

Libros digitales enriquecidos

Peter Collingridge
Enhanced Editions Ltd

~~Textbooks~~

Digital
Vision
Experimentation
Learning





Community



eBooks



Analytics

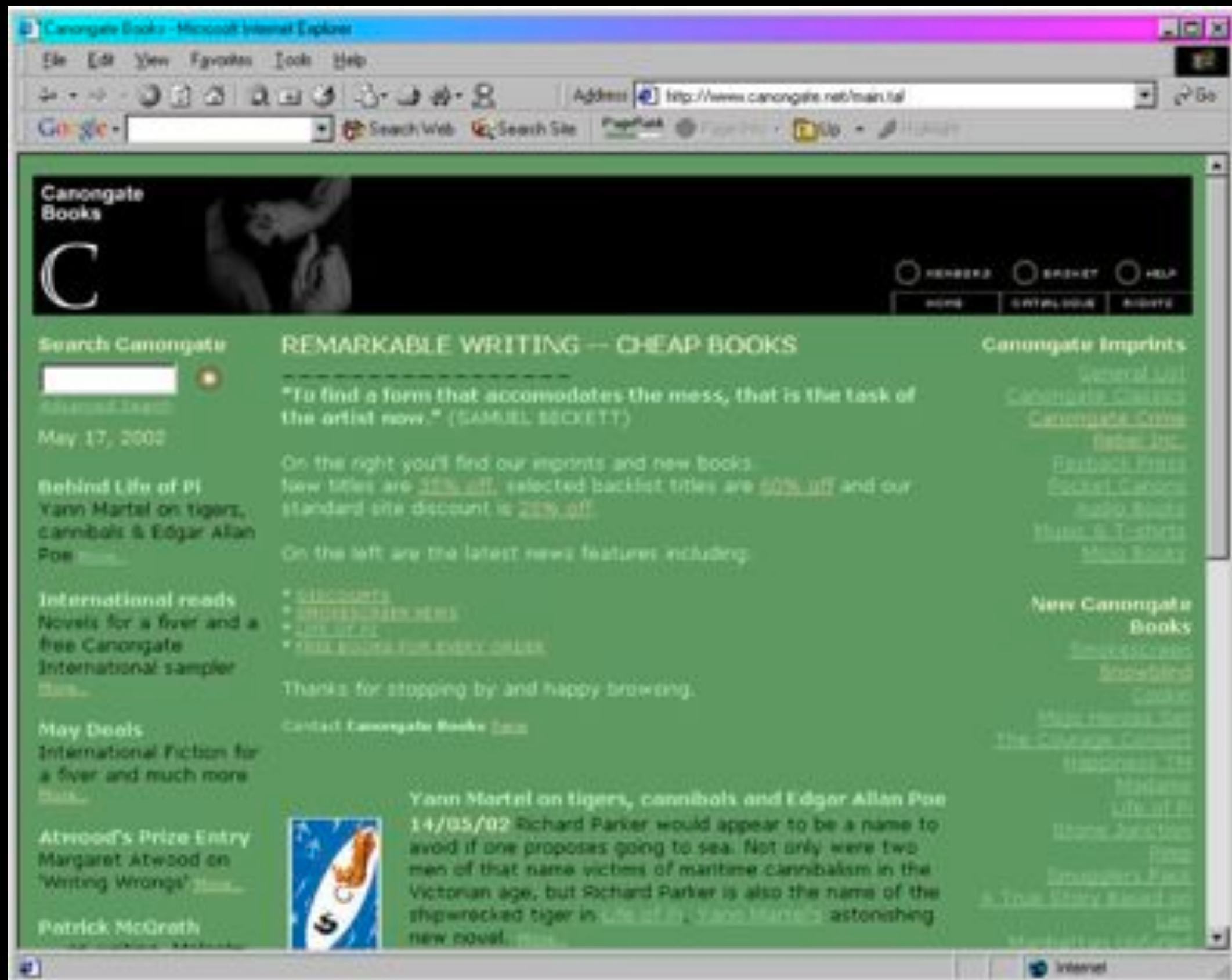


Innovation



The web loves talking
about books
Community

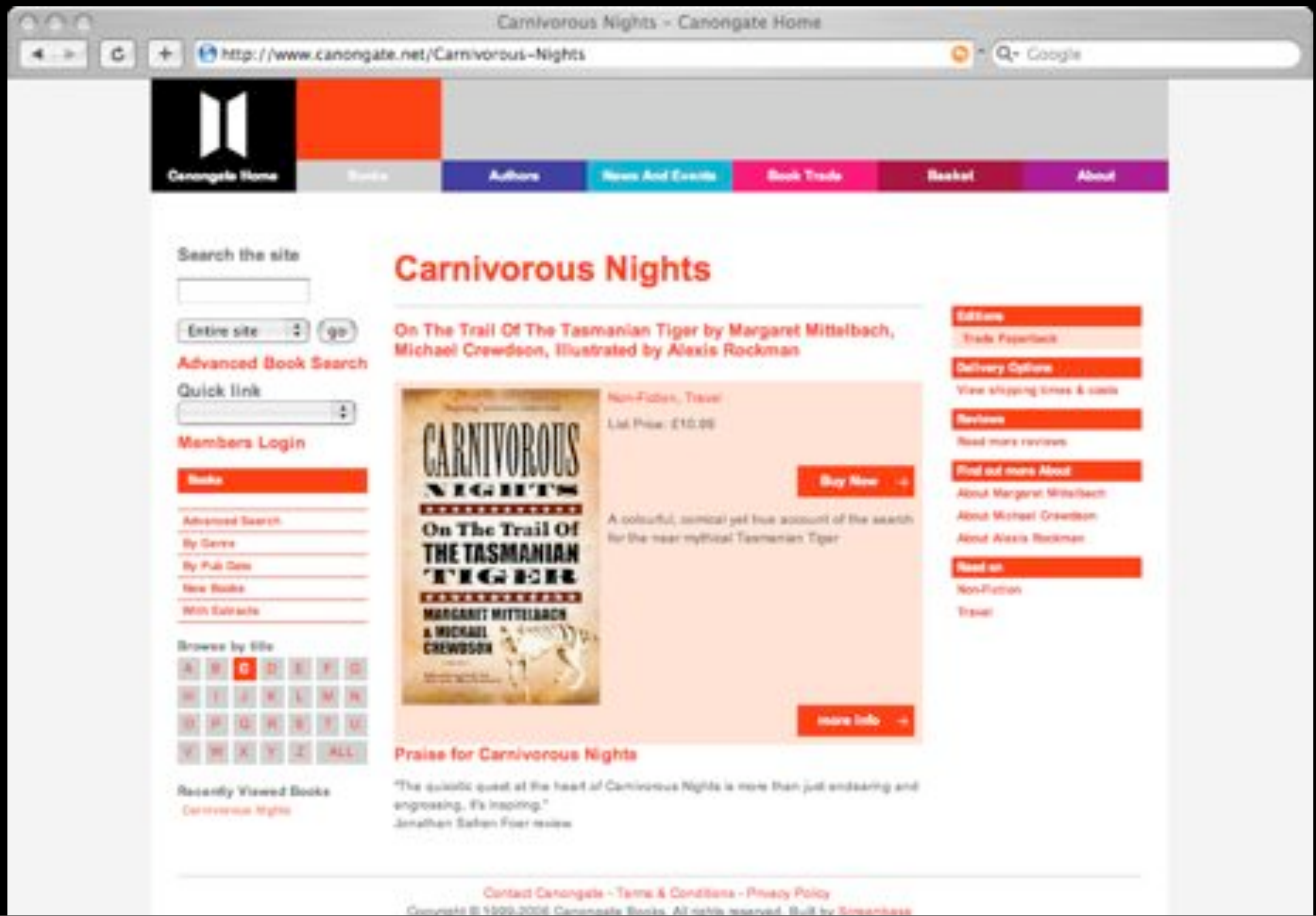
Canongate.net 1.0 (1997–2002)



**“At last... a publisher's site that
feels like a cool club stocked
with well-read friends
rather than a
lazy corporate exercise.”**

The Guardian

Canongate.net 2.0 (2002–2006)



Canongate.net

7,000 active members

150,000 pages / m

8% conversion rate

High Google rating

Loved by customers

Totally under-exploited

James Frey: Author rehab

HOME JAMES FREY **A MILLION LITTLE PIECES** MY FRIEND LEONARD BRIGHT SHINY MORNING THE DEBATE NEWS & EVENTS

EPIGRAPH FIRST CHAPTER SECOND CHAPTER MEETING LEONARD TEETH ADDICTION

a million little pieces



A Million Little Pieces by James Frey

When he entered a residential treatment centre at the age of twenty-three, James Frey had destroyed his body and his mind almost beyond repair. He faced a stark choice: accept that he wasn't going to see twenty-four or step into the fallout of his smoking wreck of a life and take drastic action. Surrounded by patients as troubled as he, Frey had to fight to find his own way to confront the consequences of the life he had lived so far, and to determine what future, if any, he has. 'A Million Little Pieces' is an astonishing account of a life destroyed and a life reconstructed.

Read extracts at the top of the page.

