



NICOLETTA SALVATORI

THE PERFECT CATALOG? AN EBOOK

2. pro & cons of a ePub3 fixed layout

E-CATALOGS: NOT A SINGLE FORMAT

- A catalog can be a responsive site or an APP
- Catalogs can also be eBooks with flowable (ePub2) or fixed layouts (ePub3) enhanced with video and audio files, photo galleries and animations

Just like the ebook you have among your files

The screenshot displays the Sellerio website interface. At the top, there is a navigation bar with links for Carrello, Contatti, Newsletter, FAQ, Login, and Registrazione. A search bar is located on the right with a 'Cerca' button and a link to 'ricerca avanzata'. Below the navigation bar, there are links for 'La casa editrice', 'Elvira Sellerio', 'Enzo Sellerio', and 'About Sellerio'. A secondary navigation bar includes 'Catalogo', 'Novità', 'E-book', 'Assaggi', 'Extra', 'Blog', 'Eventi', 'La stampa', 'Consigli d'autore', and 'Curarsi con i libri'. The main content area features a large yellow banner for the book 'PRESAGIO' by Andrea Molesini, with a quote: «Una voce sensazionale nel paesaggio letterario italiano». Below the banner is a carousel of book covers. The main content is divided into three columns: 'EXTRA', 'NOVITÀ', and 'EVENTI'. The 'EXTRA' column lists books by Laura Pariani and Nicola Fantini, Fabio Stassi, and Andrea Camilleri. The 'NOVITÀ' column lists books by Andrea Molesini, Giorgio Fontana, Alessandro Robecchi, and Davide Camarrone. The 'EVENTI' column lists events in Cesena (FC) and Firenze. The 'ASSAGGI' column lists an article by Alessandro Robecchi. The bottom of the page shows more book listings.

Carrello | Contatti | Newsletter | FAQ | Login | Registrazione | Cerca | ricerca avanzata »

La casa editrice | Elvira Sellerio | Enzo Sellerio | About Sellerio

Catalogo ▾ | Novità ▾ | E-book ▾ | Assaggi | Extra | Blog ▾ | Eventi | La stampa | Consigli d'autore | Curarsi con i libri ▾

Sellerio

Andrea Molesini PRESAGIO

«Una voce sensazionale nel paesaggio letterario italiano».

Le Monde

EXTRA

Laura Pariani, Nicola Fantini
Nicola Fantini e Laura Pariani presentano 'Nostra signora degli scorpioni' a Fahrenheit Radio3
16/04/2014
Audio

Fabio Stassi
L'autore presenta 'Come un respiro interrotto' a Fahrenheit Radio3
20/03/2014
Audio

Andrea Camilleri
L'autore ospite di Fabio Fazio a Che tempo che fa presenta 'Inseguendo un'ombra'
Video

Kyung-sook Shin
L'autrice presenta 'Io ci sarò' a Soul Food Radio Capital intervistata da Mario De Santis
Audio

NOVITÀ

**Andrea Molesini
Presagio**
Sono i giorni cruciali che precedono lo scoppio della Prima guerra mondiale. A Venezia,...

**Giorgio Fontana
Morte di un uomo felice**
«Giorgio Fontana ha scritto un romanzo - lucido, bellissimo - che ancora mancava....»

**Alessandro Robecchi
Questa non è una canzone d'amore**
Il romanzo d'esordio di uno dei migliori giornalisti satirici italiani. Una...

**Yasmina Khadra
Gli angeli muoiono delle nostre ferite**
Yasmina Khadra racconta l'educazione sentimentale di un giovane arabo nell'Algeria...

**Gian Mauro Costa
L'ultima scommessa**
Enzo Baiamonte, investigatore per caso del quartiere della Zisa di Palermo, ha fatto...

**José Roman
Chez Maxim's. Ricordi di un fattorino**
I ricordi del fattorino José Roman del leggendario ristorante Maxim's,...

**David Camarrone
Lampadusa**

**Laura Pariani, Nicola Fantini
Nostra Signora degli**

EVENTI

Cesena (FC)
Venerdì 16 Maggio 2014
Fabio Stassi presenta 'L'ultimo ballo di Charlot'

Firenze
Venerdì 16 Maggio 2014
Neige De Benedetti presenta 'Tubi, tubi'

[Vedi tutti »](#)

