Libros digitales enriquecidos

Peter Collingridge
Enhanced Editions Ltd
Textbooks
Digital

Vision

Experimentation

Learning
The web loves talking about books
Community

#1
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

www.james-frey.com
James Frey

Google
Oprah
Smoking Gun
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
- Nineteen Eighty-Four: York Notes Advanced by George Orwell
- To Kill a Mockingbird by Harper Lee
- Fahrenheit 451 (Flamingo Modern Classics) by Ray Bradbury
- 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

...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
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- 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, please

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The Book Seer — Another literary web project by Apt Labs // Updates on Twitter -->
Fave new site: www.bookseer.com for those bibliophiles who need new book recs... it's pretty neat!


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

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

Impressive stats @gunzalis on their great @bookseer project: http://aptsstudio.com/timesemit/2010/04/26/bookseer-analytics/ /Via @craigmod.

The most-loved books of 2009: http://aptsstudio.com/timesemit/2010/04/26/bookseer-analytics/ Let me know if y'd like to discuss!

Fair ladies, my thanks for the RT! Good morrow!

RT @SmartBitches: RT @bookseer: Hello. Here's my first year of recommendations (all 104k of them!) http://bit.ly/cApmY

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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

General Discussion: Simone de Beauvoir and The Golden Notebook

Hey again!

As Elaine mentioned in her comments on Page 1 the New York Times recently ran a piece titled "How I read a President."

When I asked him to read a list of books and articles that were most significant to him, Obama offered titles such as: The Philadelphia Affair, Afton, Stonewall, Ophelia, Primo Levi’s "Voices of the Silence," Tom Wolfe’s "The Bonfire of the Vanities," and Carl Sagan’s "Cosmos." He also recommended reading fiction by Ernest Hemingway, F. Scott Fitzgerald, and John Updike.

Brecht commented on his favorite authors, including Dostoevsky, Kafka, and Balzac. He also mentioned reading "The Great Gatsby," "The Catcher in the Rye," and "The Pale Fire."

Obama raised the point that perhaps it was the setting and context that were significant with Brecht:

"Reading may reveal part of the style and form of the work. What kind of a novel is a postmodern novel? A novel of actual events or a fictional novel? This is the kind of question that Brecht had in mind."

It's a great point, but I'm also interested in what a novel (or a story) reveals about a particular woman, and why it is that she is the focus of this narrative. What does this reveal about women's roles in society?" I'm interested in how both male and female characters are portrayed and how this has influenced his worldview—and why is it considered by him to be so influential? What cues we read into his presidency from a close reading of the book?

Shorny Division

I suppose I'm interested in how a woman's role in life is depicted in a story, and how it relates to society. I've noticed that men and women are often depicted in a story, but how does this relate to society as a whole? I always suspect they just want to have more to their expectations, and choose this view as their own.
FAIL

6 readers
800 pages
0 jokes
0 structure
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
Impact of digital innovation provide premium reading experiences?
Key Decision: Premium
How to bring books to the iPhone vs. How to get books on the iPhone
iPhone Project Storyboard
(codename: Enrupt / 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 EBUB 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 handle epub 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

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
they kept looking into each other's eyes and
every time he thought of his mom he felt like he
was going to drop through the world. They wouldn't stop a
all right, when all he was trying to do was watch
the television. Can't anyone get any peace
around here?

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 Banny, in
slow motion, as he sits down next to Banny
Junior on the sofa.

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

The sleeve of a discarded sweater hangs
effortlessly 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 aca-
braces, as they slowly douse its body...
Chapter Four
On two lines of type

As Bunny turns into Church Road, the deejay is still talking about Kylie's gold lame hotpants – how they are housed in a temperature-controlled vault in a museum in Australia and have reportedly been insured for eight million dollars (more than the Turin Shroud). Bunny feels his mobile vibrate and he flips it open, takes a deep breath and releases a measure of air and says, 'What?'

'I got one for you, Bunny.'

