



IGP:FLIP

Front List Interactive Publishing

Leading the publishing XML revolution

Infogrid Pacific

IGP:FLIP empowers all publishers, of any size or type  
to instantly adopt the benefits of XML content production

- ▶ Trade & Retail Books
- ▶ Academic Books and Journals
- ▶ Textbooks and Training Resources
- ▶ Manuals and Corporate Documents



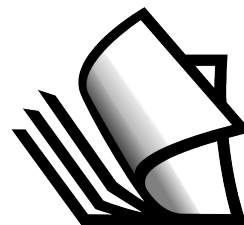
Auckland London Pune Singapore

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# IGP:FLIP - Re-engineering publishing production



Get into digital publishing production with confidence. *IGP:FLIP* is total XML production for multiple formats. It is the digital publishing change agent for publishers of any sizes.

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Just this one application - *IGP:FLIP* (Front List Interactive Publishing) - will change the way you publish today; and instantly deliver the XML business strategies every publisher needs.

While other strategies talk about "XML First", *IGP:FLIP* delivers "Total XML". It's XML whether you author directly into the editing interface, import a manuscript, or remix content objects. That means you can generate print ready PDF's, eBook formats, Online content and many other outputs... instantly.

No matter what you publish, or how much; *IGP:FLIP* will dramatically reduce production costs, save time and open new publishing opportunities. Because *IGP:FLIP* is an XML state machine there is no XML workflow (orchestration or movement of the XML). That means your output formats are instantly ready for delivery - always with just a few clicks.

*IGP:FLIP* is a tool for change in publishing. It delivers for your current print business—but dramatically lowers costs; and it instantly opens up new digital business opportunities without cost penalties.

## ***Content Production Tools - XML all the way***

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Compose for print, online and eBook formats simultaneously and easily. *IGP:FLIP* delivers content at a fraction of the cost of traditional typesetting, does it much faster, and brings real and instant productivity benefits. All your eBook formats, and much more are instantly ready...



## ***Editorial & Collaboration***

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*IGP:FLIP* can be used on the Internet to create extended production collaboration environments, but you have the option of retaining your current editorial processes. Going Online with the powerful collaboration tools, or mixing them on a project basis will release large productivity benefits...



## ***Multiple Formats - Instantaneously***

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When you produce in *IGP:FLIP*, your content is immediately available in print, online, and eBook formats. That means you don't pay twice for the same thing. But it doesn't stop there, there is more to multiple outputs than a few eBook formats...



## ***Remix, eCompile & Customize***

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In academic and educational publishing, the ability to reuse and customize content is a major digital business requirement. *IGP:FLIP* lets you instantly reuse your content to create new business with old content and change the way you produce you new content. You can even let your customers reuse and extend your content...



## ***Change Management***

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*IGP:FLIP* means change, and that is always intimidating. *IGP:FLIP* is a change management environment and lets you control change all the way. That's the way it was designed. Change how and when it is appropriate for your business...





# Content Production Tools



IGP:FLIP has all the tools to create print and eBook outputs, from simple to sophisticated... and that includes online and packaged resources such as CD-ROM and SCORM.

## Content

- Import manuscripts, Author in the interface, Remix from other documents, Add content objects from IGP:ACOM

## Templates

- Document templates, Page templates, Content Block templates. All dynamically configurable from the interface

## Stylesheets

- Writer - editing stylesheet, Reader - online stylesheet (default for eBooks), Print - multi-level stylesheet, table and format custom stylesheets

## Page tools

- Save, save & continue, save types (draft, minor edit, edit, revision)
- Infinite undo with revision control
- Section Preview PDF
- Table structure & styles editors
- Content Block copy/paste
- Content Block unwrap
- Page multi-metadata editor
- Page print flow controller
- Full Online text editing interface

## Document Tools

- Insert template pages/ TOC organizer
- Print to local (browser print)
- Document preview PDF
- Print page template over-riders
- Preview document PDF
- Publish TOC / View in IGP:Reader