ASSAGGI

**Alessandro Robecchi
Questa non è una canzone d'amore**
Leggi i primi capitoli

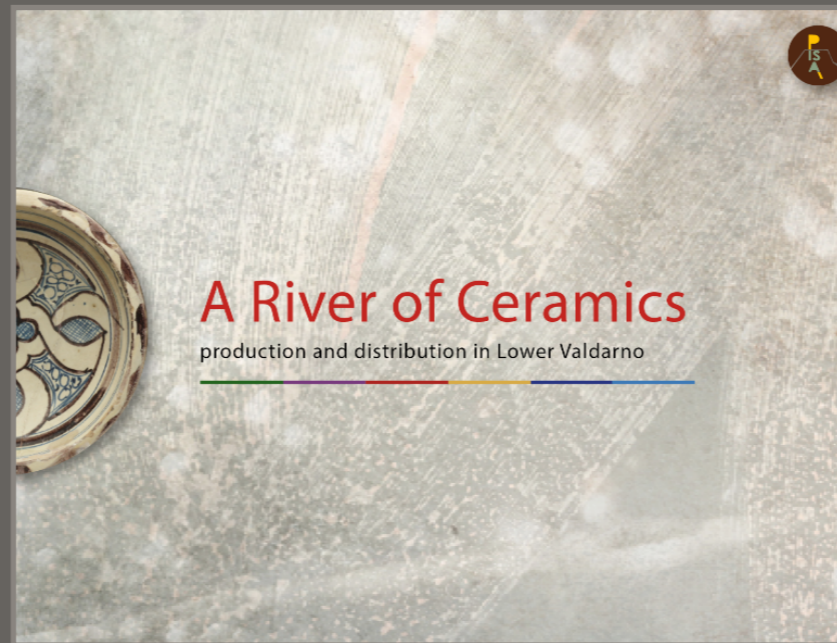
**Gian Mauro Costa
L'ultima scommessa**
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**Andrea Camilleri
Inseguendo un'ombra**
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VALDARNO MUSEI

Sistema Museale Il territorio Musei Itinerari Didattica Catalogo News Area download

e-book "Un fiume di ceramiche"

Un fiume di ceramiche
la produzione e la distribuzione nel Basso Val d'Arno

Descrizione del progetto
Il progetto della mostra diffusa, "Un fiume di ceramiche: la produzione e la commercializzazione nel Basso Val d'Arno", mira a ripercorrere la memoria storica e artistica della ceramica nei territori toscani, creando un ipotetico itinerario museale che segua il corso del fiume Arno e racconti le tradizioni di questi luoghi. All'interno di tale iniziativa è stato realizzato un e-book interattivo per far conoscere al visitatore le collezioni che gli enti ospitano e contribuire così alla valorizzazione del patrimonio culturale locale. La guida digitale, fruibile tramite molteplici dispositivi, è un supporto alla visita in loco e propone contenuti che possono accrescere l'esperienza dell'utente.

Cosa fare una volta scaricata la guida e l'app per la lettura
Aprire la cartella download e cliccare sul file dell'e-book scaricato, compariranno le opzioni per poter aprire la guida, a questo punto scegliere l'app con la quale si desidera procedere alla visualizzazione.

Versione .epub3
è il formato classico che permette di visualizzare l'e-book scaricando le altre applicazioni
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Versione .xpub
è il formato che consente di visualizzare l'e-book scaricando l'applicazione PubReader
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Mappa interattiva della mostra diffusa

I Comuni del Basso Valdarno

Fucecchio

Il Museo Civico di Fucecchio ospita le sezioni archeologiche, storiche-artistiche e naturalistiche che illustrano rispettivamente le fasi di trasformazione urbana degli assetti territoriali, i dipinti, gli oggetti d'arte sacra e la collezione faunistica tipica dell'area del palude. Scopri nel dettaglio cosa puoi visitare cliccando sui link in basso.

Museo Civico di Fucecchio
Piazza Vittorio Veneto, 27, 50054 Fucecchio FI

• Rete Museale Valdarno

Fucecchio

Museo Civico Palazzo Corsini
Sezione archeologica

Un fiume di ceramiche

Mappa del museo

Proseguendo nel percorso temporale che il museo propone, l'ampio arco cronologico corrispondente all'**Età Etrusca e Romana** è, al momento, quello meno documentato, potendo contare su scarsi materiali e notizie di vecchi rinvenimenti che documentano la **presenza di piccoli abitati sparsi**.

In questo quadro acquistano rilevanza, per l'Età Augustea, i dati epigrafici di Cappiano tra cui il titolo funerario di Tiberius Iulius Ianuarius, del I secolo d. C., e un'ara votiva in marmo. Segue poi la descrizione dell'**assetto della Salamarzana dei conti Cadolingi** che grazie a vari documenti storici, come alcuni elementi topografici e archeologici del castello, dell'abbazia di San Salvatore e dello scavo della casa, distrutta da un incendio tra il 1136 e il 1190, è stato possibile ricostruirne la struttura e l'organizzazione funzionale interna.