Listen to an extract:

Comments (158) (add)

teeth chapter very graphic and hard on the dental curriculum!
—richard (2008-02-13 12:58)
→ Reply to this comment

...except of course it was fiction.
—dian (2008-02-18 23:58:31)
→ Reply to this comment

Hi Dean...
Just wondering what makes you think this or any of the books James Frey has written are Subl??
This book was recommended to me and I have also recommended it to others.
Would be really interested to know if there is any substance to your statement... Kind regards
—cham (2008-11-02 21:40:58)

He admitted it. Not the whole book, but parts of it... most of which turned out to be the best parts. There was a whole huge confrontation with Oprah over it. Either way, it's an amazing book. But if it's fiction, call it as fiction. People would have loved the book regardless.
—Courtney (2008-12-17 18:00:38)
Reply here

I agree the teeth chapter was very graphic and very hard to read. I read it with my finger on my toes front teeth.
—sam (2008-03-18 18:10:00)
→ Reply to this comment

I had every muscle in my body so tense, as if I was the one in the chair!
—kat (2008-10-08 22:50:54)
Reply here

www.james-frey.com

James Frey

Google

Oprah

Smoking Gun

George Orwell
Nineteen Eighty-Four

If you've just read 1984 by George Orwell then...

Amazon recommends:

- Animal Farm: A Fairy Story by George Orwell
- Brave New World by Aldous Huxley
- Catch-22 by Joseph Heller
- The Catcher in the Rye by J. D. Salinger
- A Clockwork Orange (Penguin Modern Classics) by Anthony Burgess
- Lord of the Flies by William Golding
- 1984 Nineteen Eighty-Four: Yock Notes Advanced by George Orwell
- To Kill a Mockingbird by Harper Lee
- Fahrenheit 451 (Flamingo Modern Classics) by Ray Bradbury

...and LibraryThing recommends:

- Fahrenheit 451: The Temperature at Which Book Paper Catches Fire, and Burns by Ray Bradbury
- Lord of the Flies by William Golding
- Catch 22 by Joseph Heller
- A Clockwork Orange (Norton Paperback Fiction) by A Burgess
- The Catcher in the Rye by J.D. Salinger
- Slaughterhouse-Five: Or the Children's Crusade, a Duty-Dance with Death by Kurt, Jr. Vonnegut
- Great Gatsby, the: (Us Import Ed.) by F. Scott Fitzgerald
- One Flew Over the Cuckoo's Nest (Signet) by Ken Kesey
- The Grapes of Wrath by John Steinbeck
- To Kill a Mockingbird by Harper Lee

Of course, you could go ask your local bookshop or your local library.

Try another one:

I've just read _____ by _____

and I'd like some recommendations,

The Book Seer — Another literary web project by Apt Labs // Updates on Twitter

Searches Bookseer

krupali 2 hours ago
Fave new site: www.bookseer.com for those bibliophiles who need new book recs.. it's pretty neat!

v1jays 2 hours ago
@krupali Thanks for sharing www.bookseer.com. Great site indeed.

djsartin 4 hours ago
RT @krupali: So www.bookseer.com is a place you type in the book you've read & liked & it gives you comprable suggestions!

oregonk91 4 hours ago
Very cool, thx!! RT @krupali So www.bookseer.com is a place you type in the book you've read & liked & it gives you comprable suggestions!

krupali 4 hours ago
So www.bookseer.com is a place you type in the book you've read & liked & it gives you comprable suggestions!

nicolaj_com 12 hours ago
Impressive stats @gunzalis on their great @bookseer project: <http://aptstudio.com/timesemit/2010/04/26/bookseer-analytics/> /via @craigmod

15 hours ago Peter Collingridge
@book2book The most-loved books of 2009: <http://aptstudio.com/timesemit/2010/04/26/bookseer-analytics/> Let me know if y'd like to discuss!

The Book Seer 15 hours ago
@SmartBitches Fair ladies, my thanks for the RT! Good morrow!

Rena Jones 15 hours ago
RT @SmartBitches: RT @bookseer: Hello. Here's my first year of recommendations (all 104k of them!) <http://bit.ly/crApmY>

SmartBitches 15 hours ago
RT @bookseer: Hello. Here's my first year of recommendations (all 104k of them!) <http://bit.ly/crApmY>

LindseyKristin 15 hours ago
Man bookseer.com is the best site for helping u find your next book

Bookseer

950,000 visits

2,500,000 page views

124,000 different books

24m recommendations

Social Reading: The Golden Notebook

The Golden Notebook

by E. M. Forster

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FAIL

6 readers

800 pages

0 jokes

0 structure



#2

eBooks need to be better
Enhanced Editions

The future of the book, c. 2008



The future of
everything else,
c. 2008



**“ It doesn’t matter how
good or bad the product is
– the fact is that people
don’t read anymore.”**

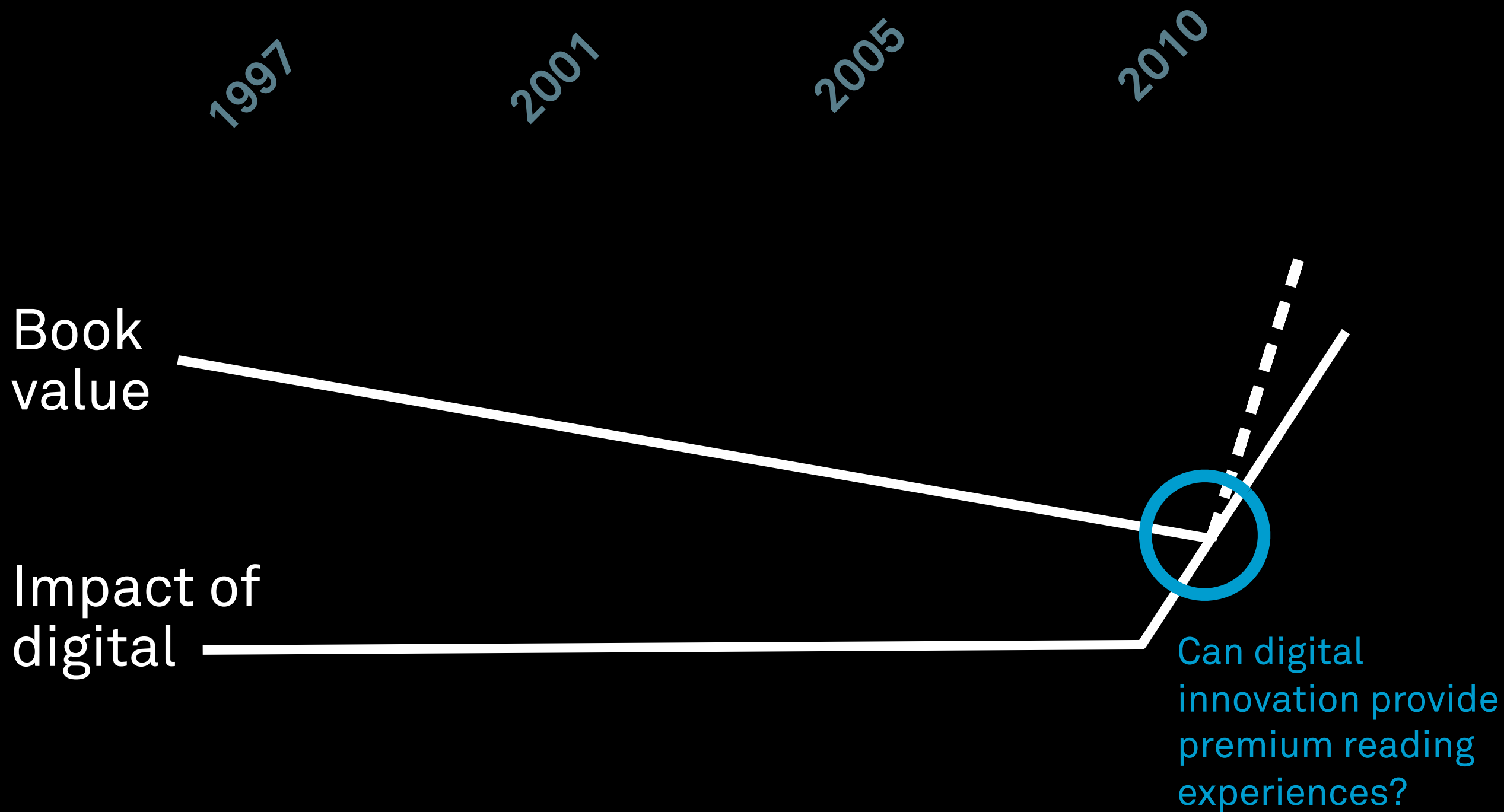
Steve Jobs (Jan 2008)

**“We are publishing houses,
not software houses”**

UK publishing, 2008

**“ The best way to predict
the future is to invent it. ”**

Alan Kay, Apple



Key Decision:

Premium

How to bring
books to the
iPhone

vs.

How to get
books on the
iPhone

iPhone Project Storyboard (codename: Enrapt / Liberation)

Introduction

An ePub file is a zip file containing a collection of XHTML and XML documents that define an electronic book.

An upcoming project requires the parsing & rendering of ePub files.

EPIC 1: BASIC PARSING AND DISPLAY OF EPUB FILES

This initial epic deals with the parsing of ePub files and presenting a basic UI.

Story 1.1: Load and parse an ePub File for later use

This story should read content.opf to find content.opf. Content.opf should be stored in an easy to access mechanism for later.

NB: The ePub file is within the application structure; it is not downloaded from a network location.

Please see [Appendix 1](#) for notes on ePub format.

Story 1.2: Display Table of Contents (TOC) for ePub (portrait mode)

The table of contents should be displayed in a standard list using human readable titles provided in the content.opf (NOT filenames).

If the TOC is too long, the view should be scrollable using simple flick/push gesture.

This view is only available in portrait mode.

Story 1.3: Display Any chapter/part of book using simple interface (portrait mode)

For a given chapter (in XHTML format) use the ePub CSS to display the chapter on the iPhone device. This will be a single flowing page. The user should be able flick/push the view up and down to see the rest of the chapter.

