigation

toc.xhtml

- Information about navigating an EPUB
 - Table of contents
 - Landmarks: Guide to key files
 - Page-list: Custom page numbers
- Uses HTML5 `<nav>` element
- Uses EPUB 3 `epub:type` attribute

Add Meaning and Functionality

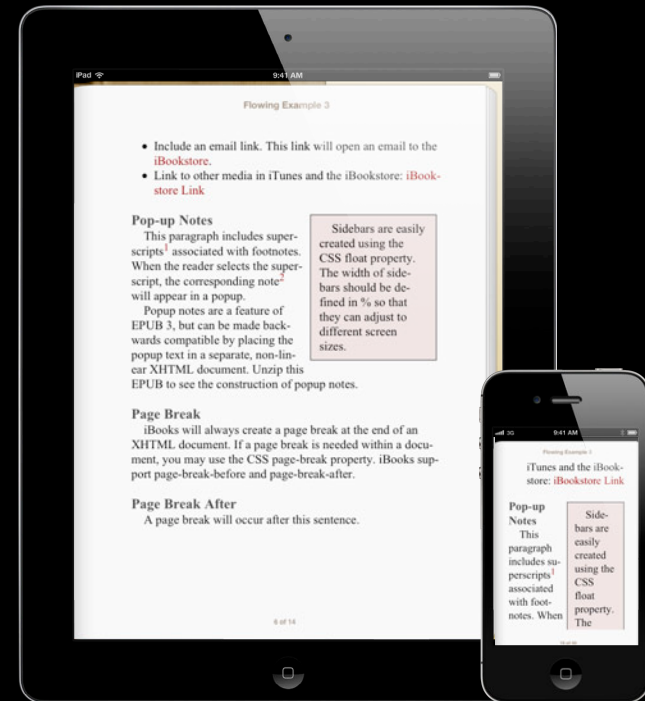
`epub:type`

- Adds additional semantic meaning to the element on which it appears

Pop-Up Notes

epub:type

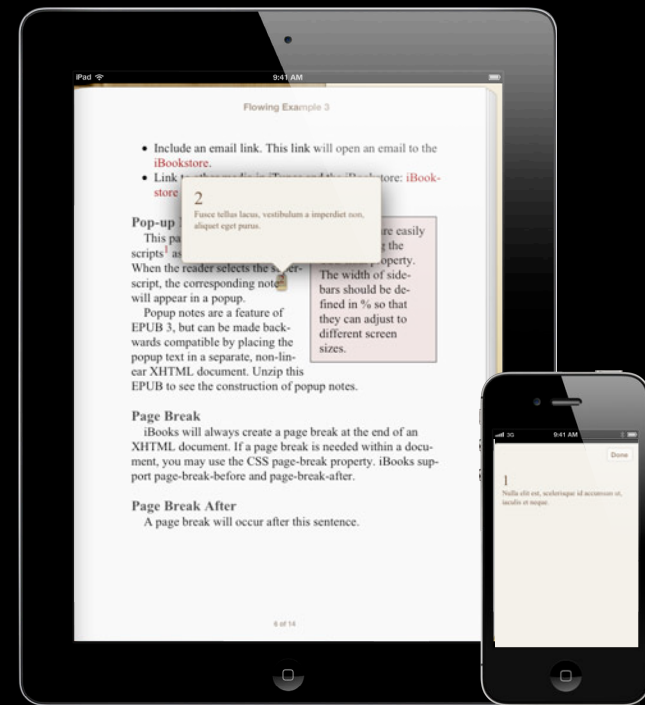
- Work on iPad, iPhone, and iPod touch



Pop-Up Notes

epub:type

- Work on iPad, iPhone, and iPod touch



Pop-Up Notes

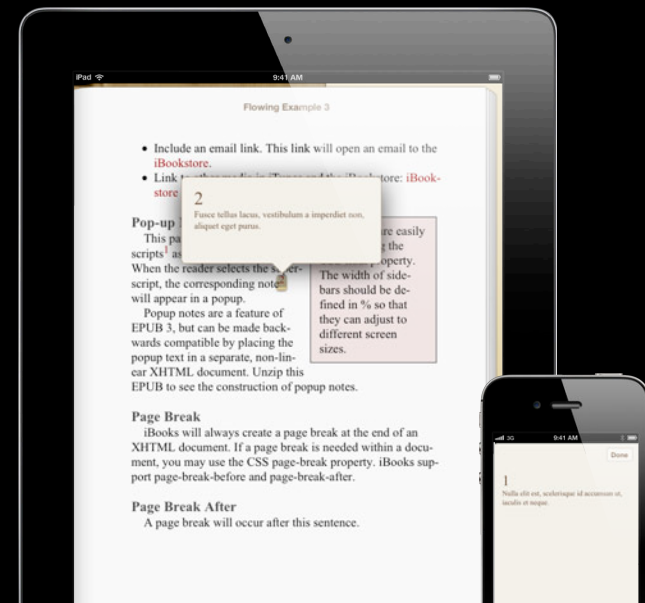
epub:type

```
<sup>
```

```
  <a href="chapter.xhtml#myNote" epub:type="noteref">1</a>
```

```
</sup>
```

```
<aside id="myNote" epub:type="footnote">Text in popup</aside>
```