P I A N O T E R R A

Olpai etrusco-corinzie a rotelle e coppette. Vulci prima metà del secolo a. C. Collezione Lotti, Museo Civico di Fucecchio

Elementi in cotto decorato del coronamento della facciata di un edificio sacro (San Biagio o San Salvatore)

THE FLIP BOOK – A CATALOG TO BROWSE ON LINE

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- There are **online services** that allow you to make your PDF file browsable and share the link to it on your site or on social networks
- There are **PC programs** that allow you to read PDFs as if they were books or paper magazines,
- There are even **mobile apps** that can give the reader the same experience



Remember to enjoy a flip book you need a wi-fi connection

THE FLIP BOOK – A CATALOG TO BROWSE ON LINE

- If we want something better than a simple pdf and less difficult to create

Among the advantages of a flip-book there are **SEO benefits**
Digital flip books are made by HTML5, which is a web standard.
This makes it easy for search engines to crawl the content and identify the different elements included.

- There are **PC programs** that allow you to read PDFs as if they were books or paper magazines,
- There are even **mobile apps** that can give the reader the same experience



Remember to enjoy a flip book you need a wi-fi connection

HERE SOME CLUES FOR BROWSING PDFS ONLINE

- **Issuu** is a platform that allows you to transform a PDF into a digital magazine, share it on social networks or insert it on an external site. Issuu is also an App. Issuu allows you to upload PDFs of a maximum of 500 pages and no more than 100 MB in size - <https://issuu.com/>
- **FlipSnack** is an online PDF browsing service. Upload a PDF file, convert it into a digital magazine in seconds, and get the embed code to make it visible on an external site. In FlipSnack you can even realize PDF on line with its own editor. The **basic version is free** but has limitation. <https://www.flipsnack.com/>
- **Sfogliami** <https://www.sfogliami.it/> in its free version allows you to convert PDF files into digital magazines and share them on social networks, websites and via email. In the Premium version it even allows you to sell your creations.



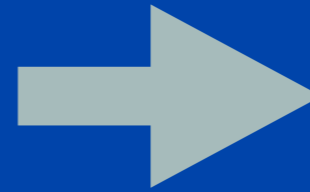
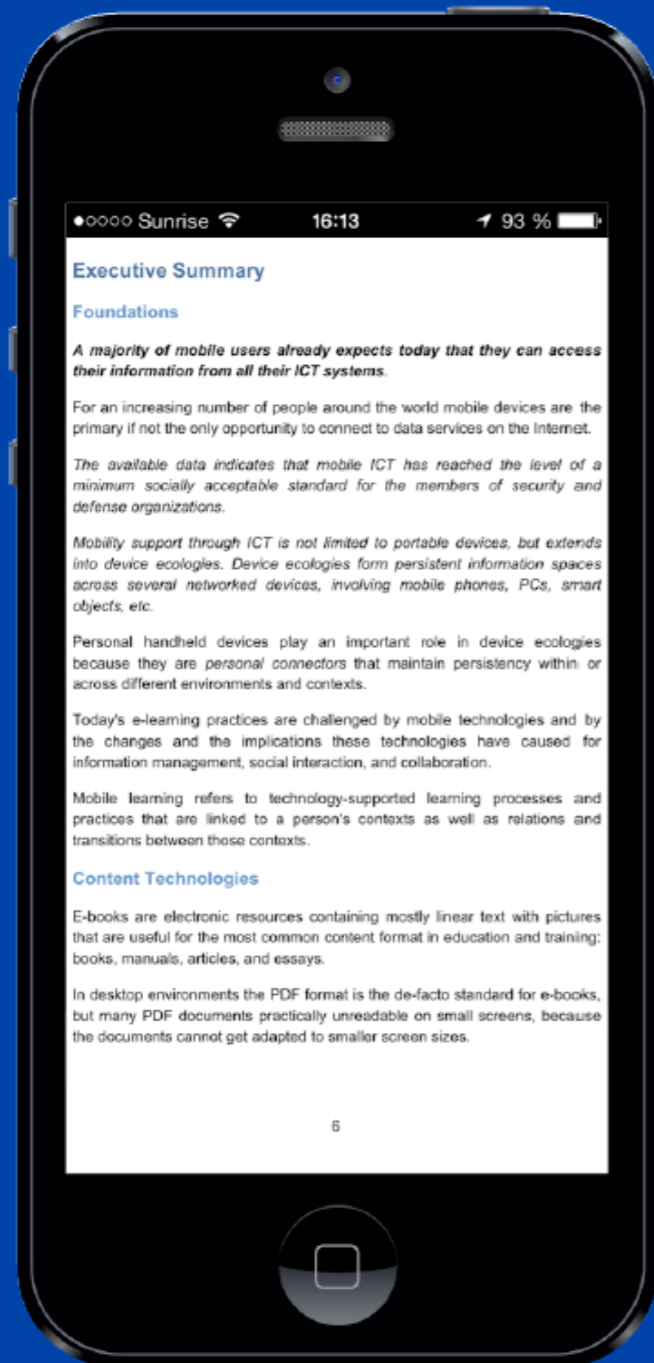
FEW WORDS ABOUT EBOOKS

