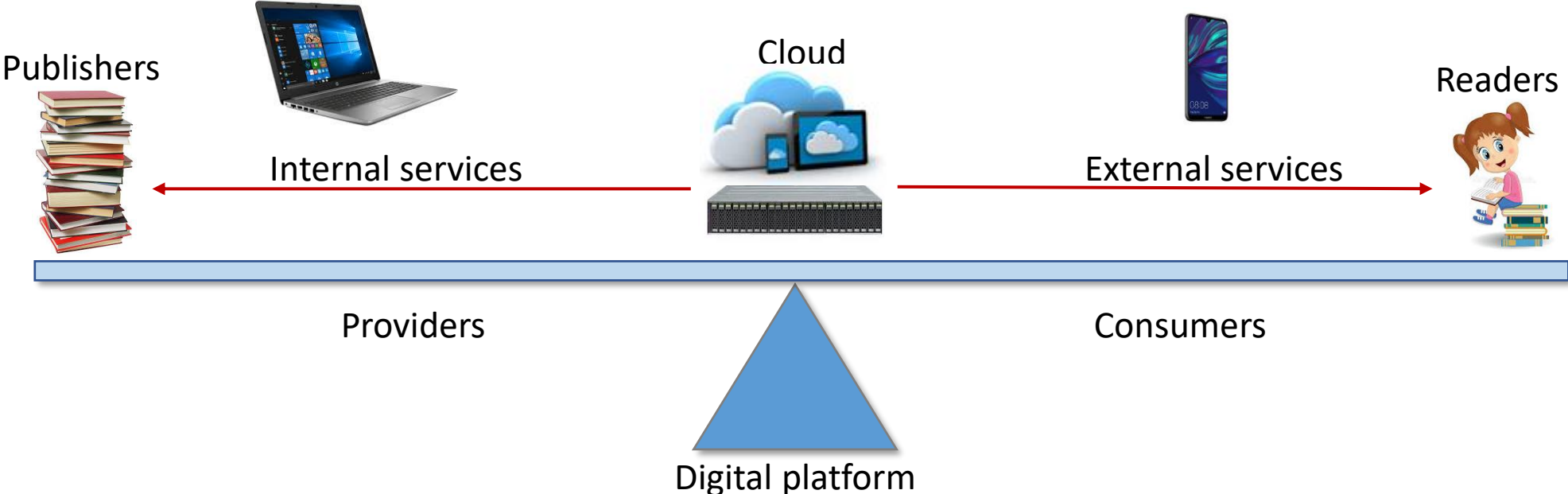


Bookmedia

Global multimedia platform for book publishers

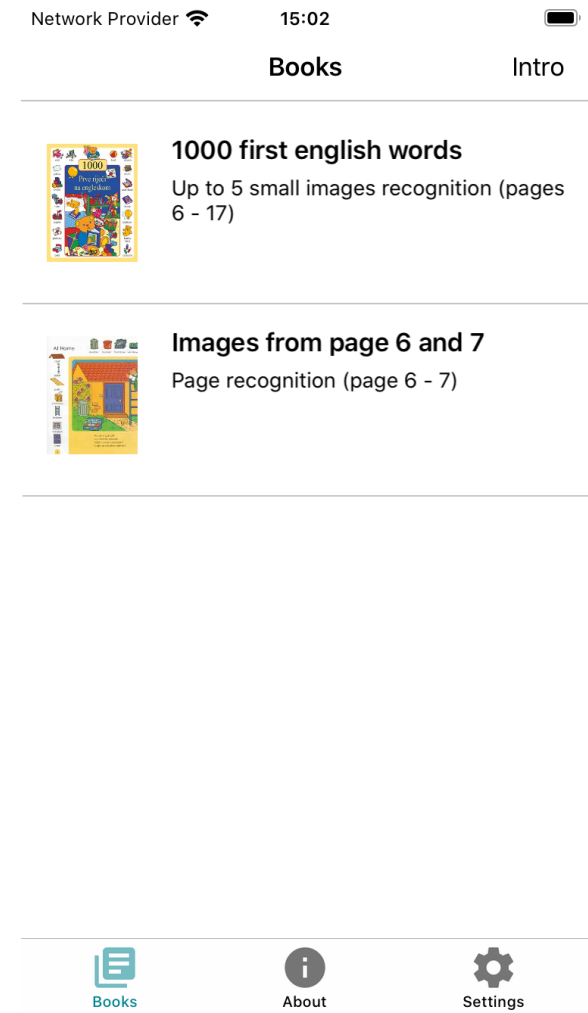
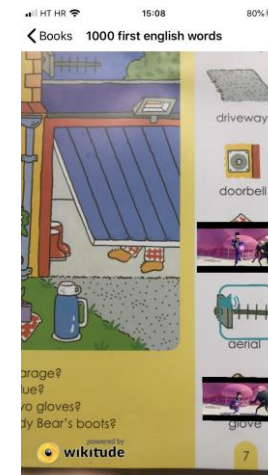