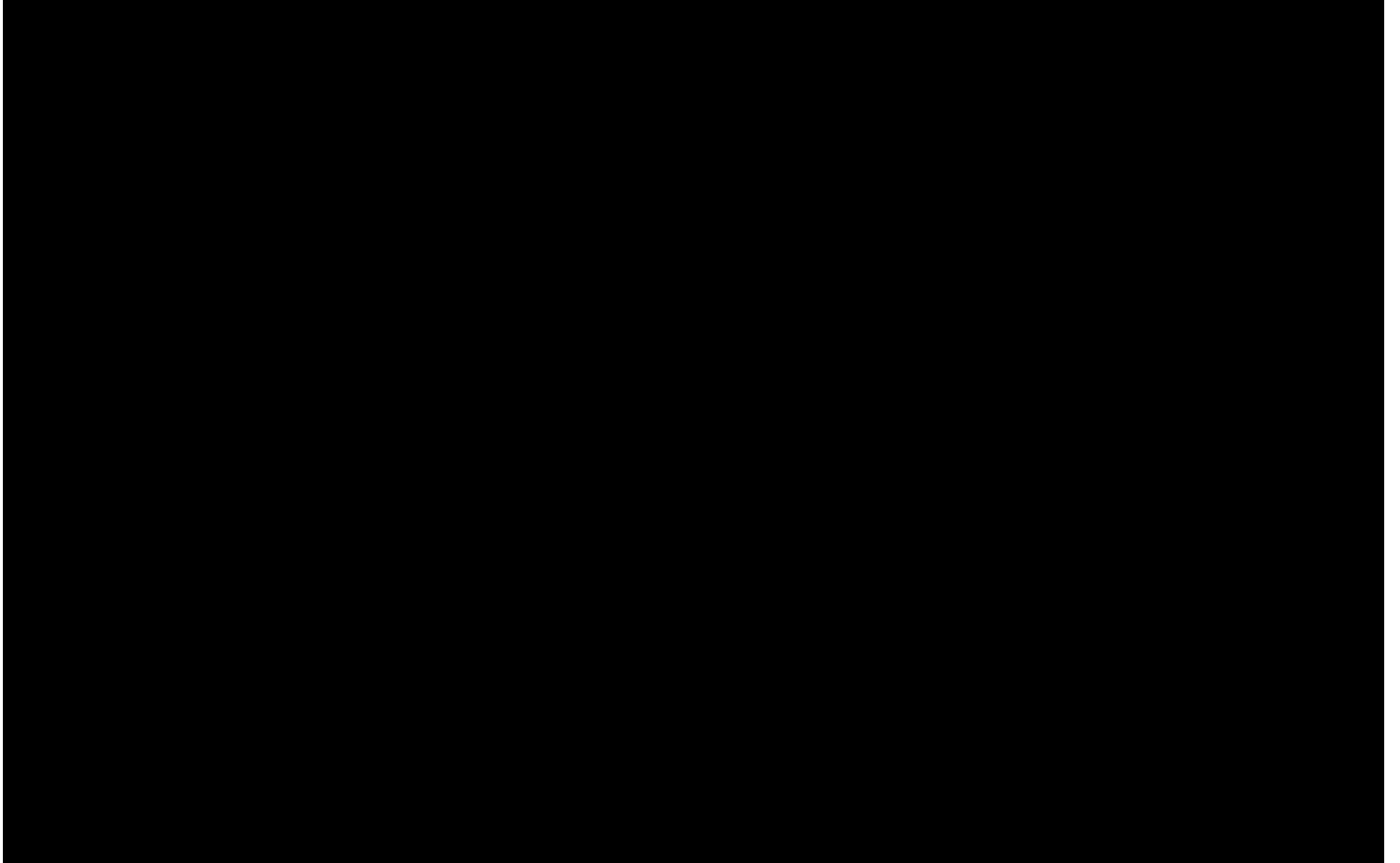
EPUB 3 Summary

- Building blocks of an EPUB
 - Web technology
- Structure of an EPUB
 - OPF
 - Nav
- Pop-ups in iBooks

Fun with EPUB

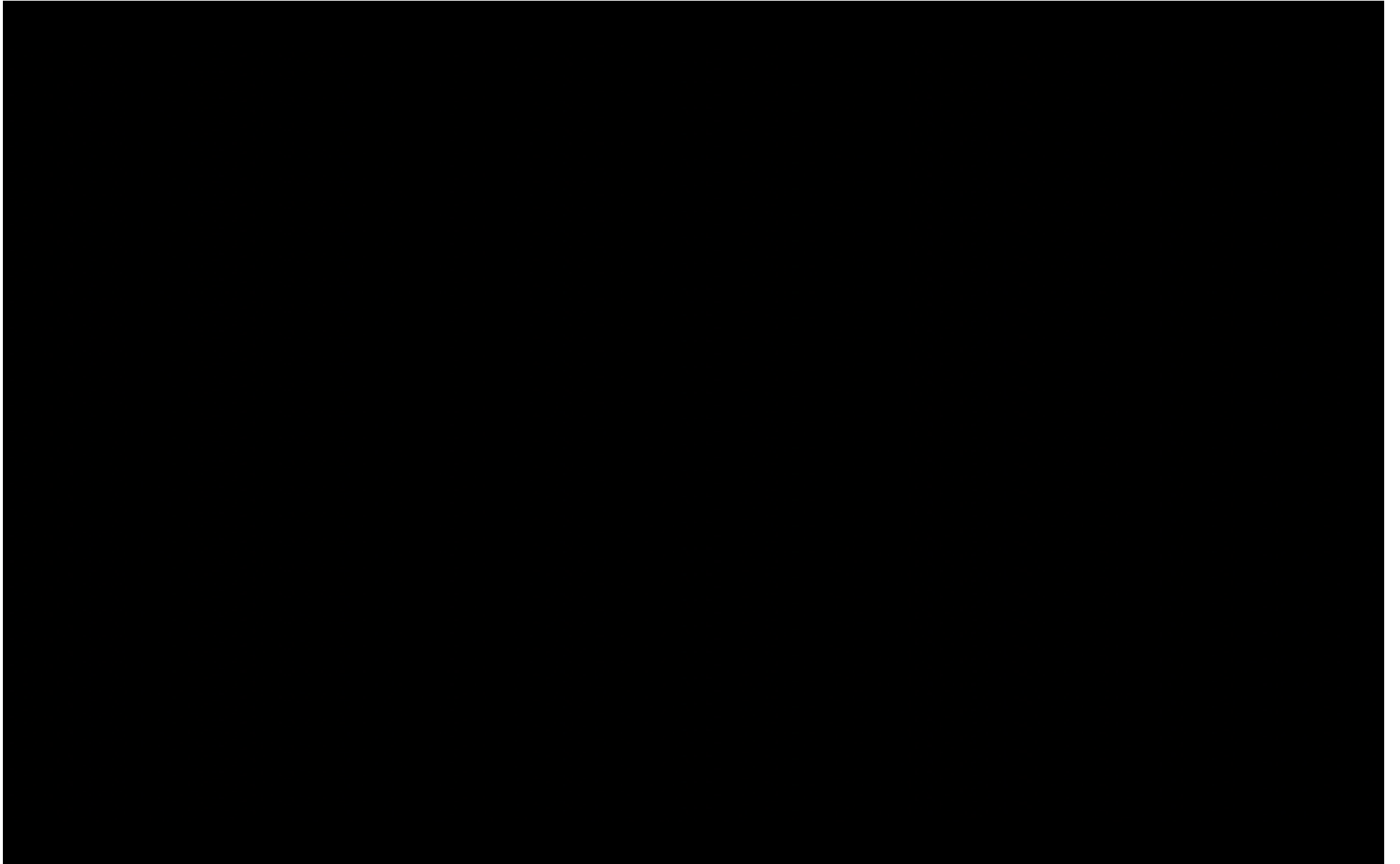
JavaScript interactivity

Jonathan Ng
iBookstore



What Is Interactivity?