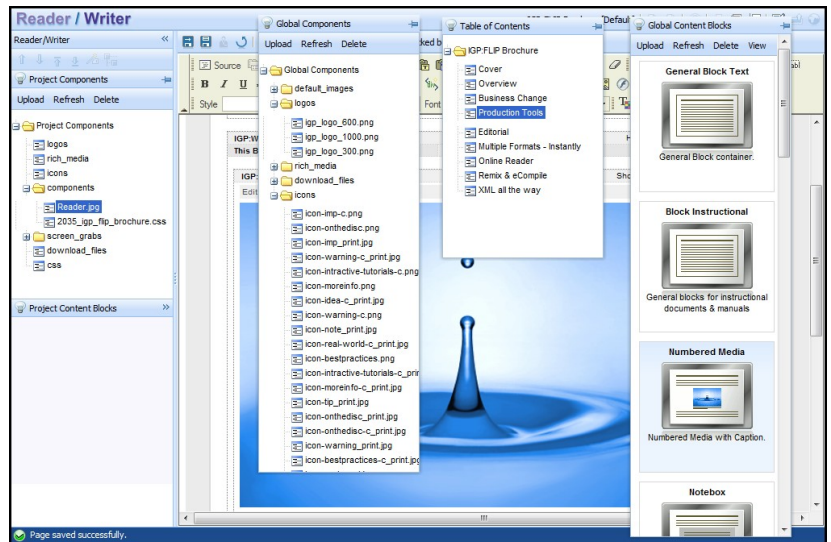
## Publishing Centre

- Generate Interior print PDF
- Generate Cover print PDF (perfect, front/back, front)
- Print Cover
- Packages SCORM / CD-ROM

## Formats on Demand

- Setup eBook presentation properties
- Generate ePUB complete
- Generate Mobipocket, MS Reader, Palm Reader packages
- Generate archive FoundationXHTML package

Publish more doesn't just mean more pages. It also means more delivery choices... eBooks, Online, Content Objects, remixes, Websites and more...



IGP:FLIP is a new genre of publishing production tool, designed to take maximum advantage of the production power inherent in XML. IGP:FLIP is not a typesetting application—but documents composed for print is one of its outputs.

Most importantly it is a new production collaboration environment. Multiple people can be working on a document at the same time from anywhere on the Internet. Page lock broadcasting ensures you don't over-write someone else's work in progress. Document level template, media and content block updates can be carried out at the *same time* as pages are being edited or even authored. All changes are instantly seen by everyone.

IGP:FLIP is a multi-layered template driven environment. It's completely configurable and you can control and customize everything globally or on a project or book basis:

1. Global and document stylesheets for online web pages, eBook formats and print
2. Global Content Blocks let you instantly apply XML to text, images and rich media, and control how they flow in print documents
3. Editorial changes can be made instantly, and there is an infinite revision tree. Compare versions and revert at any time.
4. Import, insert and control the position and flow properties of media, icons, files, and images for Online and print.
5. Page templates cover all document section types and print properties are instantly styled at the section and document level.
6. One click PDF chapter, or full document PDF preview plus all other output formats can be generated and viewed at any time.
7. Metadata can be applied at the document and page level, and is automatically used in output formats and for the generation of Content Objects.



## Editorial Control & Management



IGP:FLIP is a powerful Web 2.0 collaboration and team environment. Imagine...editorial in the UK... composition in India... proofing in New Zealand... printing in New York. All from the same interface.. and no files moving



The central premise of *IGP:FLIP* is the document never moves. It is always in the same place and outputs can be generated from its current state. This introduces a number of options for new, powerful, and productive editorial changes.

- Documents can be copy-edited directly on line. If you want to keep a comprehensive record of the changes, the page revision tree will track every change.
- If direct copy changes are not appropriate for your work method, there are two annotations systems available, one in *IGP:Writer*, and one in *IGP:Reader*. Notes can be inserted directly inline into the text for review and action by other participants.
- PDF's can be generated and marked up from anywhere. Files don't even have to be emailed or shipped around. And they are available by chapter or the whole document.
- Of course nothing stops you generating the PDF and printing it for traditional hand-markup if that is your preference.
- You can now apply editorial and complimentary design processes to eBook formats

When time to market is an issue, and a project has multiple participants you can utilize talent from around the world. There are no files to move, just authorization. You can even sandbox external users into a dedicated portal with just the components they need, and protect your valuable IP. Manuscripts can be uploaded and converted to basic XML in the same time it takes to attach files to an email, and all access and security is under your control.

Whether you are creating print, eBook, Online, SCORM, CD-ROM or any other format, *IGP:FLIP* delivers an unbeatable total digital production solution... and book production is just the start, because once your content is in *IGP:FLIP*, its ready for business in the new digital world.

