



# Introduction to IDPF & EPUB

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# What is IDPF?

- Not for profit Trade and Standards organization with over 175 members from 25+ countries.
- All working together to advance Digital Publishing Ecosystem
- Responsible for EPUB Standard



# What is EPUB?

- EPUB is the interchange & delivery format for digital publications based on Web Standards
- EPUB enables structured, accessible content, interoperable between devices & applications, for downloaded and online consumption
- Standard developed by IDPF since 1999 (OEBPS 1.x became EPUB 2.0 in 2007)
- EPUB = XHTML content with navigational structure & metadata, in a ZIP-based package



# Epub Emphasis: Dynamic Layout

-- THE BIG CITY NEWS -- Arts, Monday, August 24, 2009

Sports	Arts	Opinion
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## Experiencing Life, Briefly, Inside a Nursing Home

By JANE DOE

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Content paginated “on the fly” based on screen size, user font size preference “fixed” layouts.

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## Experiencing Life, Briefly, Inside a Nursing Home

By JANE DOE

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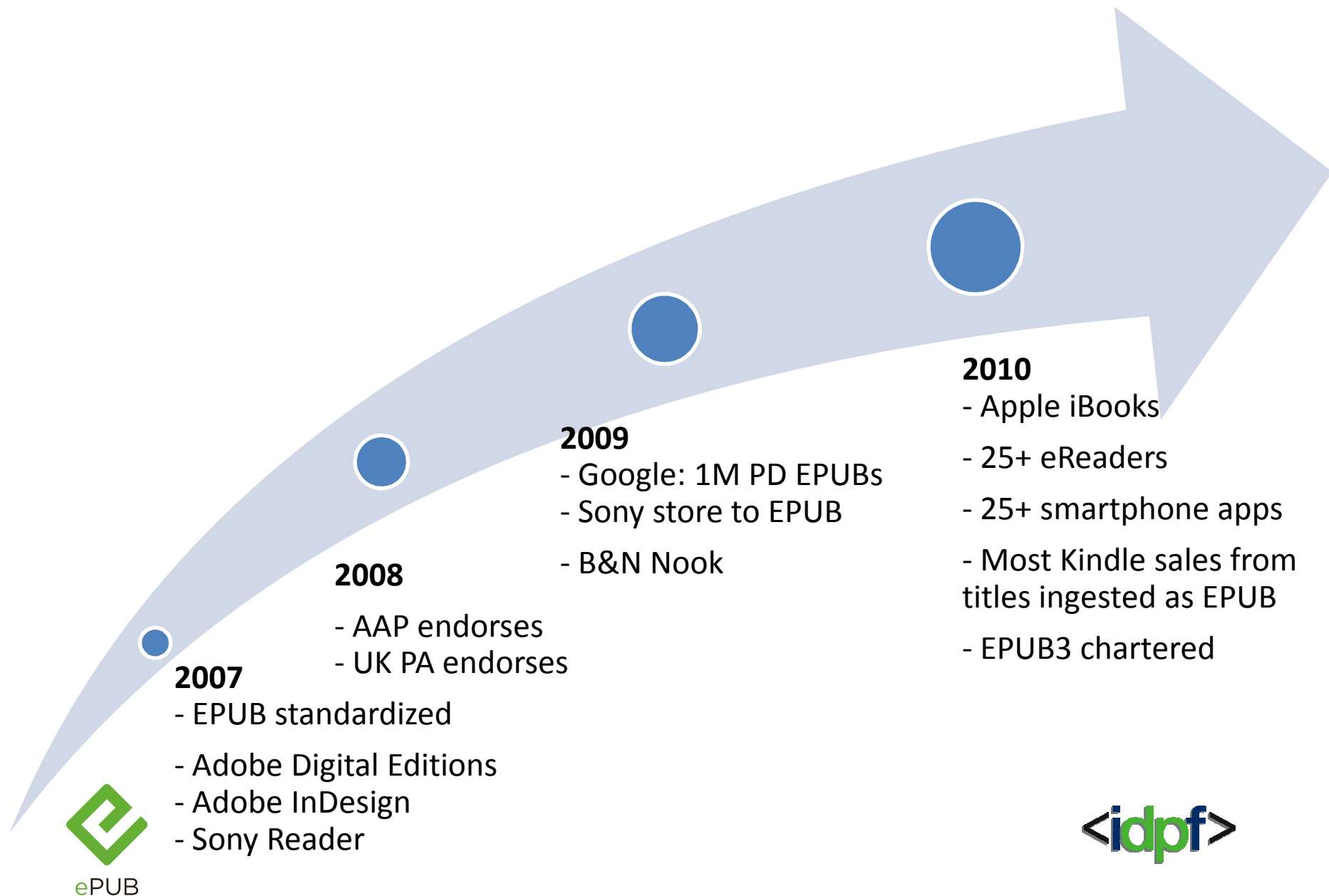
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# EPUB Industry Adoption Timeline



# EPUB 3

Working Group chartered May 2010 with ambitious goals

- Expand EPUB applicability for global content
- Improvement for complex, interactive, media-rich titles
  - Textbooks, STM, magazines
- Increase Web Standards alignment (HTML5)
- Improve EPUB conformance & accessibility

IDPF on Feb. 14th published the first Public Draft of EPUB 3 for public review and trial use

EPUB 3 is on track to be approved by May 2011

# EPUB 3: General Enhancements

1. Core content based on XHTML5
2. Enhanced global language support
3. Styling & layout enhancements
4. Improved metadata capabilities
5. MathML support

# EPUB 3: Rich Media Enhancements

- Video & audio support
- Audio can be synchronized with text
- Embedded font support a baseline requirement
- Improved SVG support





# Accessibility Features in EPUB 3

- Publishing domains require semantics not present in HTML 5
- More semantics is better for Everybody
- Books, newspapers, journals have their own specific semantics
- We can provide a "semantic inflection" to HTML elements by using an attribute
- Example: footnotes and footnote references
- Semantic inflections through attributes provide an extensible rich mechanism to add semantics



# Summary

- EPUB has rapidly become established as the eBook format standard in North America and Europe
- EPUB 3 with enhanced global language support has a promising future worldwide.
  - EPUB = reliable “package” for Web content
  - Leveraging Web standards is a huge win for ecosystem
- EPUB 3 will deliver HTML5 support, rich media & interactivity, formatting improvements, enhanced accessibility and other key new capabilities

# For More Information

- IDPF website: <http://idpf.org>
- EPUB 3 Working Group site:  
<http://code.google.com/p/epub-revision>



ePUB