EPIC 4: FURTHER ENHANCEMENTS TO THE UI

Further interface enhancements are added to the application, increasing usability.

Story 4.1: Create overlay version of user controls

Allow users to edit settings while viewing the live text

Story 4.2: Allow the user to bookmark positions in chapters

Allow users to create extra points they can quickly refer to. *These bookmarks will be added by the user by selecting a point in the text, and adding a bookmark name and description (optional). These will be added to the table of contents. C.f. Process of adding a bookmark in Safari.*

Story 4.3: Allow for auto-scrolling of chapters

Scrolling view to receive option to auto-scroll. User input can change scroll speed. *Can the accelerometer be used, like in Instapaper Pro? Click UI button to start / re-calibrate to 0, and stop.*

Story 4.4: Integrate Apt's design to the UI (SophiaCom to supply list of design deliverables to Apt)

Story 4.5: Allow user to lock orientation of screen, i.e. to force the app to remain in either portrait or landscape mode

Story 4.6: Allow double tap on paragraph to centre paragraph at full width and in the middle of the screen (is this part of webkit?) ... c.f. Safari and Instapaper

Story 4.7: Allow the tap of the top of the page to return to the top of the page (Philippe said that all apps do this)

Story 4.8: Display a vertical progress bar for the current position in the chapter (WebKit?)

Story 4.9: Display a horizontal progress bar for the current chapter's position in the overall text (see eReader)

Feature 1.1

Load and parse an ePub
file for later use

Feature 5.3

Synchronise audio to text

“ Good design is invisible ”

Dieter Rams

2 Audio

2.1 Audiobook view portrait



switch to text view (1/3)

to main menu

on tap: hide UI – fullscreen text view

next chapter (if available)

previous chapter (if available)

Epic 7

- only available for full audiobook, not audio clip
- similar to iPod controls
- remember tilt scroll setting from text view
- on quitting, should remember whether in text or audiobook view and return to same mode on launch
- grey out text passages for abridged audiobooks?
- while playing:
 - scrub – on release of slider update text view
 - scroll/tilt – no influence on audio
- while stopped:
 - scrub – on play update text view
 - scroll/tilt – on play update audio

4 Bookmarks

4.1 Add bookmark portrait

every night counting down seconds to the second when
every time he thought of his mum, he felt like he
was going to drop through the
world. They wouldn't stop at
all right, when all he was trying to do was
the television. Can't anyone get any peace
around here?



New

Epic 4

TO BE REPLACED

He notices his dad walk into the living room
at approximately the same time as he remem-
bers that he has forgotten to get him a beer
from the fridge. How come he forgot to do that?
His dad's face looks like grey felt. He walks
differently, like he is not quite sure whose living
room he is entering, like he's in a bit of a daze.

'What happened to my beer?' says Bunny, in
slow motion, as he sits down next to Bunny
Junior on the sofa.

'I forgot, Dad,' says Bunny Junior. 'The TV
was on.'

The sleeve of a discarded sweater hangs
effetely over the top of the TV screen, partially
obscuring what seems to be a news broadcast
involving a giraffe that lies motionless, on its
side, in its enclosure at the London Zoo. It is
surrounded by a number of attendants and
medical staff in Wellington boots and ana-
esthetics and needles and things like that.



Size	A Chapter title Georgia Regular	B Body text Georgia Regular	C Drop cap Times New Roman	D Paragraph indent
Small	21/26px	15/21px	40px	12px
Medium	24/28px	17/23px	51px	21px
Large	25/29px	18/24px	54px	23px
Extra Large	27/30px	19/25px	57px	25px
Largest	29/33px	21/28px	60px	26px

Stellaria media

Size	A Chapter title Helvetica Bold Tracking: -10	B Body text Helvetica Regular	C Drop cap Helvetica Regular	D Paragraph indent
Small	10/22px	14/12px	40px	10px
Medium	22/26px	18/21px	40px	22px
Large	23/28px	17/22px	47px	24px
Extra Large	24/27px	18/23px	50px	25px
Largest	27/30px	20/24px	55px	28px

**(I wouldn't say this was
easy. This bit took us
about a year.)**

“ Perfection is achieved,
not when there is
nothing more to add, but
when there is nothing
left to take away. ”

Antoine de Saint-Exupery

The evolution of the book

www.enhanced-editions.com

Users

“Sets the gold standard for future literary apps.”



“Worth every cent. No actually worth a lot more!”



Awards

MediaGuardian
Innovation award

iTunes & Observer
apps of the year

eConsultancy
Innovation Award

Wolff Olins
“Future” award

Media

“The moment
digital publishing
came of age”

The Bookseller

“crisper and sexier
than the Kindle”

Daily Mail



#3

Watch & learn
Analytics



**“When it comes to the
really important
decisions, data trumps
intuition every time.”**

Jeff Bezos

Google analytics

Google adwords

Google alerts

Twitter

Facebook

Analytics

Bit.ly

CreateSend

Flurry

Pinch

AppViz



Part One: Cocksman Chapter 1

I am damned,' thinks Bunny Munro in a sudden moment of self-awareness reserved for those who are soon to die. He feels that somewhere down the line he has made a grave mistake, but this realisation passes in a dreadful heartbeat and is gone – leaving him

Menu Nick Cave
The Death of Bunny Munro
Chapter One

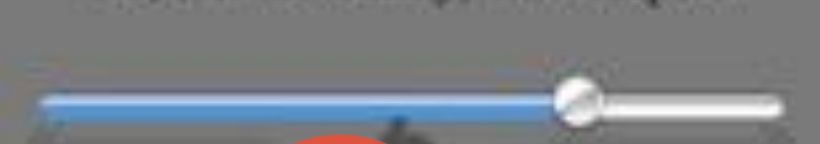
gaze loses its intent and blurs. He places a hand on her head, feels the damp sheen on the back of her neck.

'Hush now, baby,' she says again.
'Call me Bunny,' he says and sees another droplet of water tremble on the ceiling.

'I'll call you any damn thing you want, sweetie.'

Bunny closes his eyes and presses on the coarse ropes of her hair. He feels the soft explosion of water on his chest, like a sob.

'No, call me Bunny,' he whispers.



glorious seaside sunshine. It is a beautiful day and, yes, he loves his wife.



[Play video \(05:22\)](#)

Bunny manoeuvres the Punto through the weekend traffic and emerges onto the seafront, and with a near swoon Bunny sees it – the delicious burlesque of summertime unfolding before him.

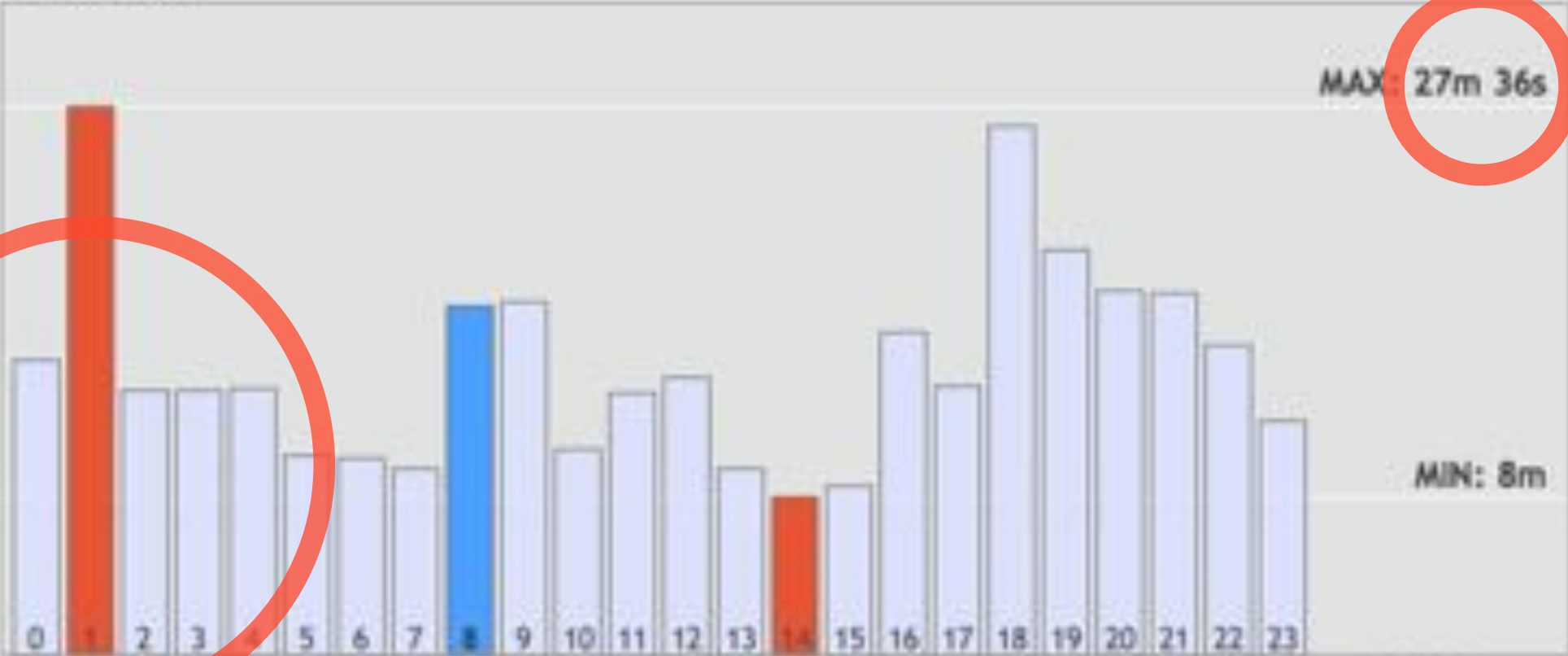
Groups of scissor-legged school-things with their pierced midriffs, loved inside girls have run