### Team tools

- *Share* the *IGP:FLIP* document with a group or any other individual
- Instantly *stop document sharing*. The document owner can instantly stop all access to the document by anyone except themselves.
- *Lock document*. Prevent anyone from editing the document. Other people can still read.
- *Change document ownership*. Transfer the document to a general system user, or any other controller.
- Create dedicated resource sharing project groups.
- *Share folders* for review files, images, media and other resources
- *Message to individuals*. Use for individual discussions or workflow transfers
- *Message to all group members*. Use for project coordination and updates

### Publishing tools

- *Create copy*. Useful if you need to create an abridged version, a localization or page count reduced and reflowed edition.
- *Create a catalogue item*. Make the document available in a collection on any portal site without using the sharing feature. Make your webpages instantly available online. This can be to a secure portal or a public portal.

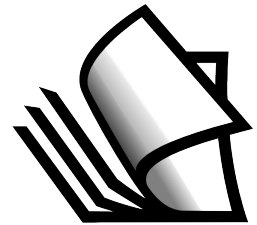
### Review & Annotations

- Generate a PDF instantly from anywhere and use your familiar PDF notes tools.
- Insert production notes directly inline in the *IGP:Writer* document, or better still make the editorial changes directly and use revision notes.
- Use collaborative *IGP:Reader* annotations with shared or private notes. This is ideal for external and peer reviewers.

Composition can be carried out by a services operation such as the *Infogrid Pacific Publishing Services Group*. Take advantage of the most cost effective production services available whether you are producing trade & retail, academic books or textbooks.



# Multiple Formats - Instantly



The reasons to produce with XML are many, but for most publishers the immediate requirement is multiple formats - print, eBooks, Online and other packages

## Print Formats

- *Print ready Interior PDF*, single PDF or by generated by parts. (Requires distilling for PDF X1 compliance)
- *Print ready Cover*. Standard for perfect binding are wrap covers, and for spiral/comb binding two part front & back or front only.
- *Online resolution PDFs* by section or for the full document

## eBook Formats

- *ePUB* - suitable for Sony BBeB and Adobe ADE.
- *Mobipocket/Kindle*. Proprietary tool ready packages.
- *MS Reader / Palm Reader*. Proprietary tool ready packages.

## Online Formats

- *IGP:Reader - Front list book*. Online presentation by chapter.
- *IGP:Reader - Back list book*. Can be processed to match original pagination, or by chapter.
- *Remix Ready*. When permissions are set, chapters can be remixed into new books

## Content Objects

- Export any page/section/chapter to *IGP:ACOM* as reusable Content Objects. (*IGP:ACOM* is a optional component and not supplied with the standard *IGP:FLIP* installation)

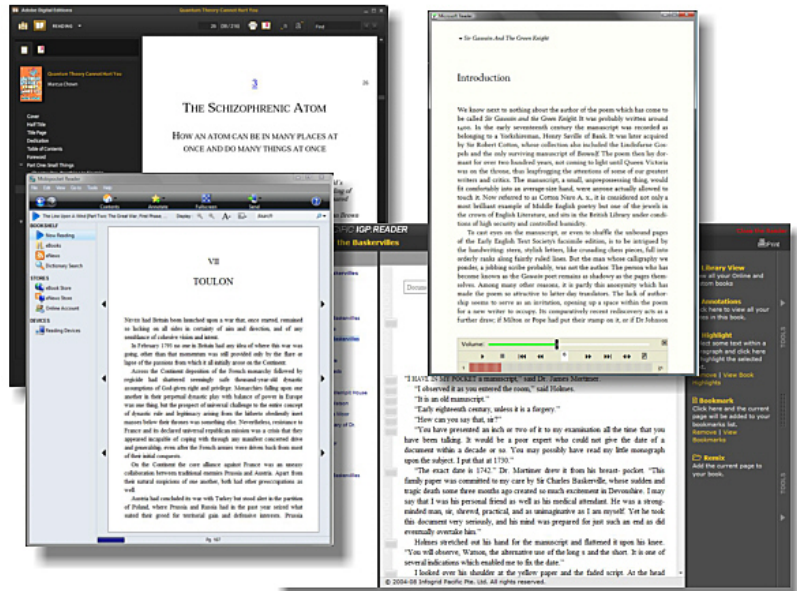
## Other Packages

- *CD-ROM*. Available as an ISO image or zip package. Incorporates launch splash page and full navigation (no DRM).
- *SCORM Package*. Create a distributable SCORM package for educational, training and other business requirements.

## Archive Packages

- *Importable Reader Writer book*. Migrate complete documents between systems, or keep a backup.
- *IGP:FoundationXHTML*. An XHTML 1.1 strict package containing all information for long term archiving. Can be instantly viewed in a standards compatible browser, used independently for eBook generation and other purposes, and can be reimported into *IGP:Reader/Writer*
- *IGP:FLIP* works seamlessly with *IGP:PublisherDAMS* to provide you with a full multi-replica digital archive strategy.