Fusing User Interaction with Feedback

Fusing User Interaction with Feedback

- JavaScript
 - Supported since iBooks 1.5
 - Officially supported in EPUB 3

Fusing User Interaction with Feedback

- JavaScript
 - Supported since iBooks 1.5
 - Officially supported in EPUB 3
- Components of interactivity
 - User interaction
 - Media integration
 - Audio
 - Video
 - CSS animations

CSS Animations and Interactivity



CSS Animation



JavaScript triggered animation

CSS Animations and Interactivity



CSS Animation



JavaScript triggered animation

CSS Animations and Interactivity



CSS Animation



JavaScript triggered animation

Animations Are the Core of Interactivity

Animations Are the Core of Interactivity

- Combine animations for compound effects

Animations Are the Core of Interactivity

- Combine animations for compound effects
- Use JavaScript to control sequences
 - Modify class names
 - Respond to classes with CSS

```
/**
 * iBook JS Framework
 * Compatibility: iBooks 1.5+
 * Copyright © 2009–2011 Apple Inc. All rights reserved.
 *
 **/

/**
 * @name iBook
 * @namespace
 *
 * Top-level object containing some core constants providing information about
the environment.
 */
var iBook = {};

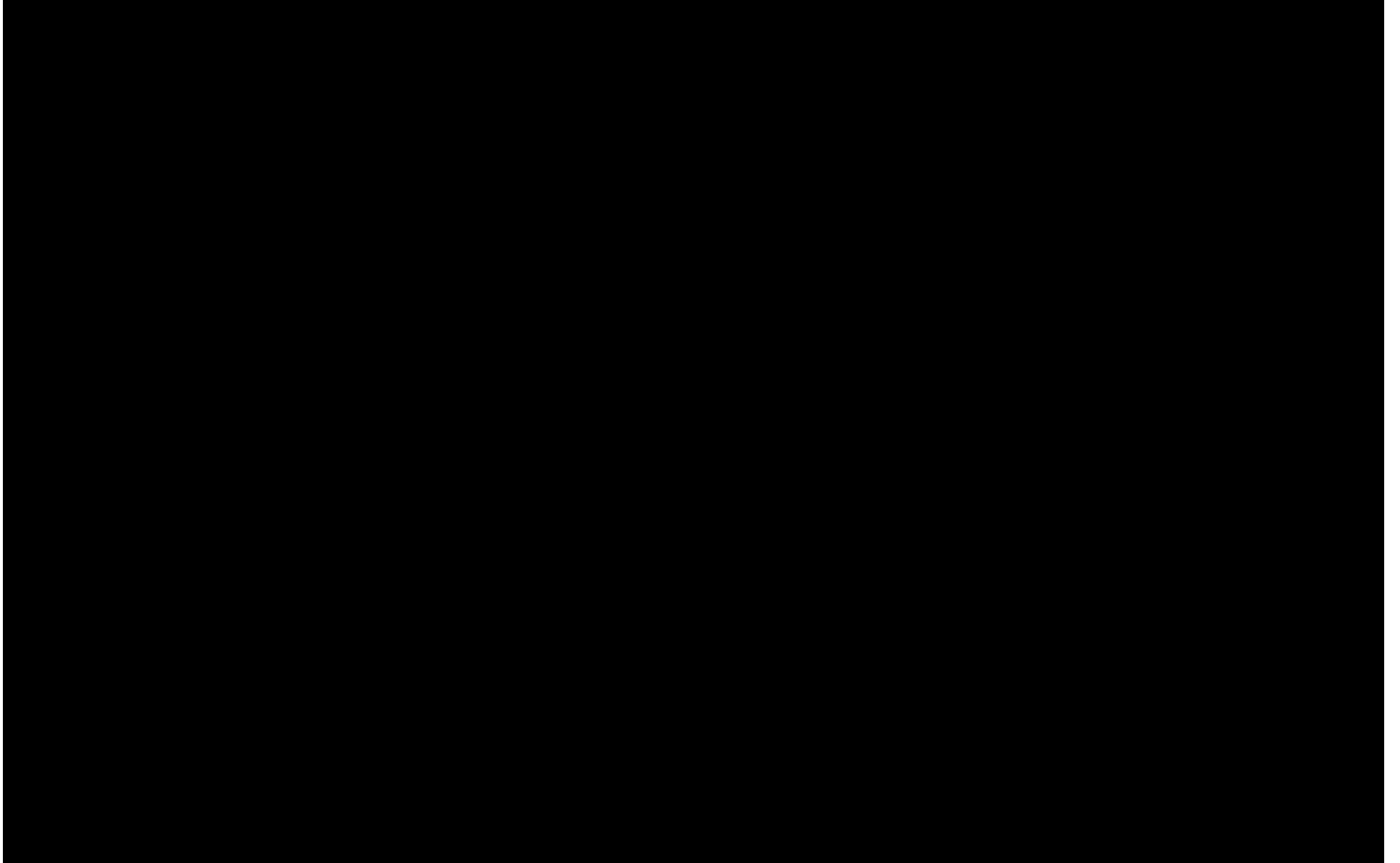
/**
 * Indicates the version of iBook JS.
 * @constant
 * @type String
 */
iBook.VERSION = '1.0';

/**
 * Indicates whether the platform is an iBook.IS_IPAD.
 * @constant
 * @type bool
 */
iBook.IS_IPAD = (navigator.platform == 'iPad');
```

```
    this.xTap = Math.abs(this.startX - event.clientX) < iBook.TAP_THRESHOLD ||
event.pageX == 0;
    this.yTap = Math.abs(this.startY - event.clientY) < iBook.TAP_THRESHOLD ||
event.pageY == 0;

    if (this.xTap && this.yTap){
        event.preventDefault();
        this.el.toggleClassName(iBook.ACTIVE_CSS_CLASS);
    };
};

/**
 * Event triage.
 *
 */
iBooksToggleableController.prototype.handleEvent = function(event){
    switch(event.type){
        case iBook.START_EVENT:
            this.touchStart(event);
            break;
        case iBook.END_EVENT:
            this.touchEnd(event);
            break;
    }
};
```



iBook.js

JavaScript interactivity, simplified

iBook.js Simplifies Your Life

- Apple's framework
- Available now, for everybody
- Simplifies common tasks
- Unobfuscated
- Optional

