



WoodWing's Tablet Publishing Solution Overview

A Workflow System for
Publishing to Tablet Devices
with Adobe's DPS Platform

A WoodWing White Paper

October, 2011

Introduction

Publishing to tablet devices has emerged as the next step in the evolution of mass communication. Traditional print publishers are now faced with the challenge of integrating this new medium into their workflow. With greater frequency, they are turning to vendors with questions about how to reuse their content efficiently, what software they need to get started in tablet publishing, and what is the best way to deliver that content to the myriad of tablet devices appearing on the marketplace.

Unfortunately, some customers entering this space are neglecting the lessons learned from traditional publishing processes that have been in existence for decades. Using antiquated, folder-based file structures is not a scalable solution for modern publishers. Plus, many solutions offered by vendors are just too complex for the average user and lack a quick and flexible means of extending the feature set.

WoodWing's Tablet Publishing Solution is different. It's a natural extension to WoodWing's Enterprise publishing system, providing an environment that is conducive to multi-user workflows, efficient at combining print, Web, and tablet output, and effective at reporting the progress of those workflows at every step of production. The Tablet Publishing Solution is easy for the average user to grasp, and options like its innovative Widgets feature enable publishers and developers to add new interactive features quickly, easily, and without requiring WoodWing's intervention.

This white paper provides an overview of WoodWing's Tablet Publishing Solution. It describes the foundation of the solution, how content is prepared, assembled, and exported, and what delivery options exist for getting the tablet publication onto an end-user's device. And WoodWing's Tablet Publishing Solution is just as effective for delivering newspaper, corporate, and book Apps, just as it is for magazine apps.

A Server-Based Solution

The basis for WoodWing's Tablet Publishing Solution is the Enterprise publishing system. Instead of a loose collection of folders prone to mismanagement or lost on an individual's desktop, the Tablet Publishing Solution uses a proven, server-based foundation which allows for workflow management, versioning of content, security-driven profile access, and true metadata tagging.

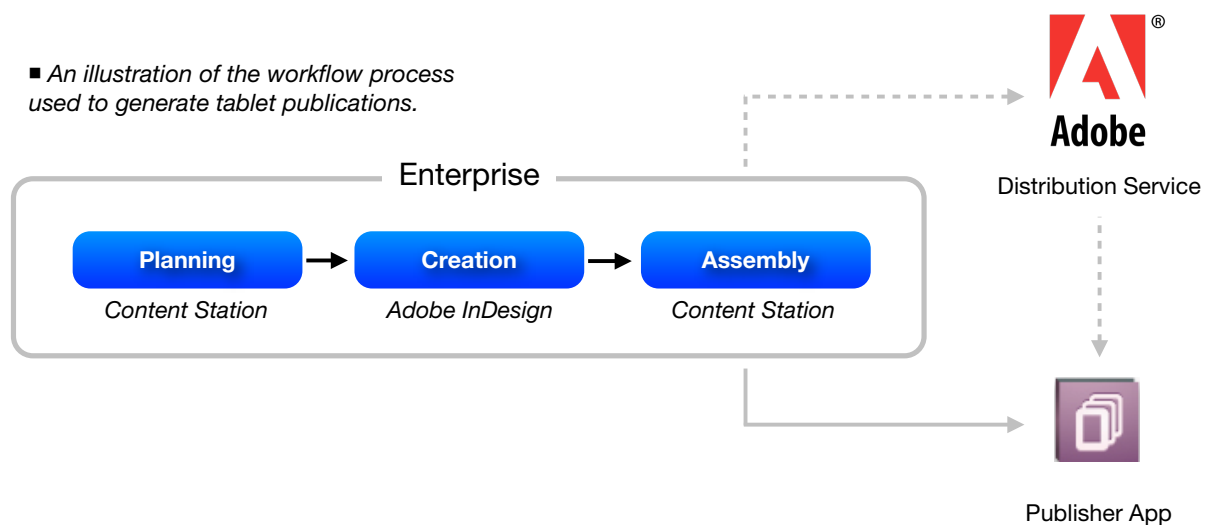


The Enterprise system is actually the platform upon which many of WoodWing's software applications operate. It lets users log-in to a system that tracks their behavior with extensive audit trails, search for content both inside and outside of the system, and output content not only for tablet publications, but also social networking sites, websites, and traditional print output.

Enterprise has been in operation at newspapers, magazines, and book and corporate publishers for many years. Over 500 installations with more than 30,000 seats installed means that the Tablet Publishing Solution has a rock-solid foundation that is mature, stable, and packed with features. The full feature set of the Enterprise publishing system is outside the scope of this white paper. Users should visit WoodWing's website (woodwing.com) for more information on the Enterprise publishing system.