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*IGP:FLIP* has been designed to deliver current and future value. While it delivers on the promise of a single XML with multiple formats, the way it does this will surpass your expectations.

It is not a re-engineering of existing and legacy solutions. It is a web services application built from the ground up. By design *IGP:FLIP* encapsulates traditional publishing content quality values, while exploiting the concepts of a Web 2.0 world.

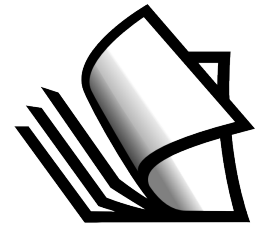
Multiple formats is the core competence of the application. *IGP:FLIP* delivers:

1. Print PDF
2. Multiple reflows of the same Print PDF for different markets
3. Online resolution PDFs
4. eBooks - ePUB, an open standard is generated complete and reader ready. It includes many options such as incorporation different copyright pages for print and eBooks, inserted advertising pages and optimized stylesheets for resource lean reader appliances.
5. eBooks - Mobipocket (Kindle), MS Reader and Palm Reader packages.
6. Online reading with full DRM options such as page, print, annotate, and eCompile/remix control.
7. Reusable, remixable, Content Objects.

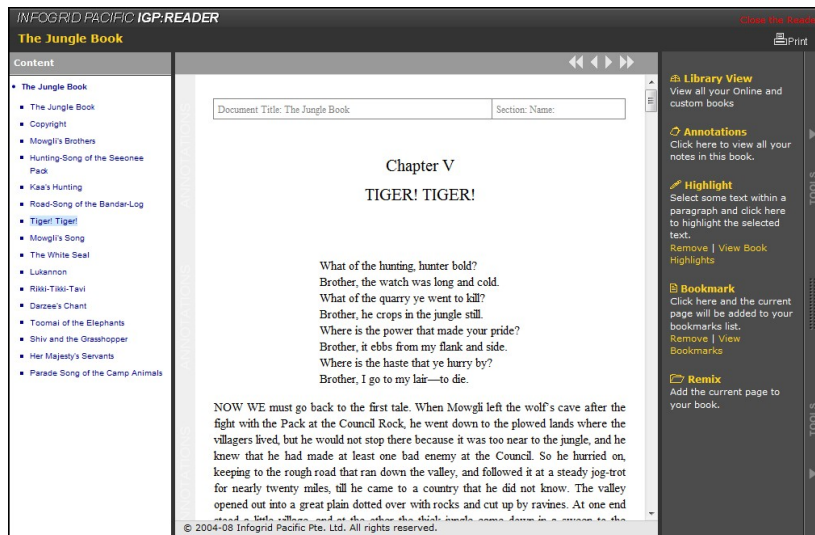
Formats goes further than this. Once you have a digital strategy in place you are ready to start getting your content to work in a Web 2.0 world. You can share links with a browse inside widget, mash-up content on other sites with the integration API and much more.



# Content Online - IGP:Reader



*IGP:Reader* is integrated directly into *IGP:FLIP* and enables Online reading and preview strategies. Multi-function DRM allows you to control everything



*IGP:Reader* is a companion distribution tool for *IGP:FLIP*. It enables content to be made available through collections and portals to controlled user communities. *IGP:Reader* integrates with *IGP:Bookstore PLUS* and *IGP:OAR* (Offers, Agreements & Rights) to create a seamless digital content strategy from manuscript to Online subscription access.

It allows documents to be presented in a framework with various navigation, search and user experience enhancement tools. One of the major features is the ability to remix from a Reader document. This is useful for inhouse production, and in eCommerce environments.

Books can be processed for presentation with original "book pagination" or by chapter. Due to the power of XML, even continuous chapter presentation can still maintain original pagination structures and links. The original page breaks can be presented in a number of different ways: Page breaker bars, margin numbers, or even unobtrusive in-line inserts.

The most basic operation is Online document reading in an open manner. A User selects a document from a Catalogue item or search result and the Reader document opens in another window.

*IGP:Reader* responds to a large number of DRM controls. When no DRM is applied all features are available by default. To disable a feature without using DRM means modifying the interface Template. When the DRM module is added permissions, and constraints can be specifically controlled book by book using an Offer script.

The *IGP:Reader* interface is fully customizable and extensible. You can frame *IGP:Reader* documents right into your own Website as it is a full Web Service application. You can permit other sites to do the same to make your content available anywhere on the Internet, but always under your control.

## Presentation

- Page presentation can be by original book page or chapter
- Customizable Table of Contents with optional flat or expanding page navigation.