DOM Load-Based Actions

- CSS class: `build-in`

```
<body class="build-in">
```

DOM Load-Based Actions

- CSS class: `build-in`

```
<body class="build-in">
```



Deferring Events After Content Load

- Timeout
- CSS class: `ibooks-deferred-event`
 - 1000ms by default
 - Adjust with HTML attribute `"data-ibooks-deferred-event-delay"`

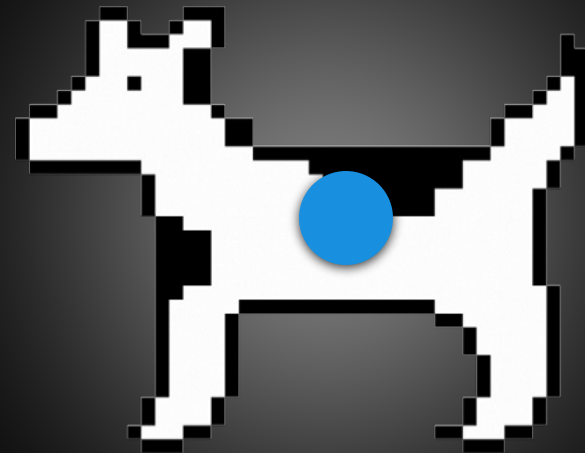
```
<div class="ibooks-deferred-event"></div>
```

Toggling Elements

- CSS class: `ibooks-toggable`
- On touch, toggles CSS class: `active`

```

```

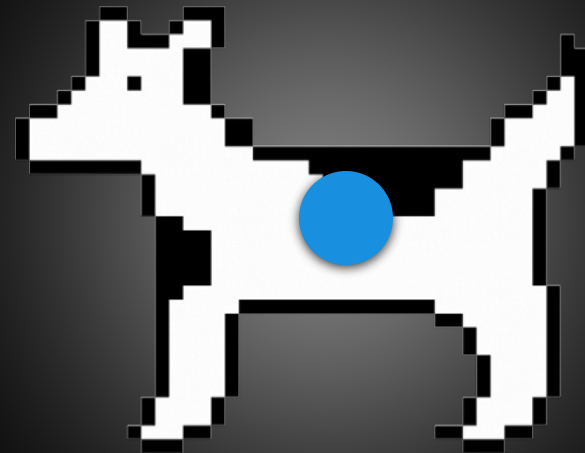


Toggling Elements

- CSS class: `ibooks-toggable`
- On touch, toggles CSS class: `active`

```

```



Toggling Elements

- CSS class: `ibooks-toggable`
- On touch, toggles CSS class: `active`

```

```



Leveraging Touch for Draggable Objects

- Easily add touch support
- CSS class: `ibooks-draggable`

```
<div class="ibooks-draggable"></div>
```



Leveraging Touch for Draggable Objects

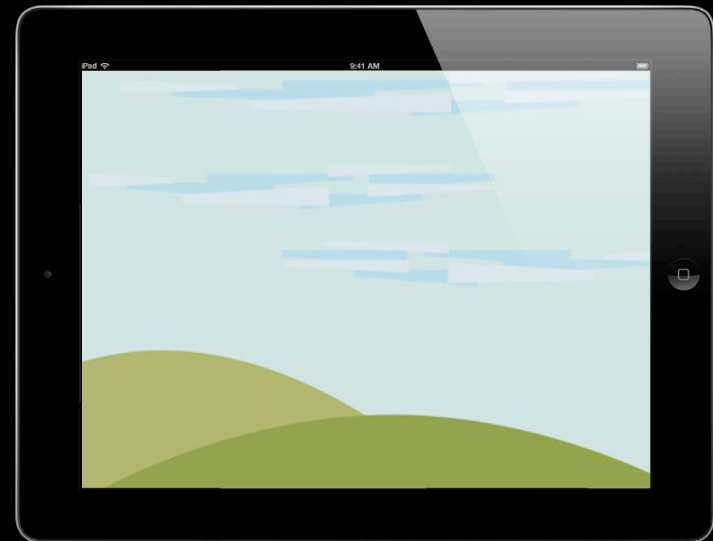
- Easily add touch support
- CSS class: `ibooks-draggable`

```
<div class="ibooks-draggable"></div>
```



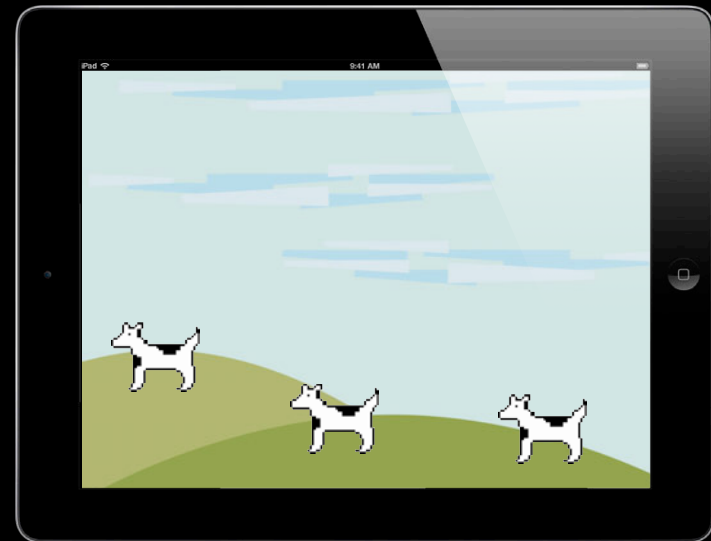
Duplicating Elements

- Adds elements to DOM on touch
- CSS class: `ibooks-stampable`
 - Apply to a parent container
- On touch `ibook.js` appends an empty div element with the CSS class `stamp` within the parent container



Duplicating Elements

- Adds elements to DOM on touch
- CSS class: `ibooks-stampable`
 - Apply to a parent container
- On touch `ibook.js` appends an empty div element with the CSS class `stamp` within the parent container



Define Your Path Using SVG

- Requires a SVG path to define a valid touch area
 - Format for 2D vector graphics
 - SVG is especially useful for defining irregular shapes



Define Your Path Using SVG

- Requires a SVG path to define a valid touch area
 - Format for 2D vector graphics
 - SVG is especially useful for defining irregular shapes