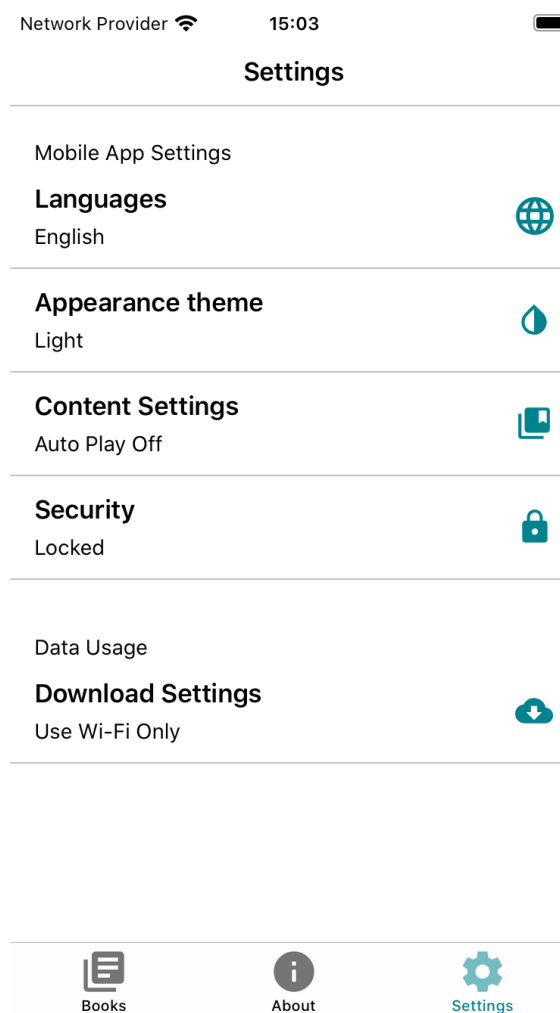
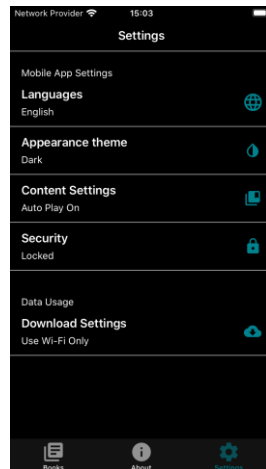
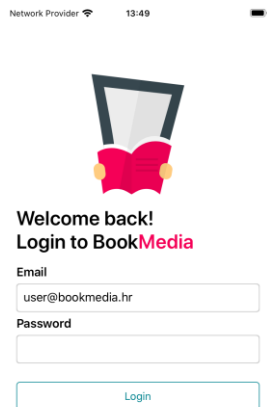
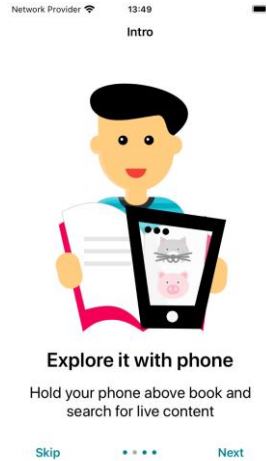
The innovative platform