## User Features

- *User library*. Access user books and subscriptions directly from the Reader
- *Annotations*. Rich annotations can be inserted, printed, public or private. Fast navigation with the annotations navigator. In production this is suitable for manuscript reviews. In commerce mode it is a powerful user feature.
- *Highlight*. Basic text highlighting with Highlight Navigator
- *Bookmark*. Page bookmark with Bookmark Navigator.
- *Remix*. Pages can be added to an eCompile document. In production this is ideal for adding standard pages and components from library books.

## Digital Rights Management

Digital rights management can be applied through the optional *IGP:OAR* (Offers, Agreements & Rights) application when integrated with *IGP:Bookstore PLUS*.

- *Absolute page and page range control*. Eg. Viewing the first page of each chapter.
- *Print*. Enable print rights from basic "fair usage", to explicit numbers, with optional eCommerce
- *Date/Time*. Control access by date and time.
- *Remix*. Control whether a person can remix to a custom book and if they can edit a remixed page.
- *Copy/Paste*. Can the user copy and paste from the interface.

## Content Mobility

- Books can be easily moved between *IGP:Reader/Writer* systems
- Books can be mashed up to other sites
- Content can be delivered by page or full documents to other systems



# Remix & eCompile



Content is forever. *IGP:FLIP* is the XML digital environment that makes content available and reusable for any business purpose at any time.

## Remix

Remix can be used as an editorial productivity tool, or as an enhanced User feature

### Remix For Production Teams

- Maintain pre-styled content template libraries for imprint title & copyright pages, author biographies
- Author promotions and advertising pages separately and mix them in just before going to press
- Independently maintain reusable content libraries of cover art, and any other useful content
- Instantly view print books in different sizes, layouts and fonts
- Elastic templates make most content widely reusable

### Remix For End Users

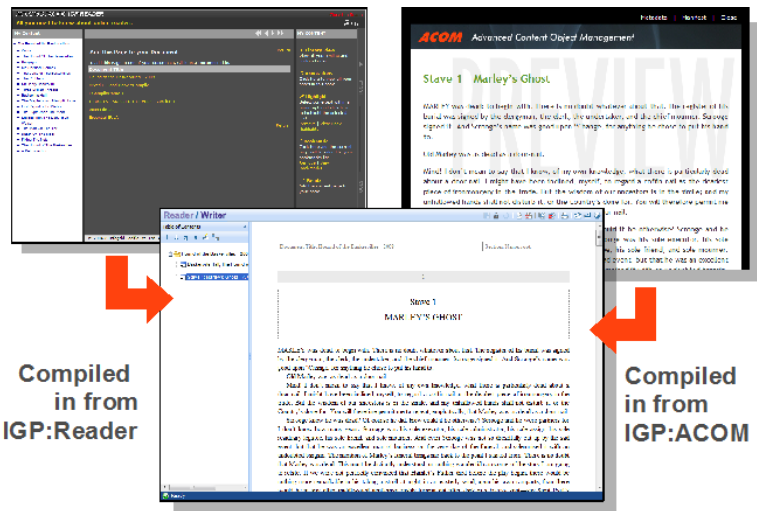
- Users can create and Manage their own *IGP:Writer* documents.
- Users can insert their own pages into an *IGP:Writer* document.
- Pages from any available *IGP:Reader* can be inserted into an *IGP:Writer* document with just two clicks.
- If DRM is enabled an inserted page can be set to User can edit, or user can't edit.
- Source attributions are inserted automatically.
- It can all be controlled with DRM and eCommerce.

### Create Content Objects for ACOM

- *IGP:Writer* sections/pages can be exported as Content Objects to ACOM
- The use of each content object is tracked and usage relationships can be explored
- Content objects can be searched, previewed and instantly reused

Content Objects can be book chapters and sections but they can also be:

- Interactive web pages
- Rich media web pages with video, audio and animation
- SCORM lessons
- Downloadable file or file collections
- Pages can have comprehensive, multi-level metadata applied including SCORM and licensing terms.



*IGP:FLIP* is at heart an XML Content Object creation and management environment. The core Content Object in *IGP:FLIP* and *IGP:ACOM* (Advanced Content Object Management) is an XHTML page that can be a chapter, topic, Web page or morph between all three.