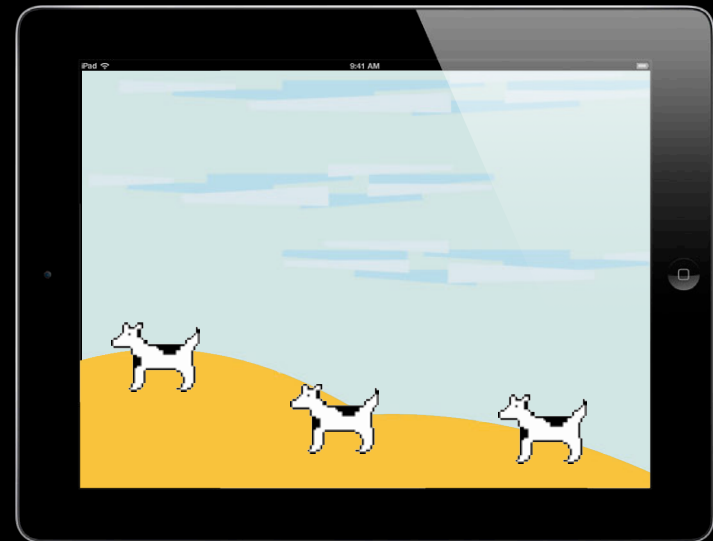
Define Your Path Using SVG

- Requires a SVG path to define a valid touch area
 - Format for 2D vector graphics
 - SVG is especially useful for defining irregular shapes



Define Your Path Using SVG

- Requires a SVG path to define a valid touch area
 - Format for 2D vector graphics
 - SVG is especially useful for defining irregular shapes



Using Elements to Trigger Audio Playback

- CSS class: `ibooks-media-audio`
 - Define the source: `data-ibooks-audio-src`
- But, what about the `<audio>` element?
 - Trigger audio playback using any HTML element
 - `ibook.js` manages the audio playback via JavaScript

```

```



Using Elements to Trigger Audio Playback

- CSS class: `ibooks-media-audio`
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- But, what about the `<audio>` element?
 - Trigger audio playback using any HTML element
 - `ibook.js` manages the audio playback via JavaScript

```

```



Changing Audio Playback Behavior

- Resetting audio head playback: `data-ibooks-audio-reset-on-play`

```

```

Add Interactivity in Seconds

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- Include it

```
<script src="js/ibook.js" type="text/javascript" charset="utf-8"></script>
```

Add Interactivity in Seconds

- Include it

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<script src="js/ibook.js" type="text/javascript" charset="utf-8"></script>
```

- Add your class

```
<div class="ibooks-deferred-event"></div>
```

Add Interactivity in Seconds

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<script src="js/ibook.js" type="text/javascript" charset="utf-8"></script>
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- Add your class

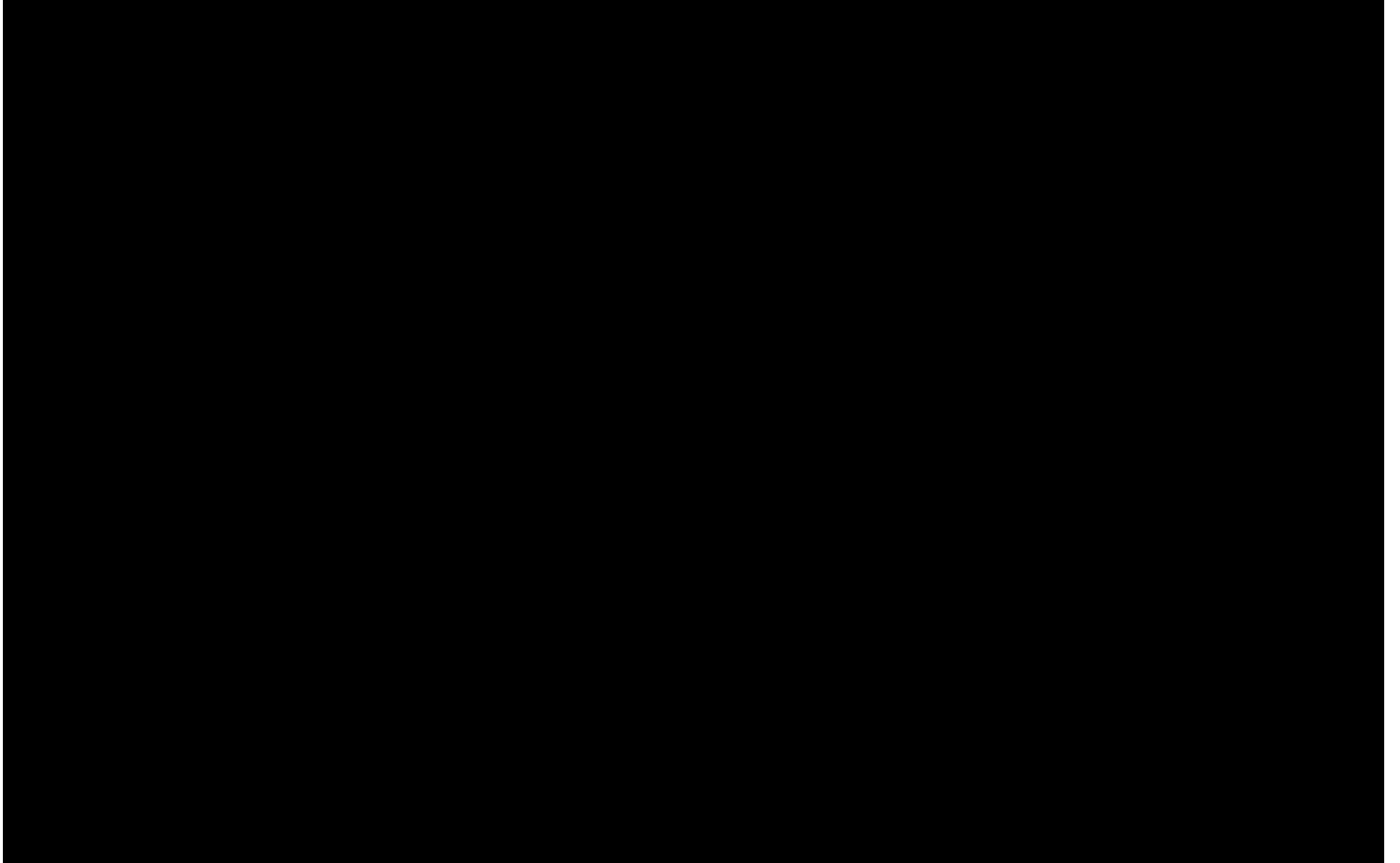
```
<div class="ibooks-deferred-event"></div>
```

- Customize it