Competitive advantages

- **Bookmedia solution can be applied on both new and existing titles**
- **No need to change the design of the book or print a special edition**
 - **Bookmedia solution can be used on almost all books**
- **Devices used are especially interesting for children**
 - **Bookmedia solution supports augmented reality**
 - **Bookmedia solution can be used on multifunctional devices that almost every household has today (smart phones, tablets etc.) and there is no need to buy any additional devices**
 - **Bookmedia solution has sound, video and vibration options and a plethora of motion sensors that can be used**
 - **Devices are connected to the internet which makes it easier to install additional content; no cable and desktop connectivity required, all handled with a few clicks**
 - **Devices have mostly high-quality sound and image (HD and Full HD, Stereo)**

Mobile application demo



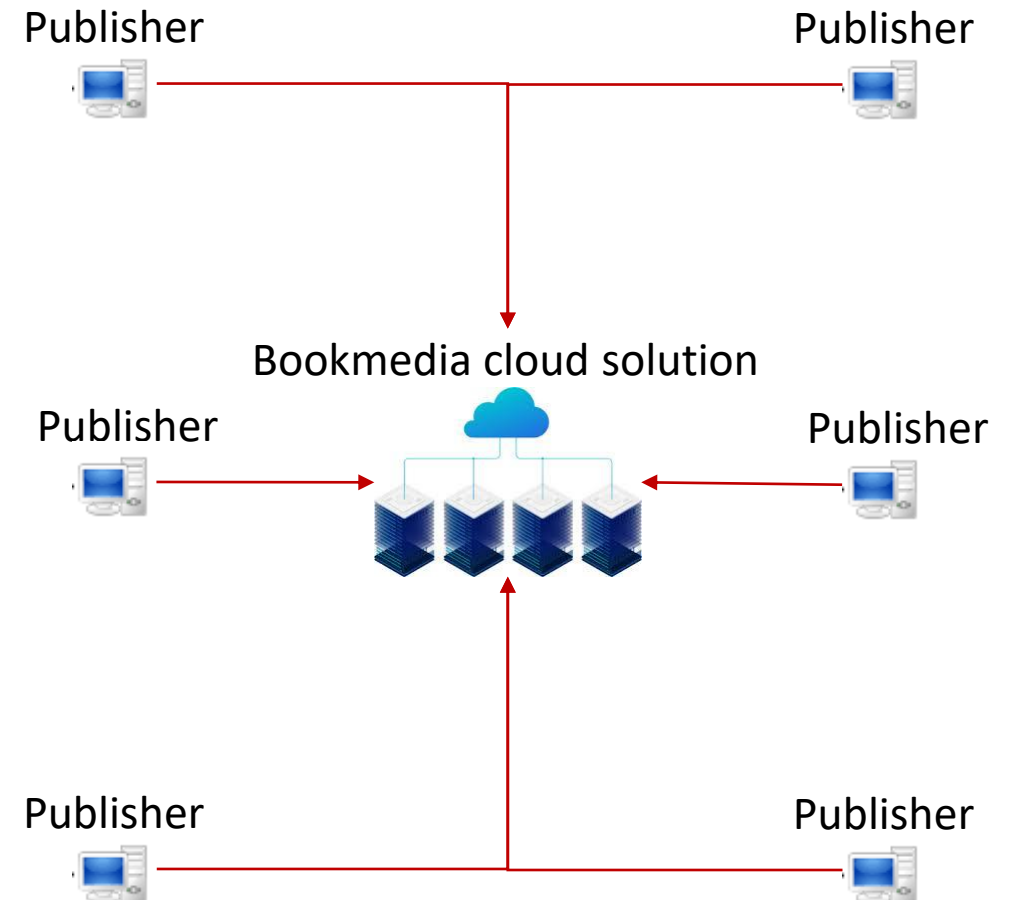
Mobile application(s)