Bunny
Munro

Time Spent per Session

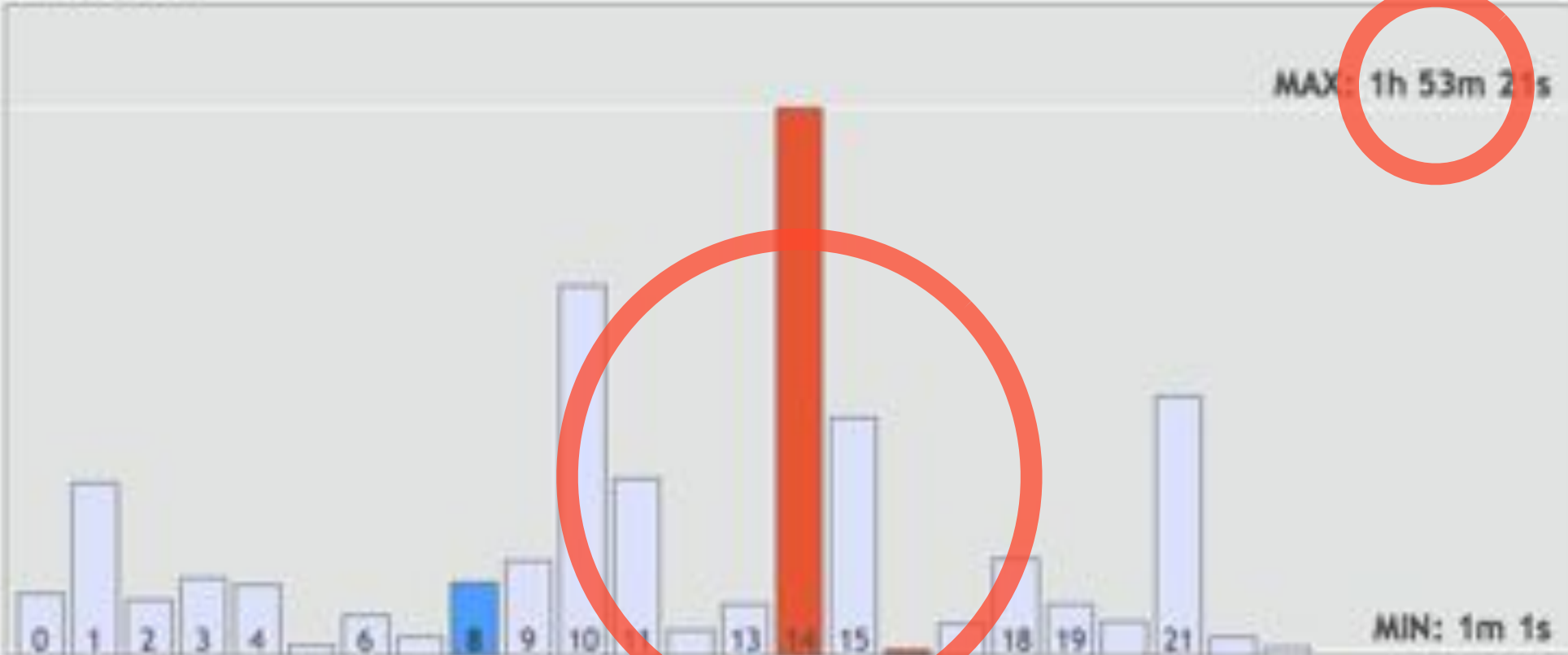
show stats for: Time Spent per Session

Download CSV

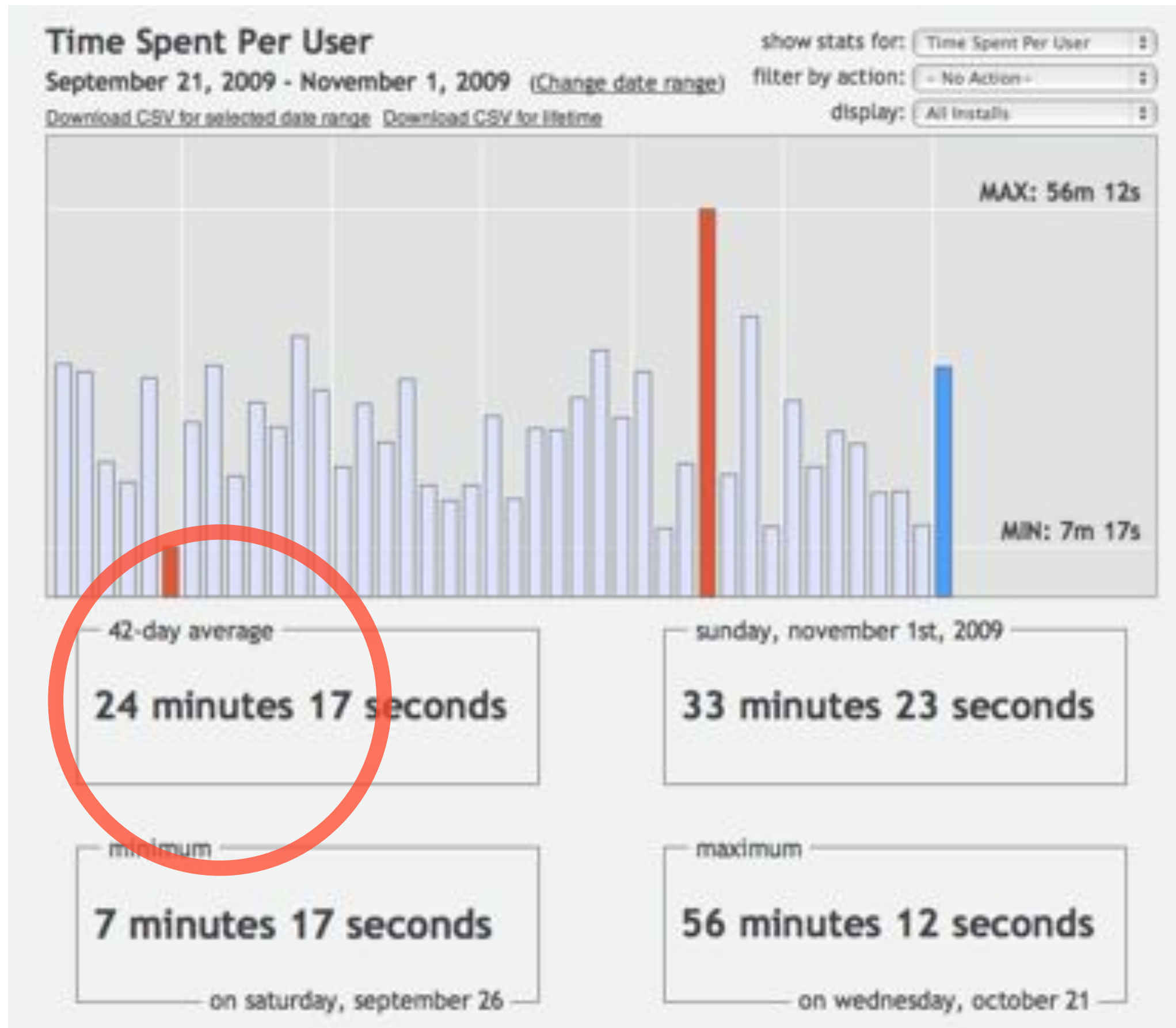


* all times est