```
<div class="ibooks-deferred-event" data-ibooks-deferred-event="5000"></div>
```

iBook.js Summary

- Available on iTunes Connect
- Easily pair audio or visuals
 - DOM load
 - Deferred events
- Leverage touch for user initiated events
 - Toggleables, draggables, stampables
- Simple audio control



Advanced JS Interactivity

Customize iBook.js

```
iBooksBaseController.prototype.initConfigurables = function() {  
  // CSS class name on active elements  
  iBook.ACTIVE_CSS_CLASS = "active";  
  
  // CSS class name appended to body on page load  
  iBook.CSS_CLASS_ON_LOAD = "build-in";  
  
  // Delay in milliseconds before deferred events fire  
  iBook.DEFERRED_EVENT_DELAY = "1000";  
  
  // CSS selector for page  
  iBook.PAGE_CSS_SELECTOR = ".page";  
  
  // CSS class for stamped elements  
  iBook.STAMPED_ELEMENT_CSS_CLASS = "stamp";  
};
```

Preventing Default iBooks UI

- Touch interactions display the menu bar, or dialog boxes
- JavaScript binding that prevents default behavior
 - `preventDefault()`



Preventing Default iBooks UI

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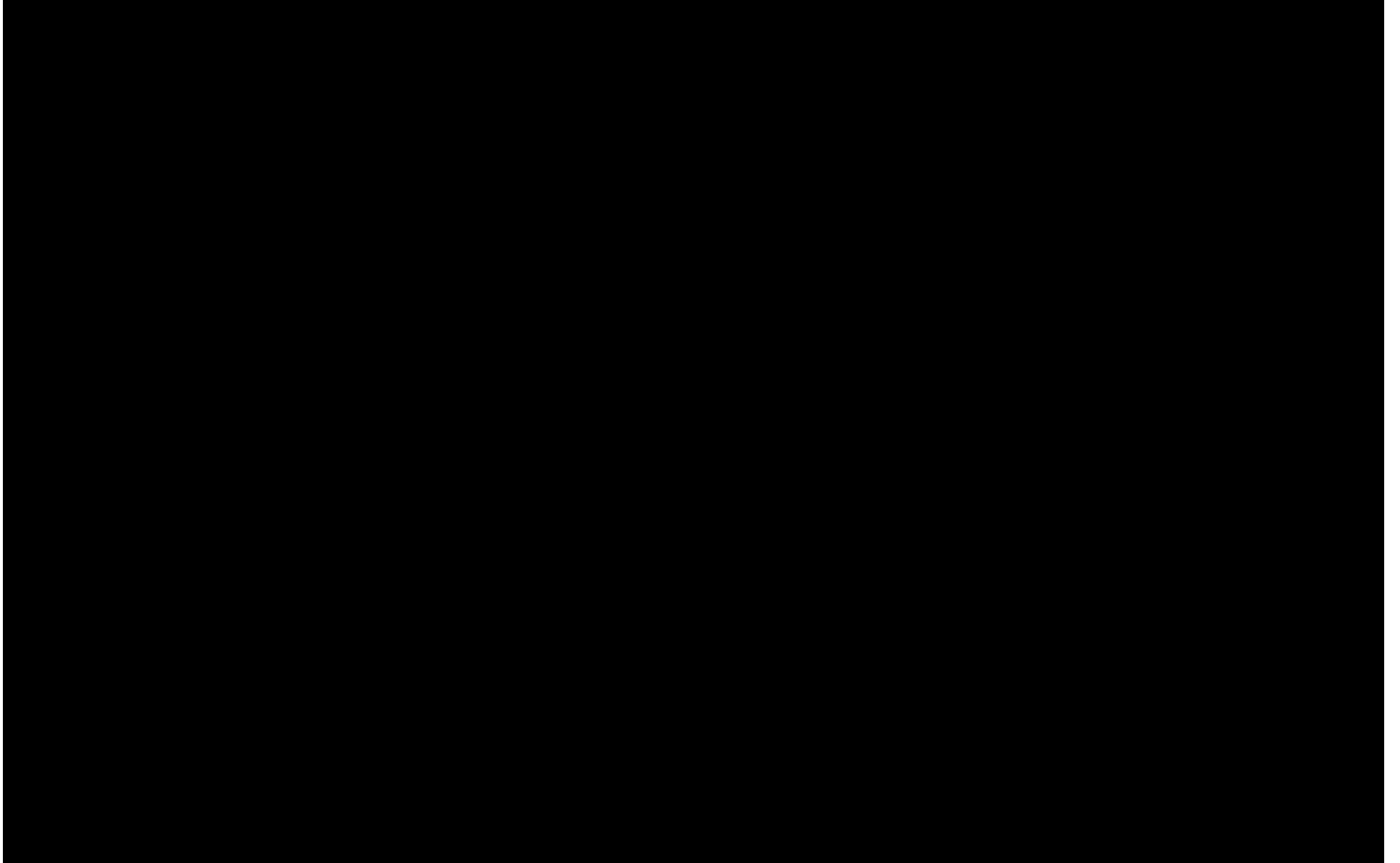
Preventing Default iBooks UI

- Touch interactions display the menu bar, or dialog boxes
- JavaScript binding that prevents default behavior
 - `preventDefault()`