- **Supported on both major platforms (iOS & Android)**
 - **Automatic recognition of predefined images in the book**
 - Automatic display of digital content artifacts for each predefined image
 - Sound, video, image, text, URL , 3D models etc.
- **Main considerations**
 - **Protected from unauthorized access**
 - Multiple authorization channels (i.e. Google, Facebook etc.)
 - **Several display languages for standard operations**
 - All major european markets
 - **Information about purchased books and corresponding digital contents is stored locally on the mobile device**

Digital content management

- **Specialized web application for publishers**

- **Runs on the Bookmedia web platform**
 - Cloud based architecture
- **It manages:**
 - Books
 - Digital artifacts
 - Assigning digital artifacts to specific elements in a book
 - Publishing process
- **Several display languages for standard operations**
 - All major european markets
- **Main considerations**
 - Available 24 hours a day
 - Maintained by Bookmedia team



Administering publishers

- Publishers share the same platform

- Completely isolated from all other publishers

- Full administrative control

- Defines and manages its own administrators and users

- Publisher main administrators
- Publisher book administrators
- Publisher standard users

BookmediaPlatform
01.00.21.00

Home / Publishers / Publishers list

English

Delete Edit Export2 Excel Create new

Drag a column header and drop it here to group by that column

<input type="checkbox"/>	ID	Legal name	Display name	Registration	Status
<input type="checkbox"/>	1	Leo - commerce d.o.o	Leo - commerce d.o.o	29.9.2020. 14:20:00	Active
<input type="checkbox"/>	2	Felix Liber d.o.o	Felix Liber d.o.o	5.10.2020. 13:47:49	Active
<input type="checkbox"/>	3	Penguin's Son	Penguin's Son	6.10.2020. 0:00:00	Active
<input type="checkbox"/>	4	Carper Hollins	Carper Hollins	5.10.2020. 22:34:05	Active
<input type="checkbox"/>	5	McIntosh Publishers	McIntosh Publishers	5.10.2020. 22:34:28	Active

1 - 5 of 7 items

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Support About Privacy policy English

Server-side repository

- Platform permanently stores all relevant data

- **Lookup tables**

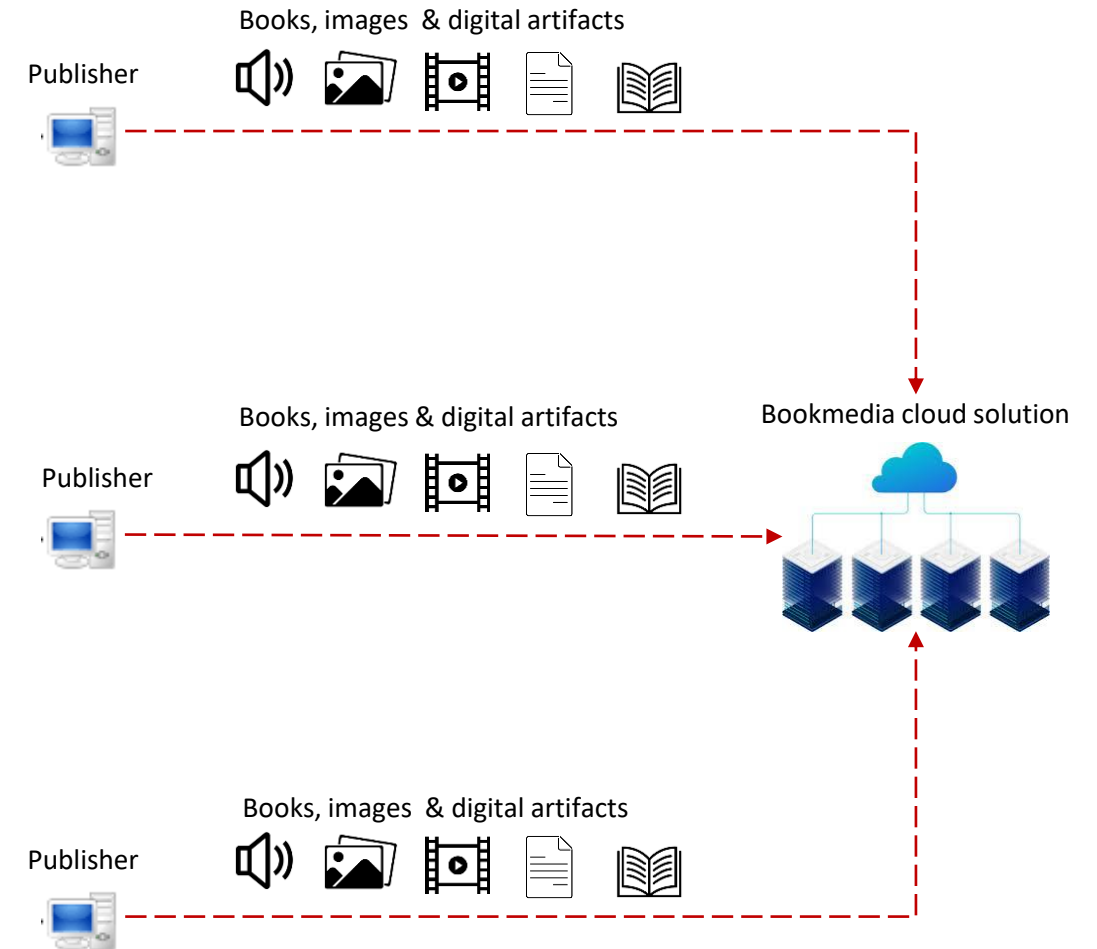
- Languages, book types, book categories, book formats etc.