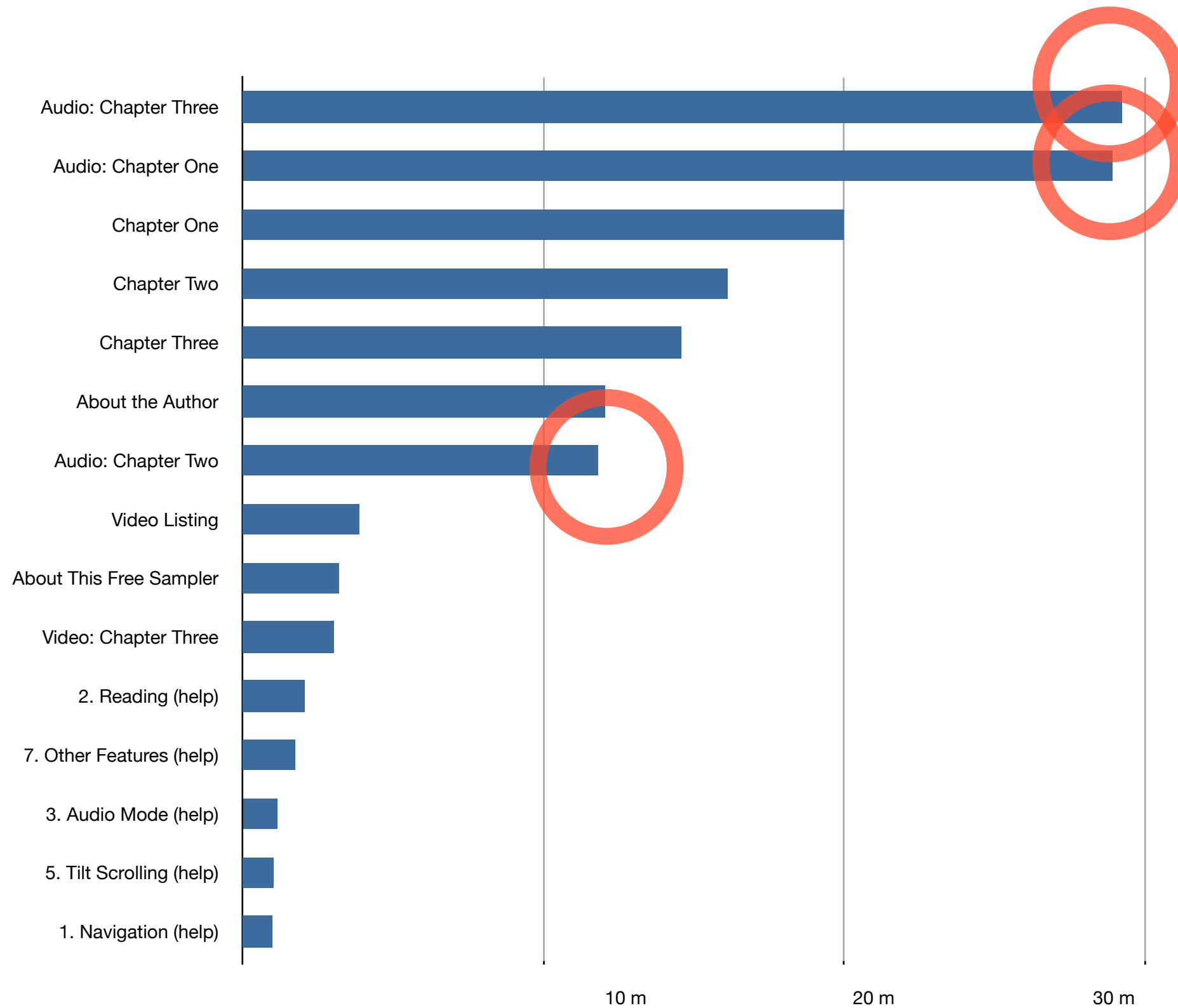
Dreams
From
My
Father



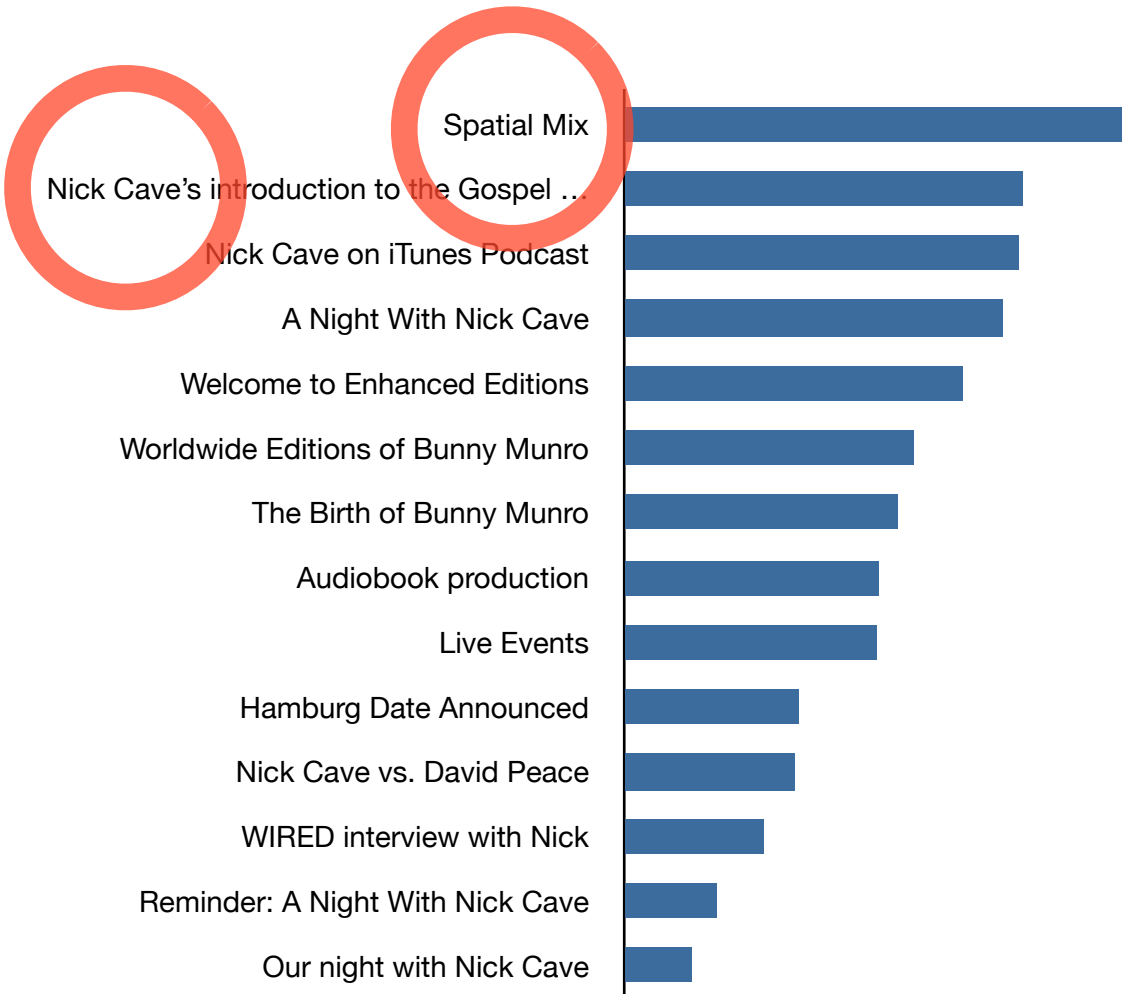
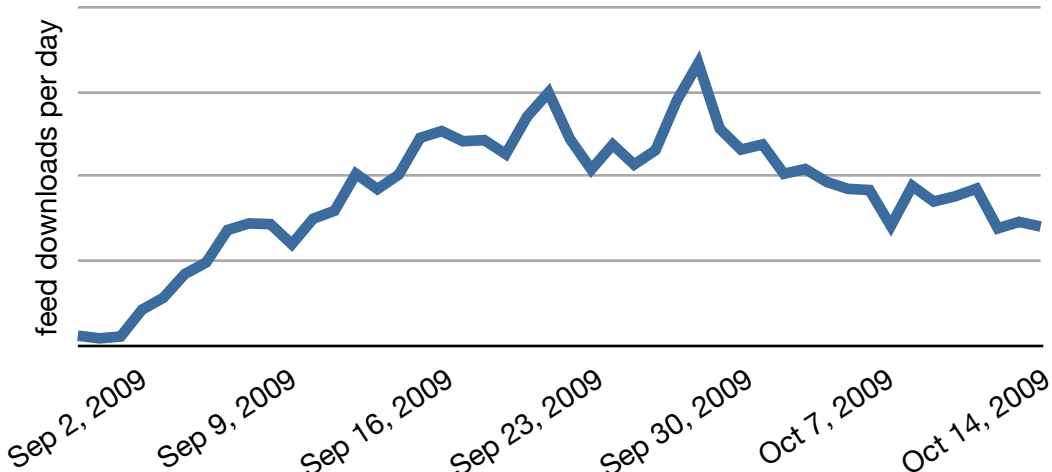
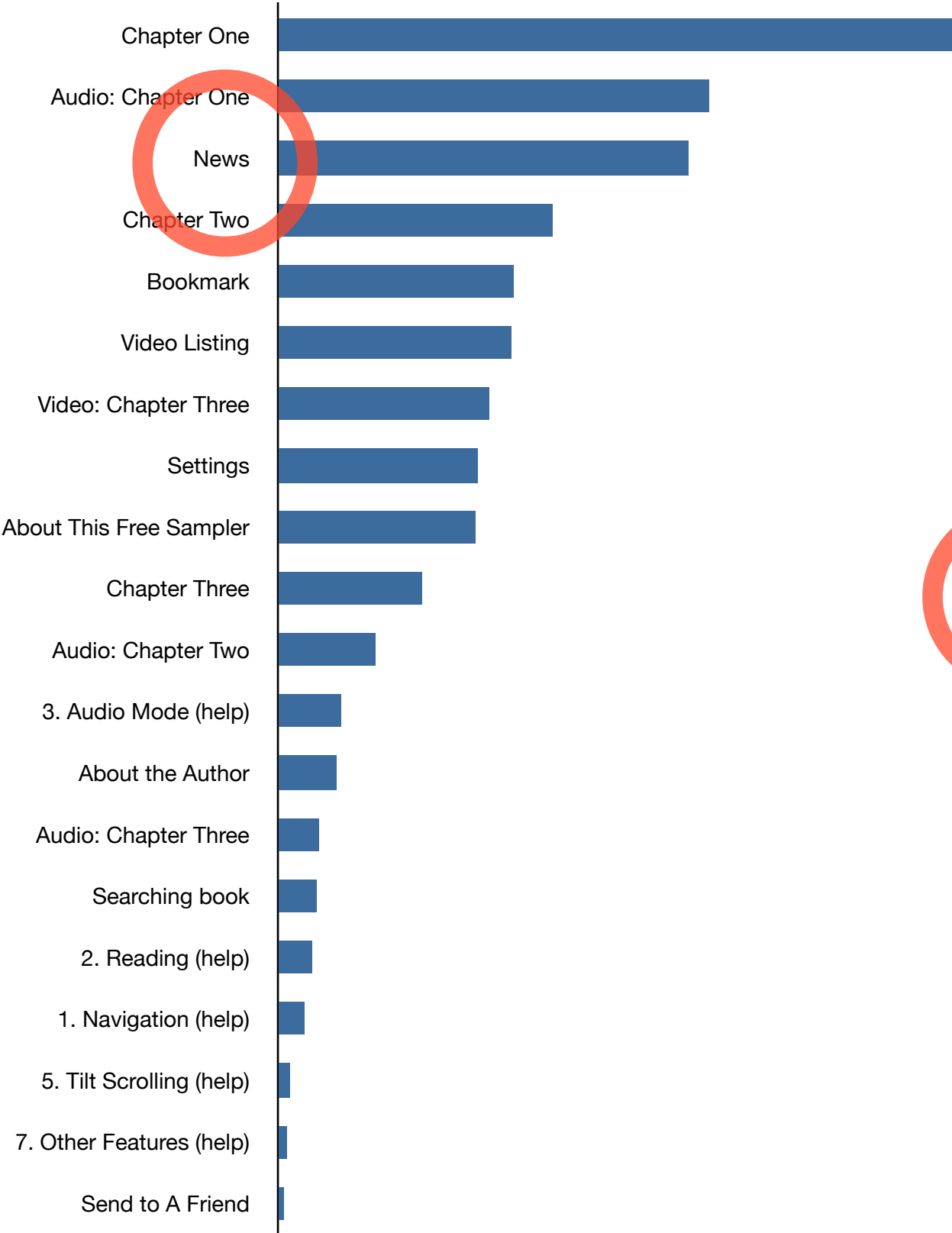
* all times est