Advanced JavaScript Interactivity

- Hardware sensors
 - Accelerometer
 - Gyroscope
 - Magnetometer
- Location services
- Gestures



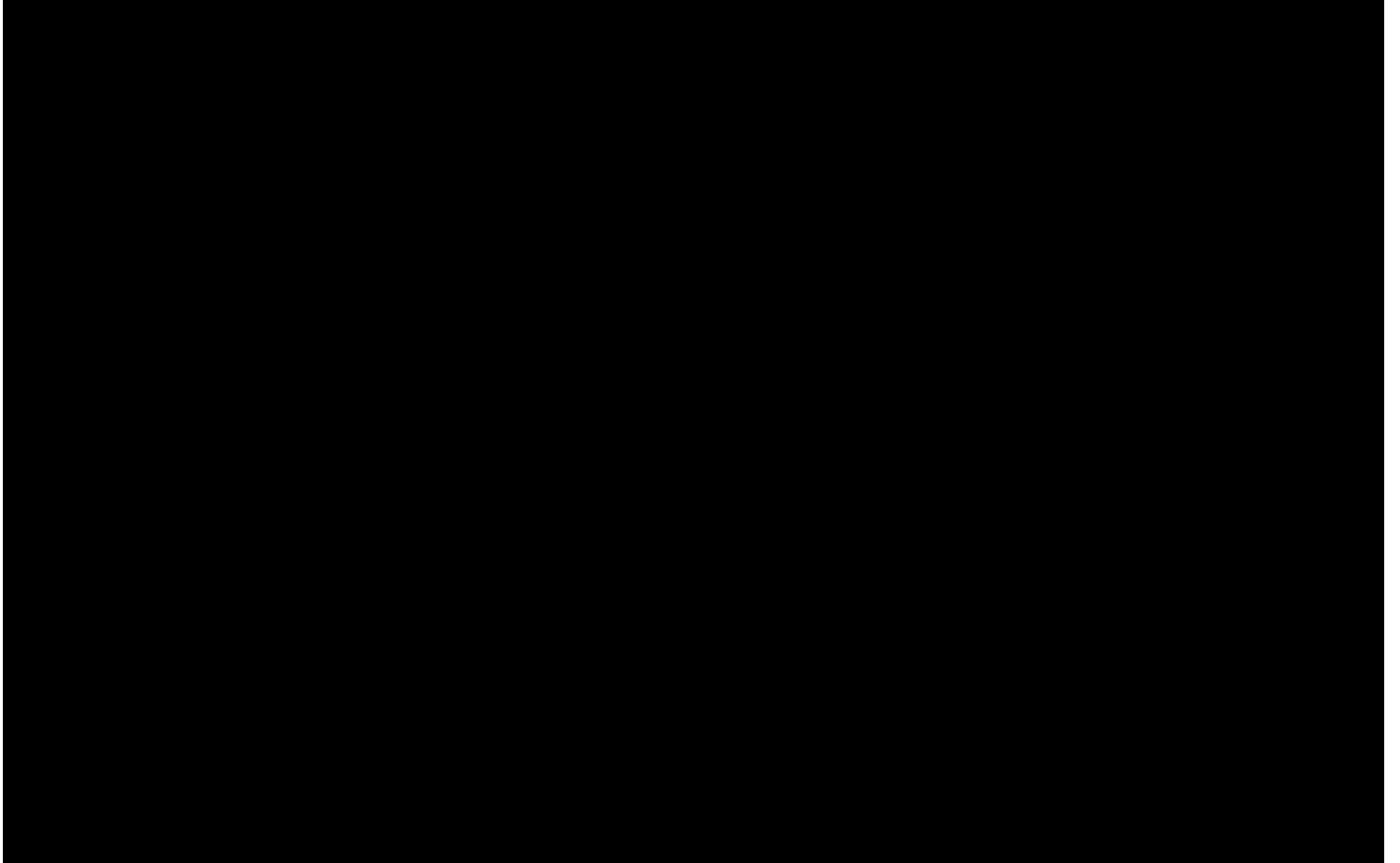
Test, Test, Test

Book Proofer

EPUB Development Tool for iBooks

Alejandro Rodríguez

iBooks







Testing Your Book

Testing Your Book

1. Edit and save document

Testing Your Book

1. Edit and save document
2. Export as EPUB

Testing Your Book

1. Edit and save document
2. Export as EPUB
3. Sync to device

Testing Your Book

1. Edit and save document
2. Export as EPUB
3. Sync to device
4. Open in iBooks

Testing Your Book

1. Edit and save document
2. Export as EPUB
3. Sync to device
4. Open in iBooks
5. Turn chapter

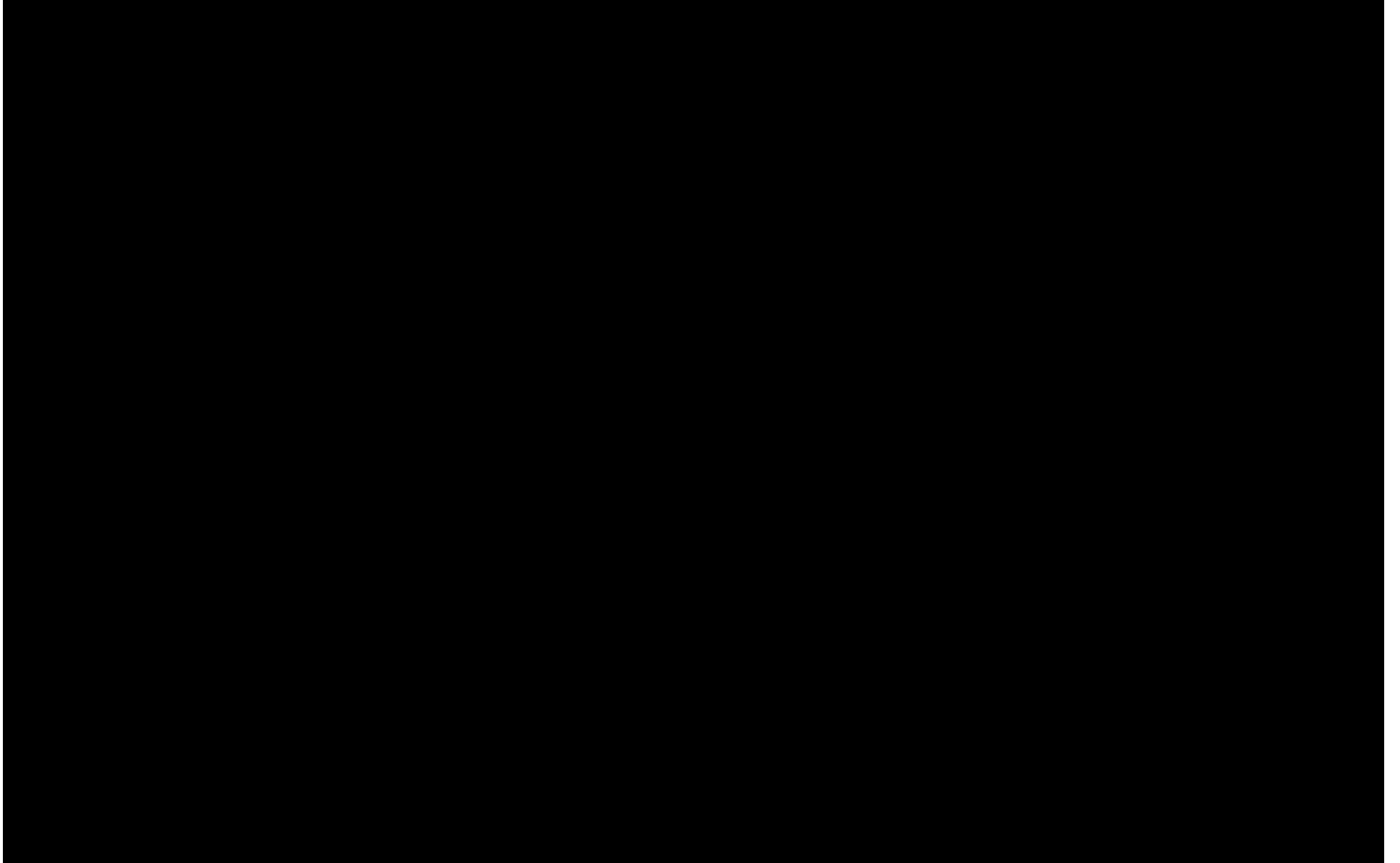
Testing Your Book

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5. Turn chapter
6. Test









Caching

Testing Your Book

Testing Your Book

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Testing Your Book

1. Edit and save document
2. Bump modification date

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2. Bump modification date
3. Export as EPUB

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Testing Your Book

Testing Your Book

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Testing Your Book

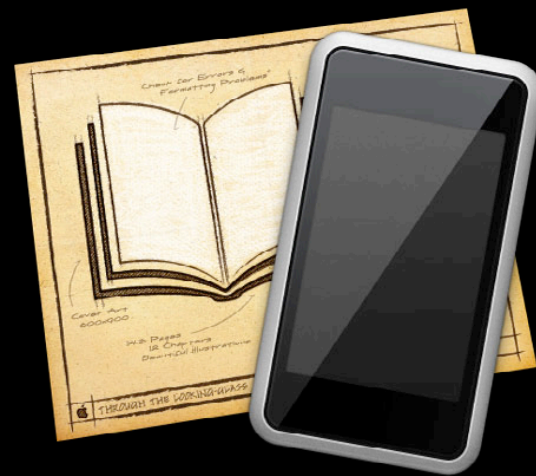