- **Digital artifact libraries**

- Publishers can organize their own libraries
- Libraries are permanently stored and available

- **Books**

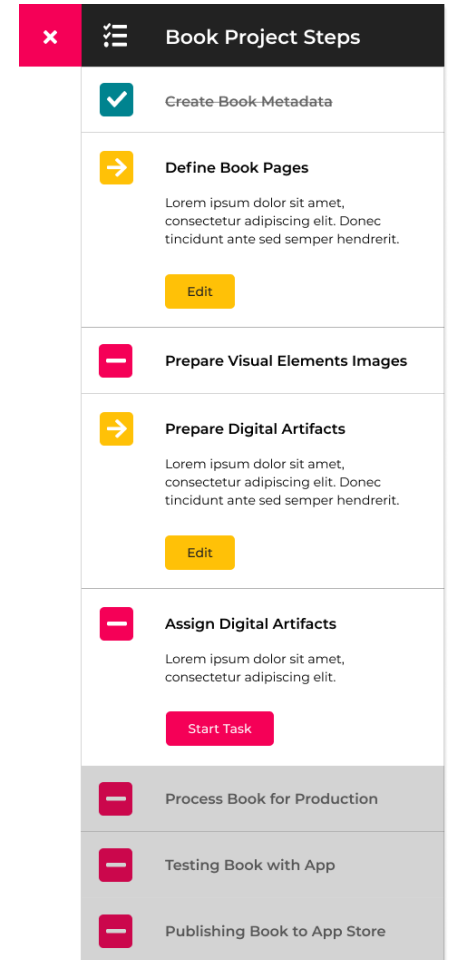
- Creating new books
 - From scratch
 - Based on already existing book (co-editions and reprints)
- Editing existing books
- Publishing a book



The process steps

- Each book goes through these 6 steps

1. Creating a new book
2. Editing an existing book
3. Defining book pages
4. Assigning digital artifacts to specific visual elements in a book
5. Processing a book for production
6. Publishing a book



Preparing a new book (1)

- **Creating new books**

- **From scratch**

- A standard way used to create a new book

- **Based on already existing book**

- New book inherits almost all elements of the selected reference book, including all predefined book pages, images and assigned digital artifacts

- Useful for co-editions and reprints

Create Book Metadata

Save Save and Continue

ISBN: 12345678

Title: Nicola Baxter, Susie Lacombe

Author: Book's Author

Publisher: Book's Publisher

Language: Select

Image: Select File

book-cover.png

Clear Upload

Hardcopy Release Date: 2020/10/05

BookMedia Release Date: 2020/10/05

Purchase Date: 2020/10/05

Processing Mode: Select

BookMedia DCM © 2020

Version 1.0.0

Preparing a new book (2)

