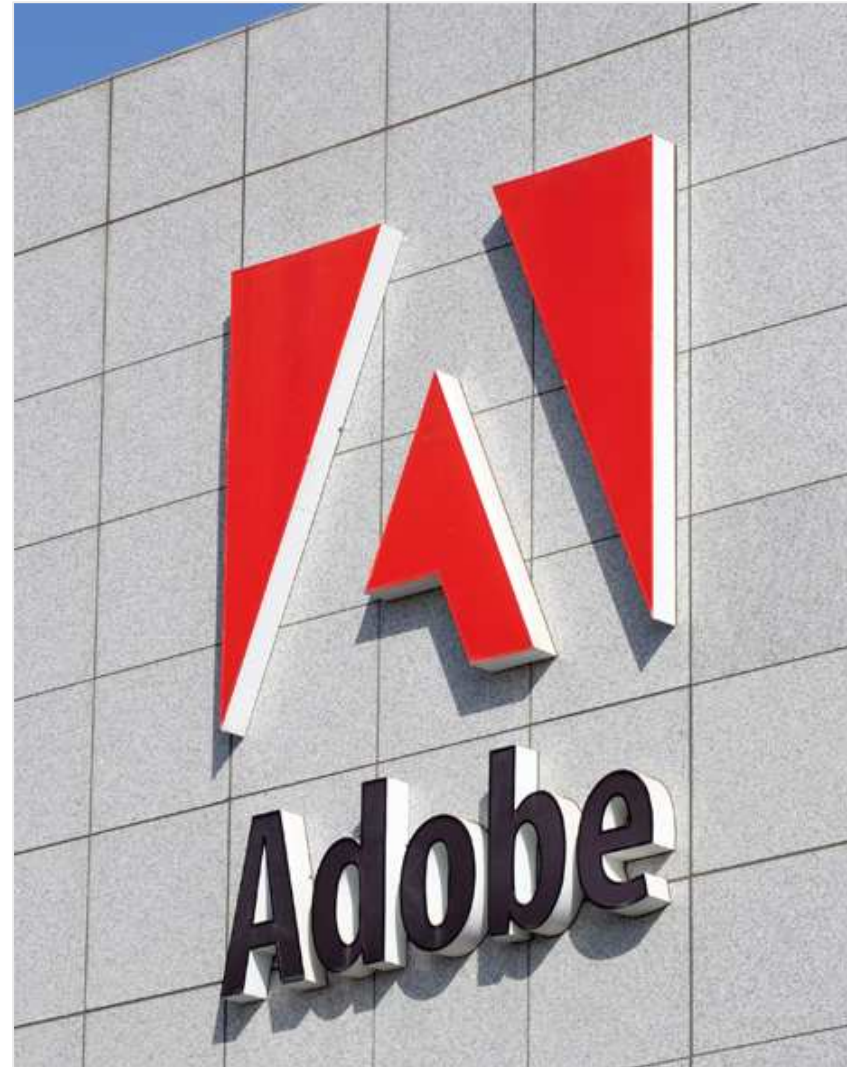


Beyond the Page: From Digitization To Digital Reading

BNC Technology Forum

March 21, 2007

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Digital Publishing Has Reached a Tipping Point

- PCs and devices rapidly improving as platforms for reading
- Significant adoption of eBooks in technical publishing, educational, and library market segments
- Next-generation consumers expect all forms of content to be available digitally, on-demand, on any device
- Publishers now committed to making their content available digitally
 - They realize that if they don't consumers will find information and entertainment via the Internet through other means

Don't Hold Your Breath for an "iPod of eBooks"

- Technology constraints dictate significant compromises
 - Display capabilities vs. battery life vs. price = no single "good enough" solution
 - More similarities to digital camera market than MP3 player market
- Digital reading is gaining adoption in multiple contexts
 - Notebook PCs
 - High-end mobile phones
 - Dedicated reading devices
- Common distribution pipe: the Internet
 - Directly to PCs and OTA to devices
 - Synched via PC to non-networked devices

Interoperability Demands Open Standards

PDF – the universal distribution format for paginated final-form publications

- PDF/A is a full-fledged ISO standard; full PDF recently submitted to AIIM/ISO
- PDF is created and rendered by dozens of vendor solutions
- XML-based version of PDF now under development (“Mars”)

IDPF OPS – the future universal distribution format for reflow-centric content

- Focused on high-quality dynamic, adaptive layout
- Built on widely adopted XML/Web-based standards: XHTML, CSS, SVG, OpenType
- Optimized for small-screen mobile devices and structure/accessibility
- Easily repurposed to Web and other distribution mediums

Digital Reading Is Much More Than Digitization

- The core benefits of **digital content distribution** are compelling
 - Lower cost and increased convenience of content access, 24/7, globally
- But publishers are ultimately in the experience delivery business
 - Learning, entertainment, professional/personal development, ...
- And **digital reading** enables entirely new kinds of experiences
 - Search and organization
 - Personalized reading experiences
 - Increased utility of short-form content “nuggets”
 - Alternative business models (ads, subscription, free-with-upsell, ...)
 - Community-generated content... the “long nose” as well as the “long tail”
 - Content that transcends “text with a few pictures”
- Publishers need a platform that lets them cost-effectively deliver differentiated experiences, across operating systems and devices

Adobe Digital Editions

- Read and organize digital publications with a consumer-oriented content-centric user interface
- Free PC client software built on Flash Player technology
 - Lightweight – 2.5MB download
 - Seamless installation and updates
- Native support for PDF and IDPF OPS content
- Rich-media and interactivity via Flash SWF
- Supports existing Adobe Content Server DRM and new hosted content protection service
- Windows & Macintosh client software in public Beta on Adobe Labs
 - <http://labs.adobe.com/technologies/digitaleditions/library>
 - Publisher and content distributor information: email digitaleditions@adobe.com
- Mobile support – coming soon

Revolutionizing the Way the World Engages With Information

- We're excited about helping to foster digital publishing – publishing is where we came from and it is inherent to our overall corporate mission
- How our own applications are created and delivered is being radically transformed
 - Browser and online-only constraints are being eliminated
 - Social networking & community-generated content is increasingly the norm
 - Physical distribution of packaged application SW evolving towards “software as a service”
 - We share the same piracy concerns as other IP-based publishers
 - We share the same concerns about potential disruption of existing business models by “free” experiences