Workflow

Creation of content for tablet publications is similar to the workflow for other traditional media publications. A preparation phase has users organizing their content into a folder-like Dossier in the Enterprise system. An assembly phase takes this content and places it on InDesign pages that represent the layout in the tablet device. An output phase then transforms these pages into an XML package. This package can be dropped into a pre-built tablet App for individual distribution or uploaded to Adobe's Distribution Service (DS) for transmission to Apps already installed on an end-user's tablet device. The diagram below shows a visual representation of this process, along with the applications used. Each phase is explained below in greater detail.

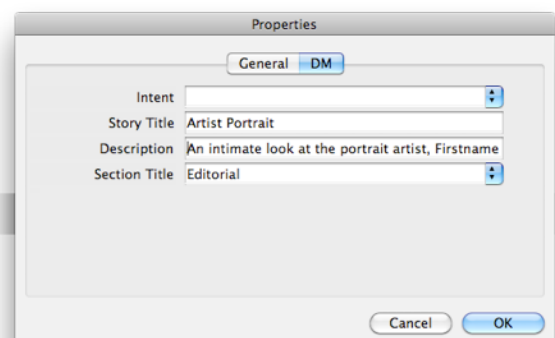


Planning

Content Station is the primary application users work with when assembling a tablet publication. Content Station connects to the Enterprise publishing system and is responsible for organizing content into Dossiers. Dossiers are folder-like packages that contain text, images, videos, and interactive components destined for the tablet page. They are more robust than traditional desktop folders because they allow for metadata tagging via a graphical user interface, allow multiple team members to work on the same Dossier at the same time, and can be targeted for publishing to multiple types of outputs, not just for tablet publishing.

Users create a Dossier for each article that will appear in the tablet publication. Content can then be uploaded or created right within the Dossier itself. Important metadata such as story title, category and a short description is tagged with each Dossier, and can appear in the navigation component of the tablet App. A special Intent tag is also available, helping determine if a Dossier represents an important destination such as a Help page or Table of Contents.

■ A properties dialog box lets users enter metadata in a friendly, graphical user interface.



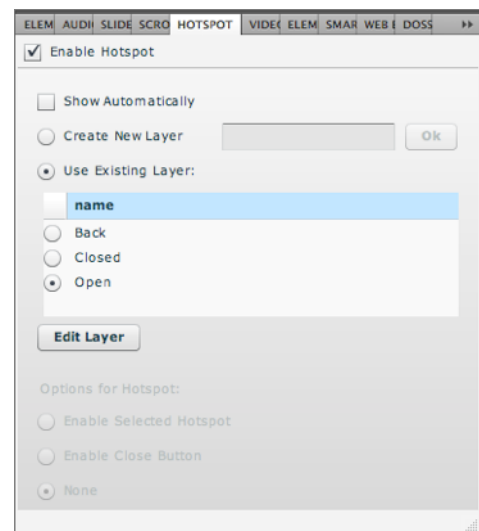
InDesign templates, included in the Dossier, are pre-configured with page dimensions and standing art that is common for each story. Designers can then double-click these templates to start work on tablet pages.

Assembly

Adobe InDesign, both CS5 and CS5.5, is used by the designer to create the actual tablet layout. Each article can have one portrait-oriented layout and one landscape-oriented layout, each containing multiple pages. This lets the layout change to best fit how the end-user is holding the tablet device. If, however, publishers do not want to offer both viewing options and only want to provide either a portrait or landscape view, that preference can be set in an optional metadata tag.

Designers use standard InDesign tools and workflow conventions for designing tablet publications, so there is no need to learn a new user interface. Images and text are placed from Enterprise through a simple drag-and-drop. Special, interactive features are added by WoodWing's Tablet Publishing Solution via panels and let the user add interactive elements to the page. These special features include:

- **Slideshows:** Arrange a series of images into a predefined sequence that the end-user can browse with a swipe of the finger. Images are selected through drag-and-drop simplicity and can be shuffled in their order. End-users can double-tap a slideshow to zoom in and show the images at the maximum resolution of the device.
- **Video:** Embed or stream a video from a URL for display on the tablet device. Videos can play automatically, zoom in to fill the entire screen, and dismiss upon completion, allowing for video covers or dramatic introductions to content.
- **Audio:** Embed or stream audio from a URL for listening on the tablet device. Audio files can play automatically and can play in the background as a user navigates through a publication.
- **Hotspots:** Create a touch-sensitive area on the page that displays content from an InDesign layer. Users can create simple pop-ups or elaborate user interfaces that hide or display content according to a user's touch.
- **Dossier Links:** Navigate to other Dossiers in a tablet publication, including an exact page within the associated InDesign layout for an article.
- **Scrollable Areas:** Enable a scrolling portion of the tablet page which can contain text and images.
- **Web Elements:** Embed content from web URLs, complete with associated Javascript or HTML, inline with the static design elements of the tablet page. Web Elements can optionally appear in a browser pop-up which keeps the user within the Reader App, or can direct the user to open the URL in a browser installed on the tablet device.