• Defining book pages

- A „PDF” file (one for the entire book) must be supplied
- This may become useful in these two scenarios:
 - An operator needs to test the mobile application directly on the computer screen, or
 - An operator needs to “cut” the image (or do some other similar operation) that will replace some other existing image in the book (see “Replacing existing image with a new one”)

List of Book Projects

Show 5 entries Search... Delete Add New from existing Edit

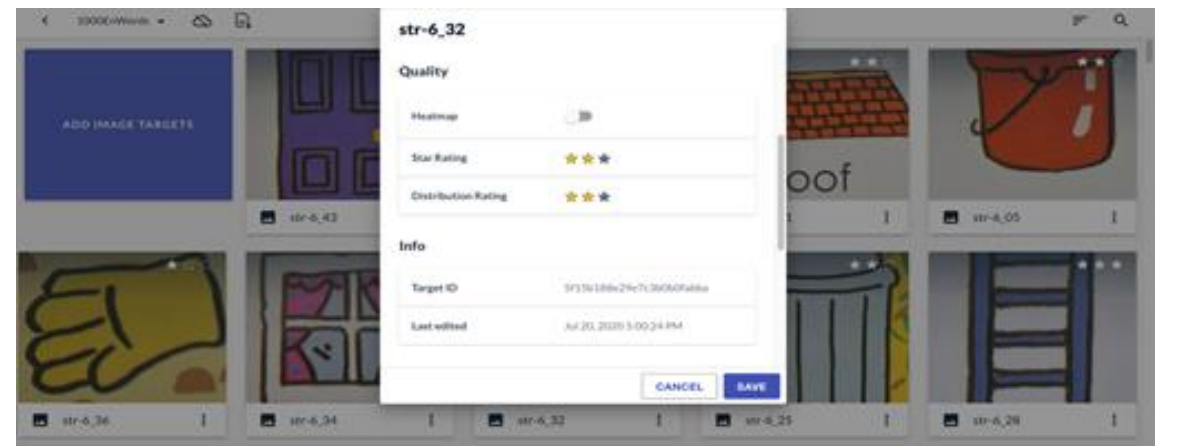
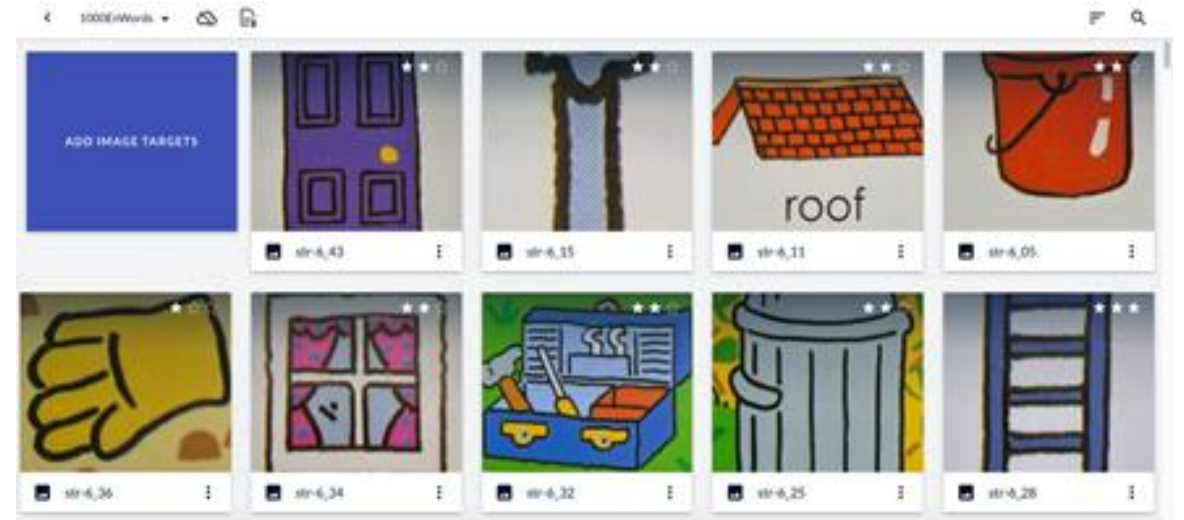
	ISBN	Title	Author	Language	Status
<input type="checkbox"/>	12345678	1000 First English Words	Nicola Baxter, Susie Lacombe	Independent	Published
<input checked="" type="checkbox"/>	87654321	Animals	Group of Authors	English	Published
<input type="checkbox"/>	978-3-16-148410-0	Some Book Title	Nicola Baxter, Susie Lacombe	Croatian	In progress
<input checked="" type="checkbox"/>	968-3-16-132570-0	Just Another Book Title	Nicola Baxter, Susie Lacombe	English	In publishing process
<input type="checkbox"/>	978-3-16-148410-0	Long and Interesting Book Title	Nicola Baxter, Susie Lacombe	Croatian	Disabled / Removed from store
<input checked="" type="checkbox"/>	968-3-16-132570-0	Just Another Book Title	Nicola Baxter, Susie Lacombe	English	Finished / Locked