Every document, chapter and page is sitting in the system waiting and ready to be reused anywhere for anything. Just some of the business enabling ideas that flow from this are:

- Create new and special editions virtually instantly
- Create eBook or Online editions that have separate features from the print edition
- Recombine books into eBook collections or anthologies
- Create "First chapter" author or genre samplers in eBooks with links to purchase

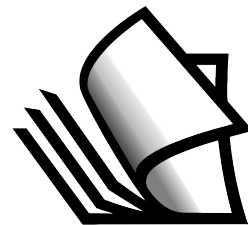
And if you are publishing and maintaining textbooks, training material or manuals you can create custom courseware combining multiple inputs from different books and resources that has the same core production quality as all of your publications.

- Combine chapters from different books, pre-authored topics, and user pages into one seamless high quality document available for print, Online or in eBook format
- Allow end users to access your Content Object collections and create their own remixes
- Create resource websites and web pages that work with your print publications

And *IGP:FLIP* is not just about books, it is XML and works on the Internet, right! So you can just as easily create web pages that contain downloadable files, images, rich media such as animation, video and audio, and interactive pages using Javascript and similar technologies.



# Business Change Management



IGP:FLIP enables controlled change management. You can take advantage of the XML formatting features and gain immediate cost benefits, and migrate to other process changes if and when required

The surge in interest in content on the Internet, and eBook uptake is making demands on publishers to actively consider XML workflow. *IGP:FLIP* gives you the opportunity to go further than "XML First" and implement a comprehensive controlled change process.

## Designed for Change Management

One of the biggest concerns publishers have is "what does an XML workflow even look-like"?

*IGP:FLIP* contains all the tools and requirements for comprehensive digital management and production and is ready to go, out of the box. But you don't have to change all at once. *IGP:FLIP* will sit alongside your current production methods; use it as much or as little as you want or need.

*IGP:FLIP* can be demonstrated to reduce your standard production costs by as much as 75%; And remember eBook format generation costs are instantly eliminated—you get all outputs from the one production environment and one production process.

You also gain significant indirect cost benefits because the content never has to move, and you can outsource different processes to home workers, off-shore facilities and your content is always secure and under your control.

## Flexible packaging

To make change management easy there are several flexible options you can exercise.

1. Book a live demonstration from Infogrid Pacific. Let us show you with your own content. Just submit a sample and we will produce it, or book a live demonstration.
2. Our easy SaaS model can be used by your team to evaluate *IGP:FLIP* live and in action with minimal financial outgoing. The SaaS model can also be used for ongoing production and content management if this is your preference.
3. *IGP:FLIP* can alternatively be leased or purchased outright. This deployment flexibility means you have the business control you need.
4. *IGP:FLIP* can be installed on your own dedicated servers (best for large-scale, high volume publishing), or hosted or co-located with an ISP or cloud technology provider.
5. *IGP:FLIP* is "Internet Cloud" ready. That means you can take advantage of the power of Internet services and have scalable low-cost virtual servers.

The Infogrid Pacific Production and Product support teams are always available to ensure your XML production change strategy is a success.

## Quick Start Task List

Starting with *IGP:FLIP* is easy, inexpensive, and non-threatening; because it is ready to go right out of the box. The XML and format generation solutions are all in place.

1. Customize house *IGP:FLIP* template components. For most trade & retail, this means modifying supplied components.
2. Generate standard content templates (imprint copyright pages, imprint blocks, about the publisher pages, etc.)
3. Generate standard eBook "substitute" pages (eg. alternative copyright)
4. Creating any required Content Blocks (this is easy and can be done at any time "on the fly")
5. Preferred print output fonts setup
6. All the above can be carried out quickly and easily working with the experienced Infogrid Pacific Publisher Services team.

## Operational Changes

- Storing and managing manuscripts in *IGP:PublisherDAMS*
- Importing manuscripts strategy and preparation (it's easy)
- Carry out all styling in *IGP:Writer* either in-house or with outsource partner like the Infogrid Pacific Production Services Group
- Generate output formats at any time, no waiting

## Editorial Process Changes

- Copy editing can be carried out Online. All changes are maintained in the revision tree
- Learning the variation requirements for multiple formats
- Author or Editor in Chief review can be multi-format

## Business Changes

- eBooks and Online books will be available before print books
- Wider range of product options is introduced such as eBook samplers, anthologies
- There is no eBook backlist, they are always available for sale, and print books have an infinite life with Print on Demand strategies
- Generate only the formats you need right now. Additional and new formats can be generated at any time
- More delivery choices... eBooks, Online, Content Objects, remixes, Websites, etc.
- Publish more—in volume terms—with less resources and lower costs
- Everything is securely archived and available anytime into the future. No additional Data warehouse costs



## XML all the way



*IGP:FoundationXHTML* has been designed to deliver all the nuance and sophistication required for any type of content, while leveraging the best of international standards and XML best practice

Many publishers are intimidated by the prospect of changing to "XML workflow". *IGP:FLIP* instantly eliminates the intimidation. It's a pure XML production environment built on the best software architecture available, and the XML is an invisible helper. From the moment you type a word in the interface, or import a manuscript, it's XML.