■ Tablet Publishing Solution features are added to InDesign via panels.

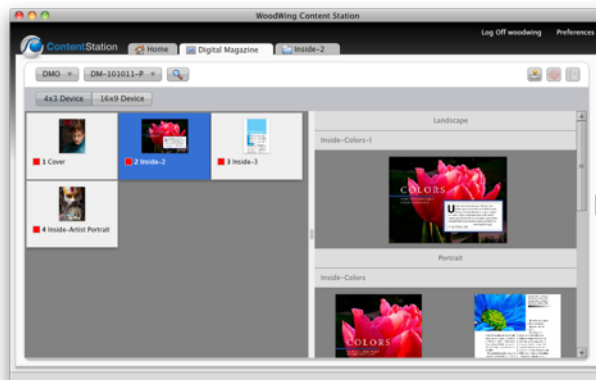
- **Widgets:** Create custom HTML and Javascript features that enable additional functionality within the Reader App. Sample widgets include: 360-degree product view, touch-sensitive image reveal, an HTML container, and Animations. Additional widgets will be released by WoodWing, but customers and business partners can also extend the tablet experience with their own custom-created widgets immediately.

Output

Following the design of the individual articles, Content Station is used to bring up a dashboard of all Dossiers that represent a tablet publication, including all devices it is targeted for. Users can drag and drop Dossiers to set a specific page order, and can preview pages before export.

Pages are exported to Adobe's Content Viewer application as part of the preflighting process.

For final export, Content Station generates an Adobe Folio file ready for insertion into a Publisher's Reader App or for hosting in Adobe's Distribution Service (DS).



- Content Station features a Digital Publishing dashboard that lets users preview and export content.

Designing for multiple devices

With the rise of additional tablet devices beyond the iPad, publishers must now consider how to layout a publication for delivery to screens that vary in size and resolution. A WoodWing-developed feature called [Artboards](#) lets designers work on one layout document destined for multiple tablet devices. By creating Artboards on a single layout, designers can switch back and forth between different views and see how the content will appear on different tablet devices. Designers can even select content in the layout and target it specifically for a given device, to make Flash video available, for example, to Android tablets. Artboards are a significant advantage to WoodWing's Tablet Publishing Solution, as they allow designers to be more efficient when working on content that will be distributed to multiple tablet devices.

Content Delivery

To understand how content is delivered to tablet Apps, one must understand the different services Adobe offers to publishers. A book publisher, for example, may not need the ability to integrate an existing print subscription system whereas this would be vital for newspaper and magazine publishers. Therefore, Adobe provides different services for these customers, each with their own feature set and functionality. This table shows the two types of services WoodWing provides with our Adobe DPS integration :

Professional Edition	Enterprise Edition
<ul style="list-style-type: none">• Create interactive content via WoodWing's efficient Creation Tools suite• Publish standalone apps and multi-issue apps to various App marketplaces (iTunes, Android marketplace, etc)• Content delivered by Adobe DS• In-App purchasing supported• Marketplace subscriptions supported• Dashboard analytics reports	<p>All options of the Professional Edition including:</p> <ul style="list-style-type: none">• Full Publisher App customization options• Customizable HTML Store• Integration with dynamic rich media ad platforms• Integration with publisher subscription systems• High-volume discounts

Summary

WoodWing's Tablet Publishing Solution provides an efficient and rich set of features out of any tablet publishing solution on the market. With a firm foundation in a server-based, proven workflow system, publishers can be assured that the solution will scale adequately as they add more personnel to their tablet publishing operations. The interactive tools are easy to use and can be extended by developers and publishers using standard HTML/ javascript coding practices. Choices between Professional and Enterprise editions means that publishers have choices to fit their budget. In these ways, WoodWing continues its mission to provide publishers with the best cross-media solutions on the market.

For more information on WoodWing's Tablet Publishing solution, visit www.woodwing.com/tablet

Videos about our solutions are available in [WoodWing's YouTube channel](#)

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