Previous 1 2 3 4 5 ... 10 Next Showing 1 to 5 of 100 entries

BookMedia DCM © 2020 Version 1.0.0

Defining book images

- All images must be prepared in predefined format
 - This is a multi-step process
 - Step 1: create and upload all images for the current book
 - Step 2: Process images and test their readability (one-by-one)
 - Step 3: replace any „sub-standard” image with a new one
 - Step 4: Repeat steps 2+3 until you are satisfied with the results



Linking book images with digital artifacts

- All digital artifacts must be available in one of the libraries
 - Each publisher may have an unlimited number of libraries
 - All digital artifacts in all publisher's libraries are reusable
 - Libraries may be freely organized (whatever suites the publisher best)
 - By category
 - By book
 - By any other criteria
 - This is a 2 step process
 - Step 1: create and upload all digital artifacts in one or more libraries
 - Step 2: assign one digital artifact to each of the predefined book images

Assign Digital Artifacts

Return to Book Edit Prepare for Production

Visual Elements

Search...

Pairing Area

Drag and drop visual elements and digital artifacts to pair them.

Settings

Size 1

Offset X 0

Offset Y 0

Play Save

Paired Artifacts

Unpair Edit

	Visual Element	Digital Artifact
<input type="checkbox"/>	christmas-ornaments.jpg	marry-christmas.mp3
<input type="checkbox"/>	clock.jpg	www.time.com
<input type="checkbox"/>	christmas-ornaments.jpg	lions-burping.mp4

Digital Artifacts Library

Search...

Audio +

Video -

cow.mp4

horses-running.mp4

children-dancing.mp4

baby-laughing.mp4

very-interesting-video.avi

pigs.mp4

Image +

Animation +

Text +

URL +


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Processing and publishing a book

- **The last 2 steps in preparing a book**
 - **Built-in process control that checks**
 - Everything has been done properly
 - All properties have been completely and consistently defined
 - All required files are available on the Bookmedia server
 - **Result is a set of all necessary content**
 - Files needed in a mobile application
- **Last step is manual**
 - **Should be always done in two different steps:**
 - Publishing internally available version
 - For testing purposes
 - Publishing externally available version
 - For final publishing

Process Book for Production

Mobile app package successfully created and assigned to Book project. [Continue Edit](#) [Proceed with Testing](#)



Nicola Baxter, Susie Lacombe
1000 First English Words

Processed 134 images.
Packaged 134 artifacts.
Mobile app package successfully created and assigned to Book project.

Warnings

Image `imagename.png` has low recognition grade (1/3).
[Replace image](#)

Errors

Image `imagename01.png` is marked as not recognizable.
[Replace image](#)

Image `imagename01.png` is marked as not recognizable.
[Replace image](#)

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