It is Geoffrey calling from the rear of the car. Framed photos of him on the back wall of his office, fit and almost handsome – but now an outsized, trench-coated pervert that sweats and sniffs and laughs into the handset. He forever waves theatrically in his fist. Geoffrey is a sad case, in Bunny's view, but he likes him all the same. Sometimes Geoffrey exudes a kind of paternal, Buddha-like wisdom that Bunny, on occasion, finds himself responding to. 'I'm listening, fat man,' says Bunny.
(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
“Sets the gold standard for future literary apps.”

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

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

MediaGuardian Innovation award

iTunes & Observer apps of the year

eConsultancy Innovation Award

Wolff Olins “Future” award

“The moment digital publishing came of age”

“crisper and sexier than the Kindle”
#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
Bunny Munro

Dreams From My Father
Bunny: Newsfeed

Chapter One
Audio: Chapter One
News
Chapter Two
Bookmark
Video Listing
Video: Chapter Three
Settings
About This Free Sampler
Chapter Three
Audio: Chapter Two
3. Audio Mode (help)
About the Author
Audio: Chapter Three
Searching book
2. Reading (help)
1. Navigation (help)
5. Tilt Scrolling (help)
7. Other Features (help)
Send to A Friend

Spatial Mix
Nick Cave's introduction to the Gospel...
Nick Cave on iTunes Podcast
A Night With Nick Cave
Welcome to Enhanced Editions
Worldwide Editions of Bunny Munro
The Birth of Bunny Munro
Audiobook production
Live Events
Hamburg Date Announced
Nick Cave vs. David Peace
WIRED interview with Nick
Reminder: A Night With Nick Cave
Our night with Nick Cave

feed downloads per day
Sep 2, 2009 to Oct 14, 2009
Bunny: Downloads vs press

UK, AUS, NZ App Store Front Page Feature
9/8 - 9/15

US App Store Front Page Feature
9/15 - 9/22

Facebook ad campaign
9/25 - 10/3

Sept 8:
Wired
Boston Phoenix

Sept 9:
Pitchfork
Band weblogs
BookSeller

Sept 10:
Cult of Mac
TechDirt

Sept 11:
Nick Cave Myspace
pda-247

Sept 12:
Ramblings on Music
Musicthread.net

Sept 13:
Cult of Mac
TechDirt

Sept 14:
Evening Standard

Sept 15:
Bookfutures

Sept 16:
Cult of Mac
TechDirt

Sept 17:
The Scotsman
Time

Sept 18:
Cult of Mac
TechDirt

Sept 19:
Cult of Mac
TechDirt

Sept 20:
Cult of Mac
TechDirt

Sept 21:
Cult of Mac
TechDirt

Sept 22:
Cult of Mac
TechDirt

Sept 23:
New York Times
VUE Weekly

Sept 24:
Daily Mail

Sept 25:
Huff Post

Sept 26:
Cult of Mac
TechDirt

Sept 27:
Cult of Mac
TechDirt

Sept 28:
Cult of Mac
TechDirt

Sept 29:
Wired

Sept 30:
Dagbladet
Cult of Mac
Rockol.it

Oct 1:
Cult of Mac
Teleread
The List
Cotonete
NZ Herald

Oct 2:
La Republica
temetronews.ca

Oct 3:
La Republica
metronews.ca

Oct 4:
La Republica
metronews.ca

Oct 5:
Tech Central

Oct 6:
Beet.tv
New Media Minute

Oct 7:
The Age

Oct 8:
The Scotsman

Oct 9:
The Scotsman

Oct 10:
La Stampa

Oct 11:
La Stampa

Oct 12:
The Scotsman

Oct 13:
The Scotsman

Oct 14:
The Scotsman

Oct 15:
The Scotsman

Number of downloads
#4

The future of publishing

Innovation
Skills we use

Selection
Planning
Production
Design
Creativity
Digital marketing
Analytics & SEO
Community management
Products

Business Models

Communities

EE
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
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
“I am an invisible man.”
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…”

V.S. NAIPUL
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…”

WILLIAM S. BURROUGHS
Junky
“My first experience with junk was during the War, about 1944 or 1945.”

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…”

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…”

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…”

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.”

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…”
Where is publishing in 2010?
Philip Pullman on publishing in 2010
Integrate  
Experiment  
Analyse

Samuel Beckett

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