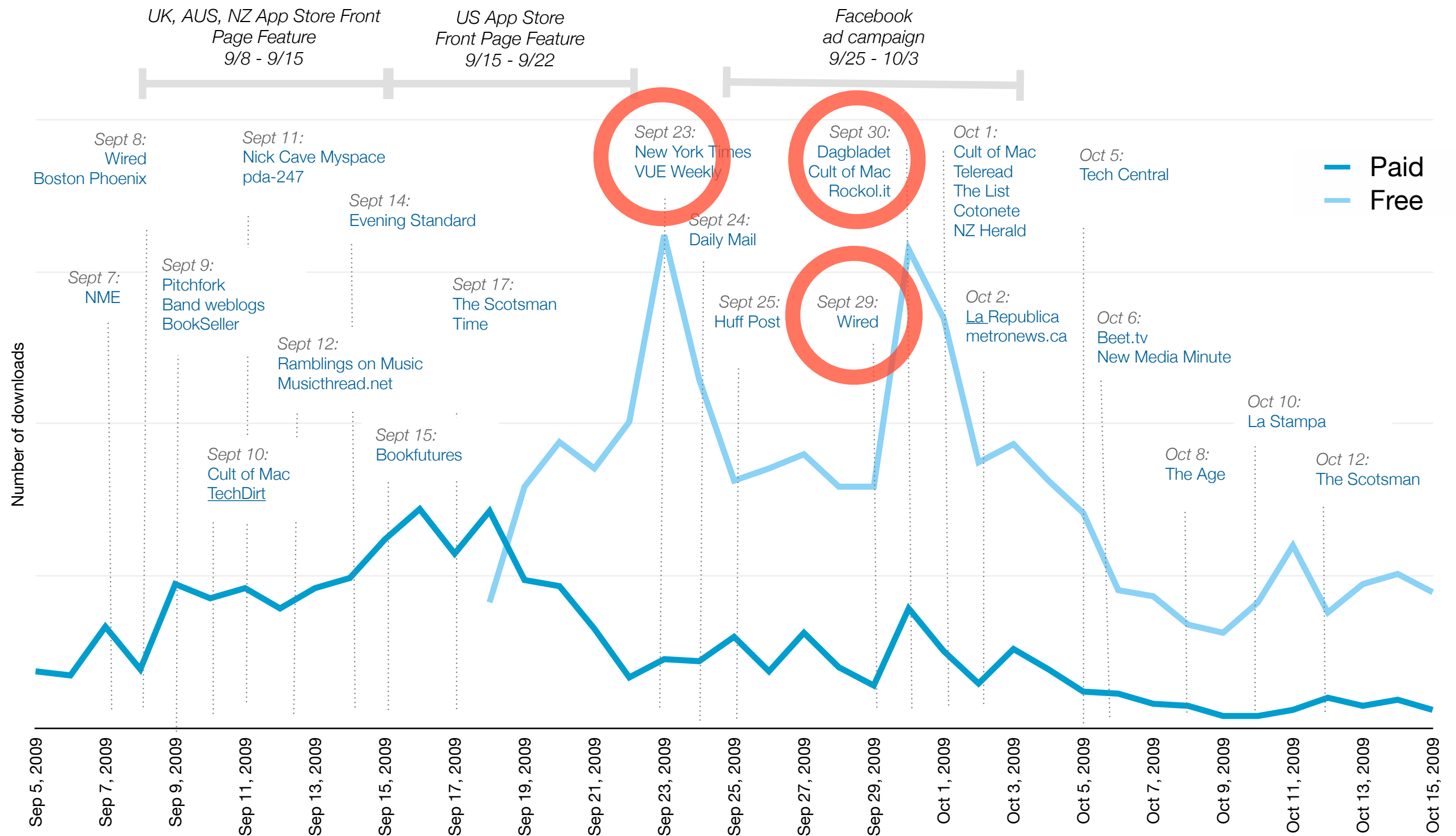
Bunny: Sampler activity



Bunny: Newsfeed



Bunny: Downloads vs press



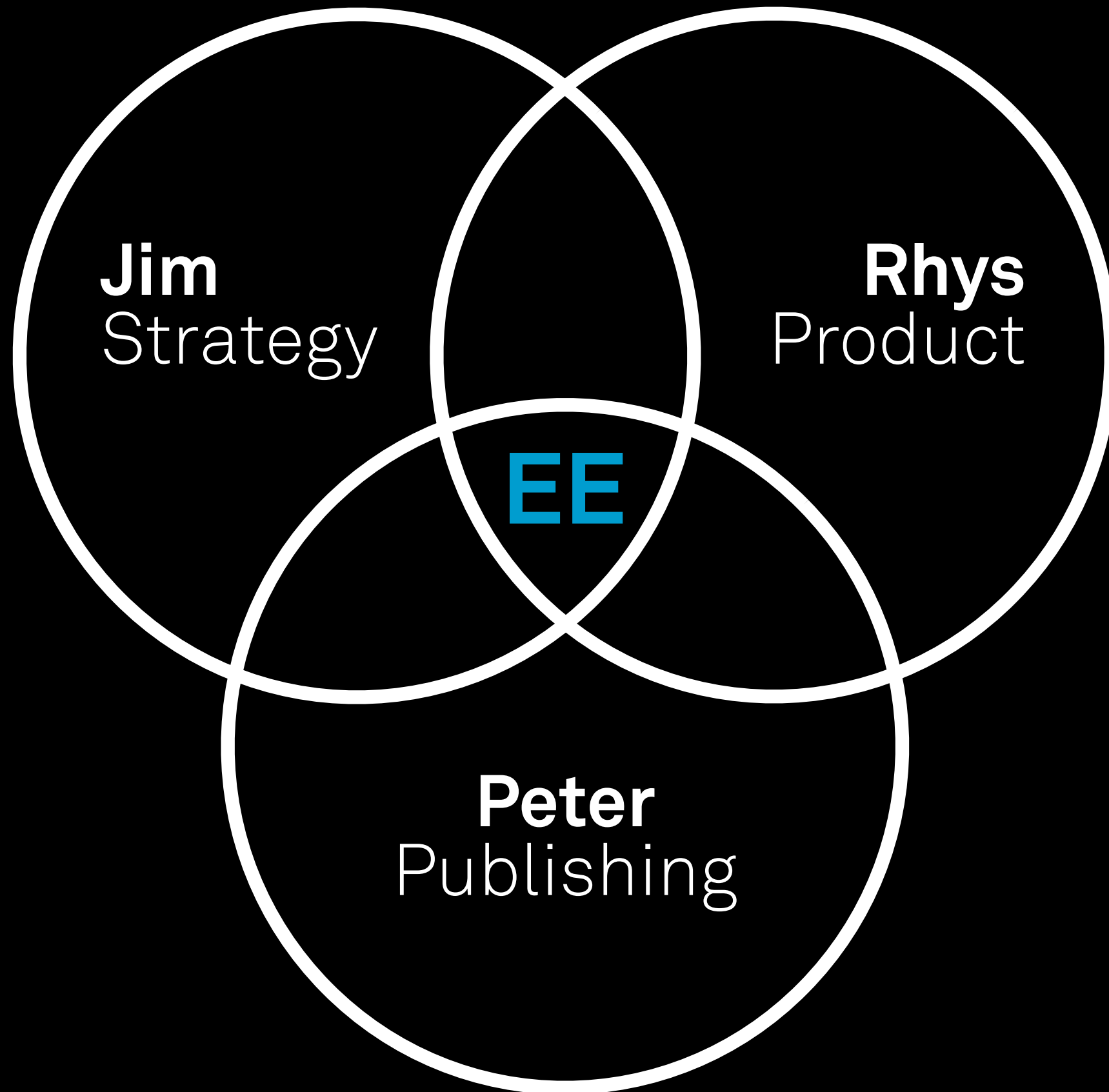


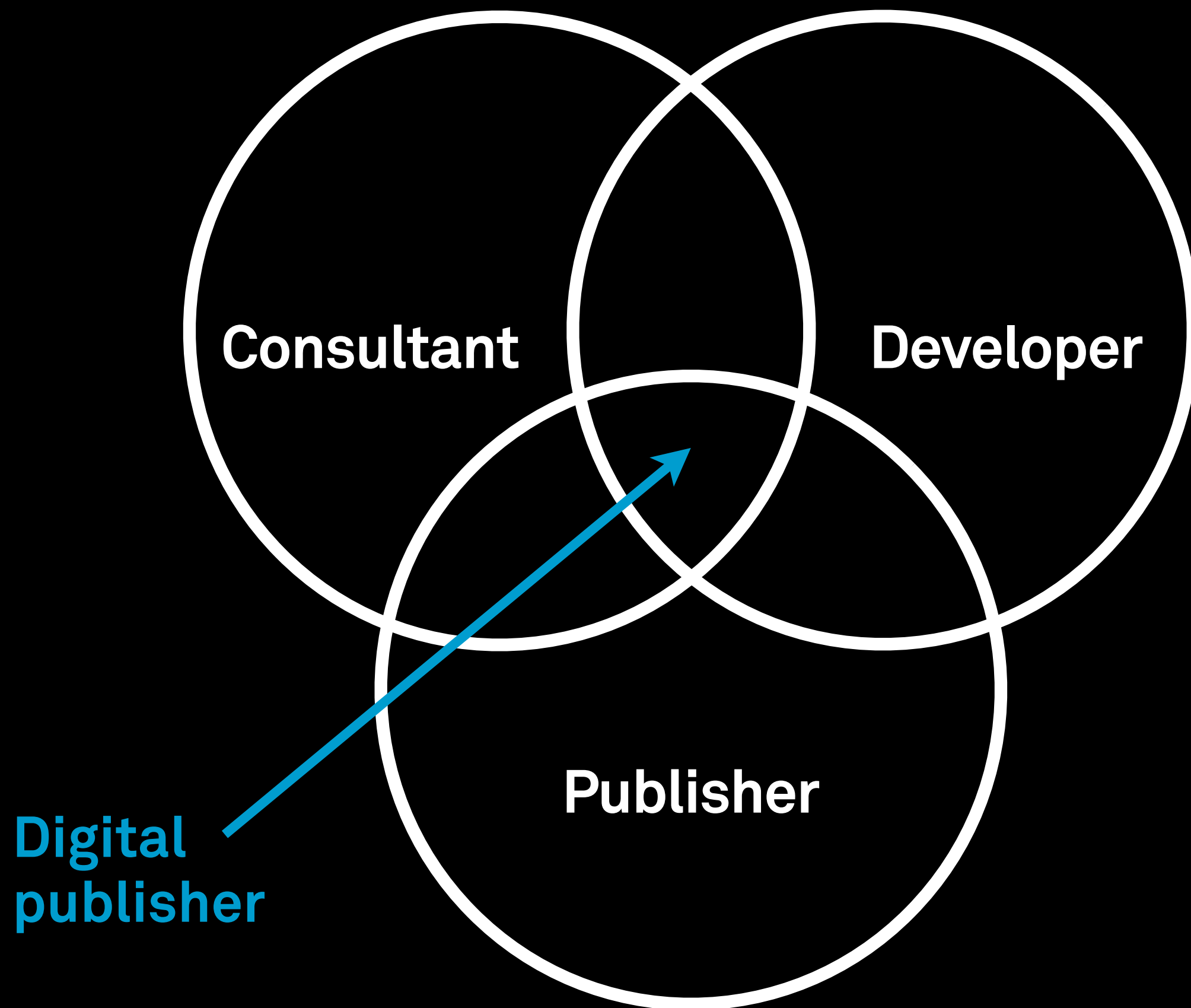
Get. Analytics. Now.