The XML we use is based on the W3 series of XHTML standards. These standards are the indisputable future of multi-platform content. We call our implementation *IGP:FoundationXHTML (FX)*. It's open, and it's extensible. There are no proprietary secrets.

It's a highly designed, used and tested XML. It hasn't been designed by software engineers, it's been designed by practitioners who have had a decade's experience digitizing 10's of millions of pages of trade, academic and text books into dozens of formats and output requirements. It has been in daily use at Infogrid Pacific Production Services Centres for over two years. It's hardened and proven.

*IGP:FoundationXHTML (FX)* is not something that just delivers a quick eBook and then has no future value. It's designed to be usable for the foreseeable future.

Infogrid Pacific have designed *FX* to address the full spectrum of content ownership requirements for publishing and republishing valuable content, while controlling costs and complexity.

It is a fully standards compliant XHTML 1.1 Strict DTD file. It uses highly structured and grammar controlled ID and Class statements to address the widest range of publishing needs for publishers, business organizations of all kinds and individuals.

It is based on the principles established in Modularization of XHTML and special structures for the creation of micro-content objects.

### Delivering Everything

*FX* does not constrain the presentation quality or ability to represent any book in a facsimile or republished form. What it does is simultaneously addresses the following content management and reuse demands being made on valuable content today:

- *Archiving*: High value tagging and archiving, with variable and expandable metadata.
- *eBook generation*: Processor driven production and customization for current formats and high readiness for formats not yet created
- *Content Objects*: Deconstruction of Content into content objects for reuse and business on content. EG. Using the companion *IGP:Reader/Writer* remix functionality.
- *Rights Control*: Rights assertion on works, part-works and content objects
- *Online Presentation*: Online presentation including subscription, with variable content rights assertion
- *Authoring*: Online authoring of new documents for publishing and business including topic based authoring such, and learning objects such SCORM
- *Learning Object Packaging and Distribution*: Creation, management and distribution of learning objects (SCORM)
- *Facsimile Reproductions*: Creation of Line-by-Line PDF (LbL™ PDF), as digital restorations (when source content is scan/OCR'ed).
- *Print Reflow*: of content for reprint using XSLT:FO and CSS-3

To achieve these objectives content must be encoded in a reliable, standardized manner that allows the development of current and future processors. Content is irreducible complex across the information continuum, and many tagging grammars are possible and exist. Content is an infinite set of data, with an infinite set of interpretations needed to address the requirements of different individuals and organizations. *FX* is another semantic tagging interpretation of the content universe. What makes it different is that it has been designed from a decade of digitization and content processing experience, and it has been purposely designed with low total cost of ownership as a significant objective.

## Why XHTML?

As we end the first decade of the 21<sup>st</sup> century, with the advances in browser technology and the emergence of XHTML as a universal content standard it is the sensible choice. XHTML was chosen because it is the defacto standard for the Internet, and it will not be going away soon. It has enough flexibility to accommodate complex content management and presentation for advanced publishing requirements and many other uses. With correct attributes and metadata as used in *FX* it can be converted to other XML formats should the need exist to support legacy business decisions.

The output is instantly ready for display in all major technologies including web browsers and all OEB based eBook readers with no, or minimum additional processing. It is fully presentable without CSS (Cascading Style Sheets), and with CSS (and optionally XSL:FO, XSL, SVG, MathML and Javascript) can be rendered to the highest levels of presentation.

XHTML tagging is typically light compared to other systems. For example content of equivalent complexity is typically 20-25% the size of an equivalent DocBook file. This brings real benefits in storage and bandwidth requirements, but the real implication is that the larger files contain unwarranted complexity.

*FX* follows the micro formats principles and standardizes tagging with a rich repertoire of class statements, without loosing the inherent flexibility of XHTML. It exploits the standardization of browsers and devices. The tagged output follows the simple and elegant XHTML schema model and the class and ID vocabulary are human readable. This means the survivability and workability in the future are more assured because the content is it's own Rosetta Stone.

Where "Paged Media" is a more pressing business imperative, *FX* is presentation and print ready for CSS-3 and XSL-FO processing. It is also XHTML 2.0 ready, as and when that standard is ratified.