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Testing Your Book

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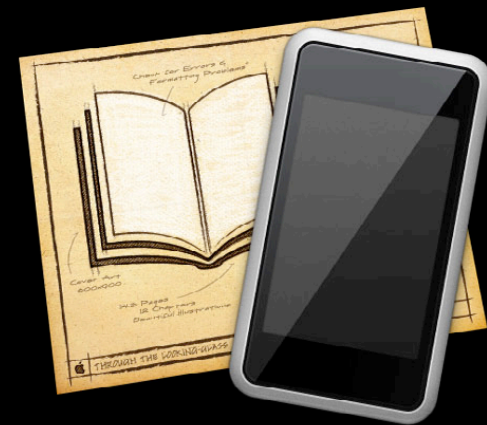
Testing Your Book

1. Edit and save document
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Book Proofer

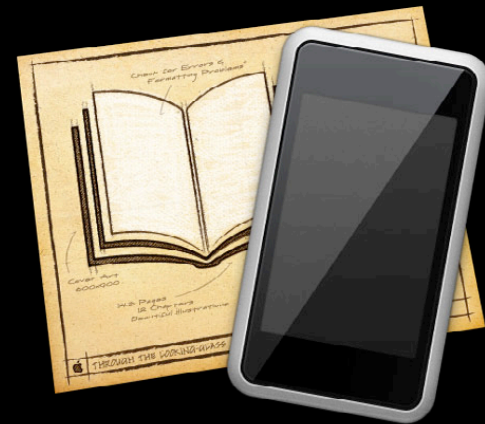
Instant Feedback



Automatic Sync



Tool Independence







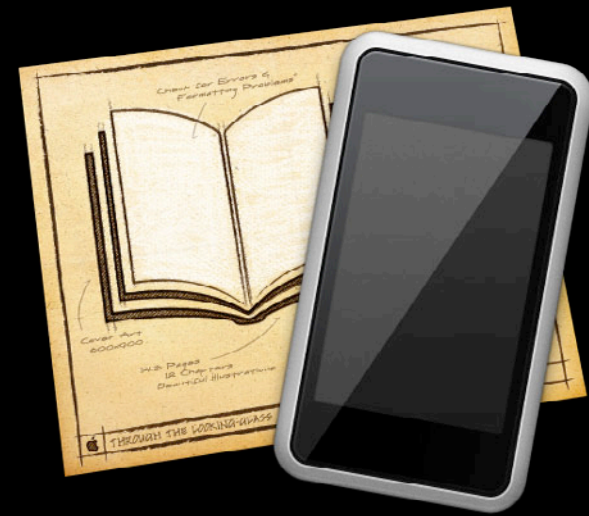
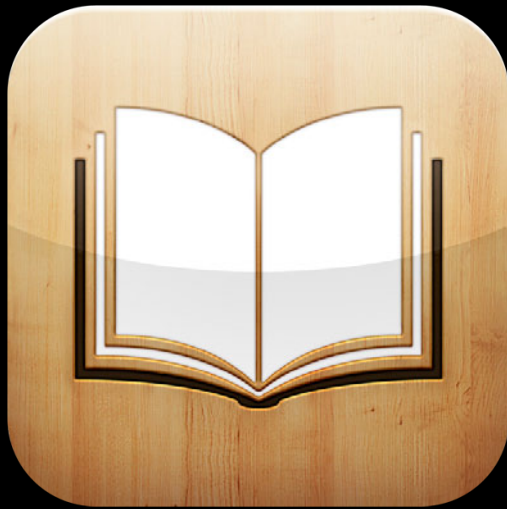
iPad



iPhone



iPod touch



Demo

Book Proofer workflow

iBooks: Summary

Casey Dougherty
iBookstore

EPUB and iBooks



- Standard technologies
- Flowing and fixed layout
- Enhance
 - Interactivity
 - Audio and video
 - Read aloud
- Anyone can publish



More Information

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Apple Developer Forums

<http://devforums.apple.com/community/ibooks>

iTunes Connect

<http://itunes.com/sellyourbooks>

International Digital Publishing Forum

EPUB Documentation

<http://idpf.org>

Related Sessions

Publishing with the iBookstore

Pacific Heights
Tuesday 10:15AM

Building Books with iBooks Author

Mission
Tuesday 11:30AM

HTML, CSS, and DOM for Book Authors

Nob Hill
Wednesday 3:15PM

Improving Accessibility in Books

Russian Hill
Thursday 9:00AM

Labs

iBooks Open Lab

Safari and Web Lab
Wednesday 10:15AM

 WWDC2012