#4

The future of publishing
Innovation





Skills we use

Selection

Planning

Production

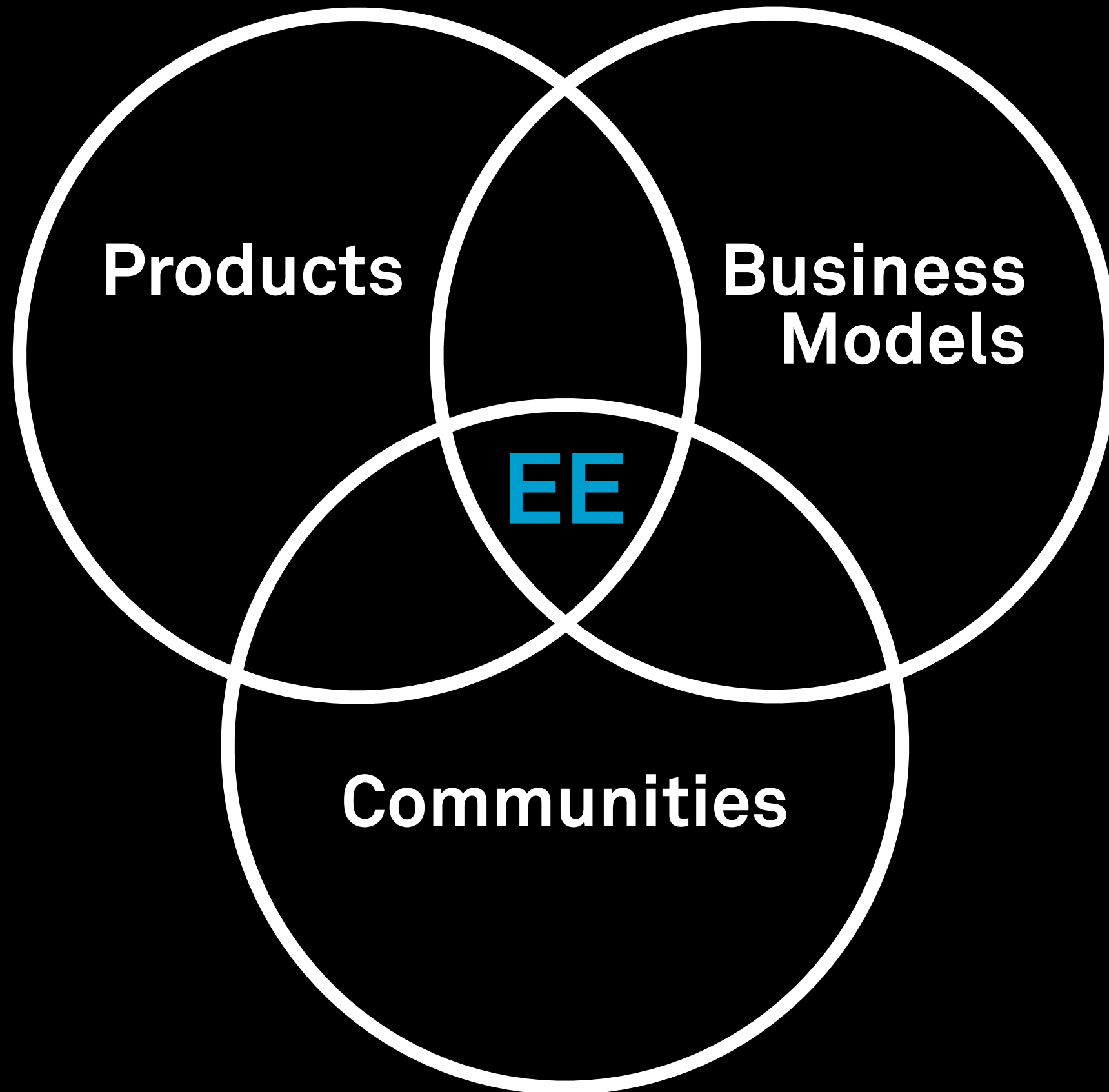
Design

Creativity

Digital marketing

Analytics & SEO

Community management



[Back](#)