## History

The techniques and grammar of *FX* emerged from experience gained over a decade of complex content conditioning and reuse processing; plus extensive front list content processing for print and the web. Technology frameworks have not stood still and the technology and engineering complexities associated with owning XML strategies such as DocBook, TEI, DITA and custom XML schemas don't make a lot of sense when a full envelope of content value can be delivered more easily and at lower cost.

Today's requirement is about the content and using it immediately in a wide and ever-changing range of technology frameworks. This must be done without absorbing unpredictable current and future costs.

*FX* is designed to deliver the lowest possible production costs, make engineering for reuse direct and easy without requiring highly specialized skills, while being able to be used in the widest range of business contexts.

## Comparing with Other Solutions

There are a number of good HTML tagging vocabularies, used by a number of digitization facilities for OEB like formats and other purposes. The *FX* strategy is not about being better or worse, good or bad. It is about designing content XHTML value addition for real business strategies and benefits. It is not in competition with other systems and should be evaluated only against the required values it brings to content owners.

*IGP:FoundationXHTML* is about using and exploiting current and near future technologies. It is about breaking with single strategy technology dominance and opening content for a world that is changing daily. It is about consistent cost-affordable, synchronized front, back and future format list XHTML strategies; and most of all it is about total content solutions that are affordable and save money at the ownership level, while driving revenue at the business level. *IGP:FLIP* uses only *IGP:FoundationXHTML* in its standard configuration.

## Improve your productivity

*IGP:FLIP* and *IGP:FoundationXHTML* are production ready to work with:

CSS-3 Renderers. For fast customizable outputs. Suitable for Trade, Academic and Educational books.

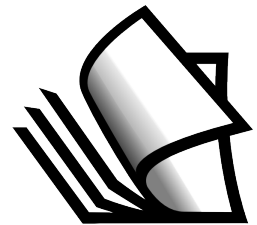
XSL:FO Renderers. If your technical team needs extra control, or to reuse legacy technology, *IGP:FLIP* directly integrates with Antenna House XSL:Formatter.

Adobe InDesign, etc. Use *IGP:FLIP* for authoring and editorial processes and import the XML directly into InDesign or any other XML aware production tools. Suitable for complex and custom layouts.

An additional driver for content publishers is to be able to synchronize backlist content with front list production and have the two merge at some common standard. Even today in 2008/9 typesetting system cannot generate an output XML that is valuable beyond the production moment. Some can even generate multiple eBook formats, but these do not have the tagging that allows and supports more advanced uses of content in an undefined future.

Currently *FX* has processors to allow content to be processed for the following eBook readers (excluding proprietary DRM aspects).

- EPUB – generic
- EPUB – Adobe Digital Editions Reader/Sony BbeB
- MS Reader
- Mobipocket
- Palm Reader
- IGP:Reader/Writer Online
- IGP:LbL PDF (Line by Line)
- Mobile delivery ready



### About this Brochure

This brochure was created from a series of informational promotional topics using *IGP:FLIP*.

These are stored in *IGP:ACOM* as Content Objects and are available for assembly into any new or custom document.

A number of Content Objects were then selected and remixed into a new *IGP:FLIP* document, and a few stylesheet changes were made for the final brochure plus the cover and introduction page were inserted as new pages.

The XML information page was remixed in from the *IGP:FoundationXHTML* Users manual and heavily edited down.

The final brochure is available as a print ready PDF, eBook in ePUB format and it has also been made available Online on the *IGP:Website*.

### Supporting Technologies

Infogrid Pacific is an innovator in Content Management technologies and business solutions. We have a number of powerful content technology applications that make the long-term ownership of content easy.

*IGP:ECMS* solutions provides a complete environment for archiving, managing and distributing content. Special vertical market versions are available such as *IGP:PublisherDAMS*, optimized for Publisher file management and distribution.

*IGP:ACOM* provides an Advanced Content Object Management environment that moves beyond books and documents into customized interactive documents.

*IGP:FLIP* (Front List Interactive Publishing) is built on *IGP:PublisherDAMS* and extends *IGP:Reader/Writer* into a full Online front-list collaborative authoring and XML production environment.

*IGP:eBookstore PLUS* provides extensions to *IGP:ECMS Solutions* to enable powerful eContent and Merchandise sales.

*IGP:Reader/Writer* is a multi-function environment for manipulating content. It can be configured for front-list publishing and dynamic user driven Online publishing using the powerful eCompile features.

*IGP:OAS* Is an Offers-Agreements-Subscriptions framework allows the maintenance of sophisticated rights transfer agreements for Online subscription transactions and other rights management requirements.

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