What to read after *The Girl With the Dragon Tattoo*

The Girl Who Played with Fire by Stieg Larsson

The Girl Who Kicked the Hornet's Nest by Stieg Larsson

The Guernsey Literary and Potato Peel Pie Society by Mary Ann Shaffer

The Help by Kathryn Stockett

The Elegance of the Hedgehog by Muriel Barbery

The Likeness by Tana French

Olive Kitteridge by Elizabeth Strout

The White Tiger by Aravind Adiga

In the Woods by Tana French

The Angel's Game by Carlos Ruiz Zafón

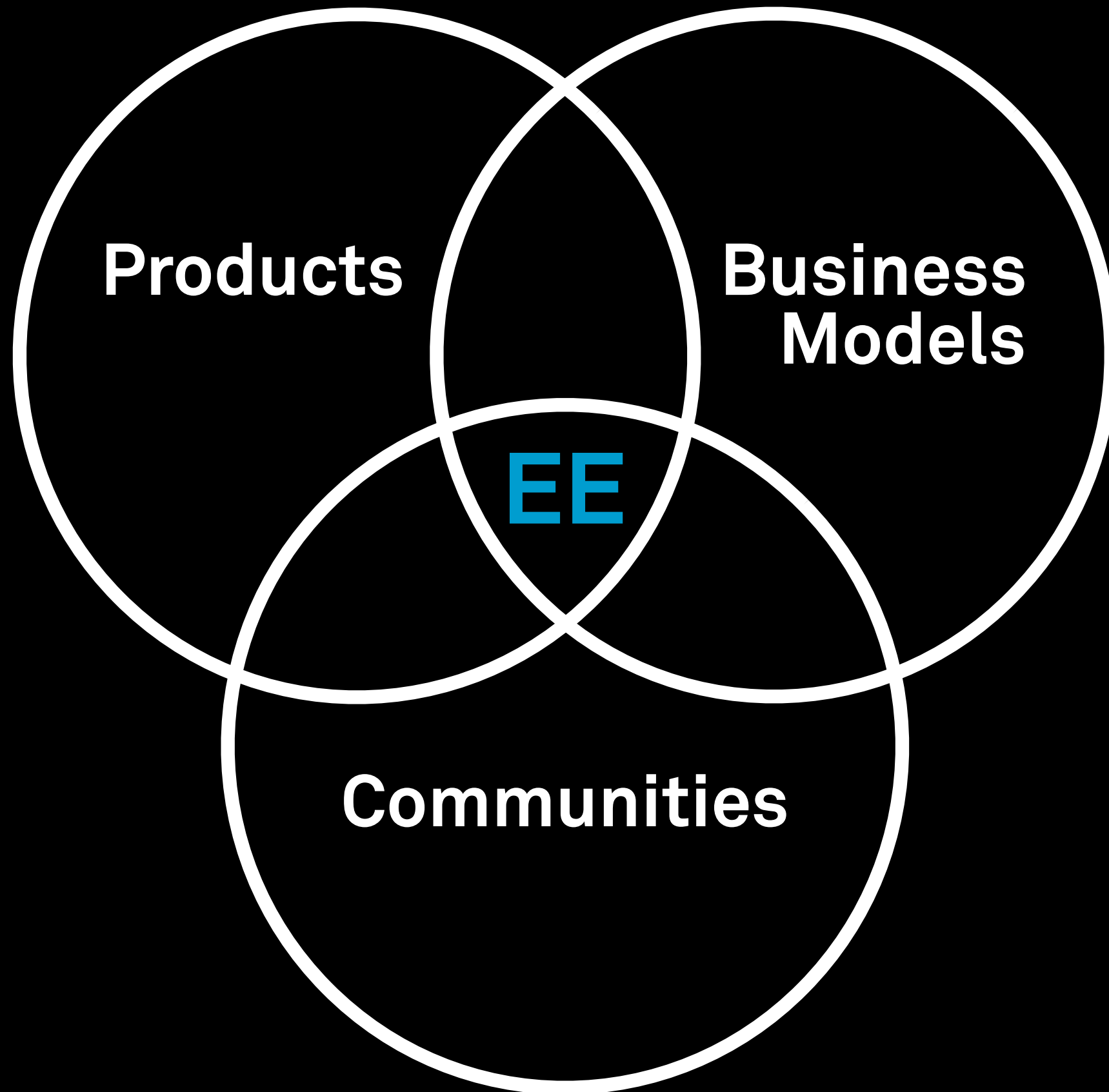
The Shadow of the Wind by Carlos Ruiz Zafón

The Book Thief by Markus Zusak

The Story of Edgar Sawtelle by David Wroblewski

Little Bee by Chris Cleave

Child 44 by Tom Rob Smith



My Vision for the Future

I have a vision of a world where everyone is happy and healthy. I want to see a world where there is no poverty and no hunger. I want to see a world where everyone has access to education and healthcare. I want to see a world where we all live in peace and harmony.

I want to see a world where we all have a chance to succeed. I want to see a world where we all have a chance to make a difference. I want to see a world where we all have a chance to live our lives to the fullest.

I want to see a world where we all have a chance to be happy. I want to see a world where we all have a chance to be healthy. I want to see a world where we all have a chance to be successful.

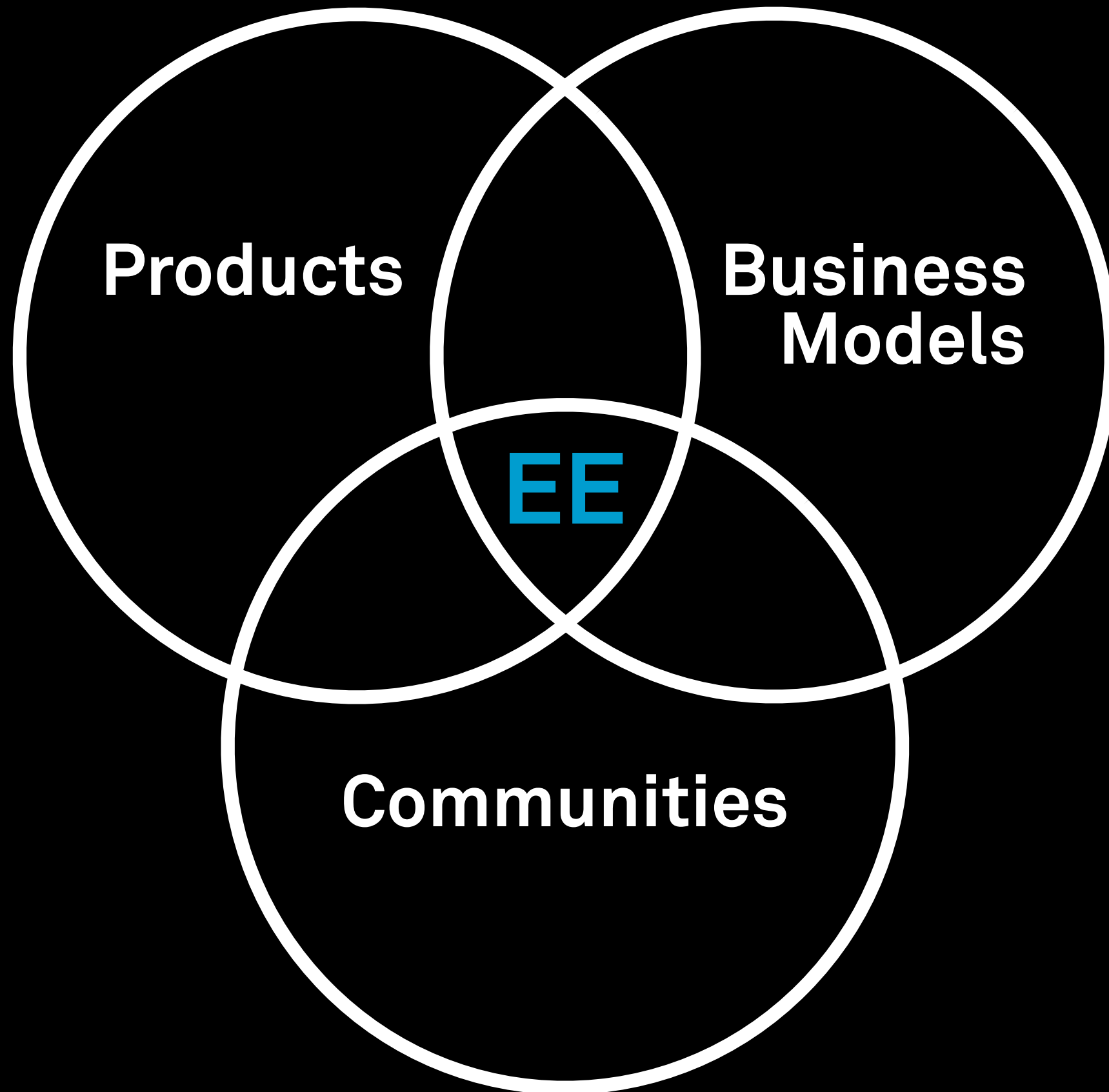


I want to see a world where we all have a chance to be healthy. I want to see a world where we all have a chance to be successful. I want to see a world where we all have a chance to live our lives to the fullest.

I want to see a world where we all have a chance to be happy. I want to see a world where we all have a chance to be healthy. I want to see a world where we all have a chance to be successful.

I want to see a world where we all have a chance to be happy. I want to see a world where we all have a chance to be healthy. I want to see a world where we all have a chance to be successful.

I want to see a world where we all have a chance to be happy. I want to see a world where we all have a chance to be healthy. I want to see a world where we all have a chance to be successful.



HUNTER S. THOMPSON

*Fear and Loathing
in Las Vegas*

“We were somewhere
around Barstow on
the edge of the desert
when the drugs began
to take hold.”

’O

RALPH ELLISON

Invisible Man

“I am an invisible man.”

’O

OLIVER SACKS

*The Man Who Mistook
His Wife for a Hat*

"Dr P. was a musician
of distinction, well-
known for many years
as a singer, and then,
at the local School of
Music, as a teacher.
It was here, in relation
to his students, that
certain strange..."

'O

V.S. NAIPAUL

The Enigma of Arrival

"For the first four
days it rained. I could
hardly see where I was.
Then it stopped raining
and beyond the lawn
and outbuildings in
front of my cottage
I saw fields..."

'O

WILLIAM S. BURROUGHS

Junky

"My first experience
with junk was during
the War, about 1944
or 1945."

'O

EVELYN WAUGH

Brideshead Revisited

"'I have been here
before,' I said; I had
been there before;
first with Sebastian
more than twenty
years ago on a cloudless
day in June..."

'O

LOUISE ERDRICH

Love Medicine

"The morning before
Easter Sunday, June
Kashpaw was walking
down the clogged
main street of oil
boomtown Williston,
North Dakota, killing
time before the noon
bus arrived..."

'O

JORGE LUIS BORGES

Ficciones

"El universo (que otros
llaman la Biblioteca)
se compone de un
número indefinido,
y tal vez infinito, de
galerías hexagonales,
con vastos pozos de
ventilación en el
medio..."

'O

NORMAN MAILER

*The Naked
and the Dead*

"Nobody could sleep.
When morning came,
assault craft would
be lowered and a
first wave of troops
would ride through
the surf and charge
ashore on the beach
at Anopopei."

'O

SAUL BELLOW

*The Adventures
of Augie March*

"I am an American,
Chicago born—
Chicago, that somber
city—and go at things
as I have taught myself,
freestyle..."

'O





**Where is publishing in
2010?**

Philip Pullman on publishing in 2010



Integrate



Experiment



Analyse

“Ever tried. Ever failed.
No matter. Try again.
Fail again. Fail better.”

Samuel Beckett

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peter@enhanced-editions.com