There are Key Difference between PDF and an Ebook

- The PDF format is essentially an electronic variant of paper. It's static and unchangeable. Just as anything that has been printed on paper cannot be altered.
- The PDF format is extremely easy to use, share, and distribute. That's perhaps why eBooks in the PDF format remain in circulation even today.
- The eBook compensates for the one thing that PDF lacks – **customization**. Besides [The fixed layout ePUB](#) can incorporate elements (videos, animations, photo gallery, interactivity) to make their content more engaging.

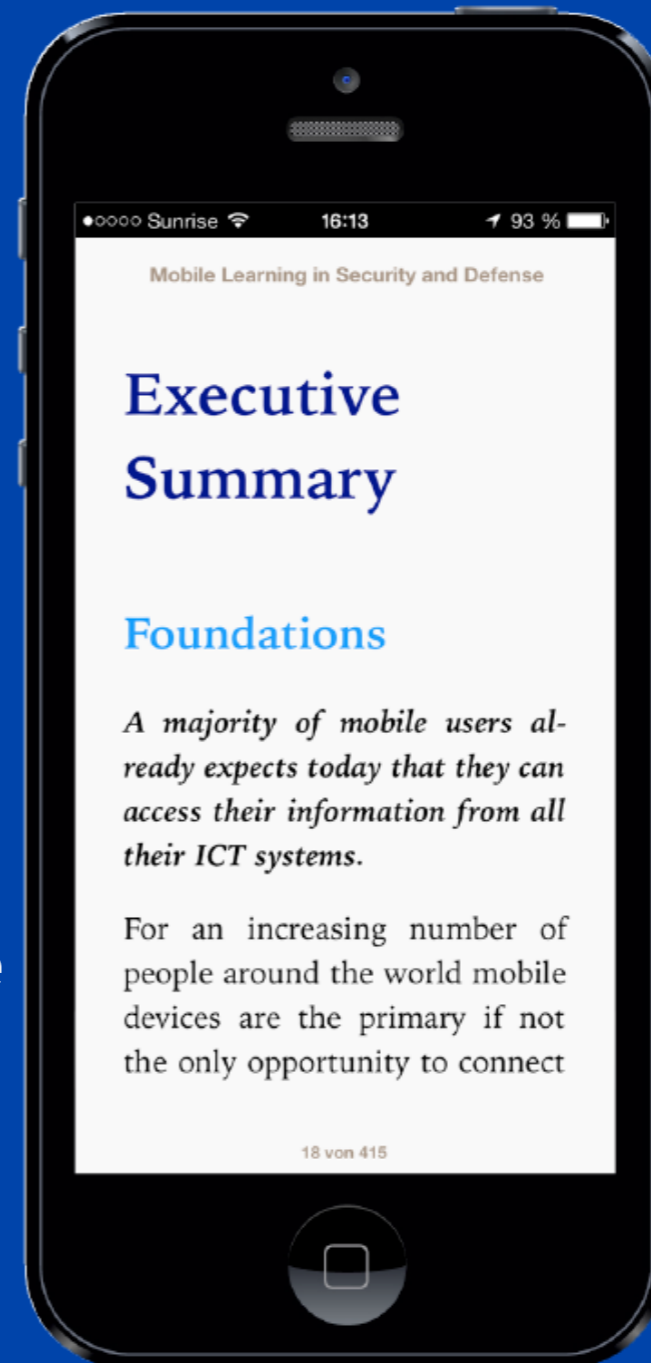
FEW WORDS ABOUT EBOOKS

PDF



ebooks can adapt their layout to the screen where they are visualized
They are **FLOWABLE** and they let you change the size of the fonts or the fonts itself
They can be read **OFF LINE**

ePub



TEXTS LIKE WATER

A true eBook presents correctly formatted text and images no matter the size of the screen it's being displayed on.

In order to do this, ebooks get rid of the idea of a page; the text will format to flow properly, and when one screen is full, will flow to the next — eBooks are liquid, they are flowable.



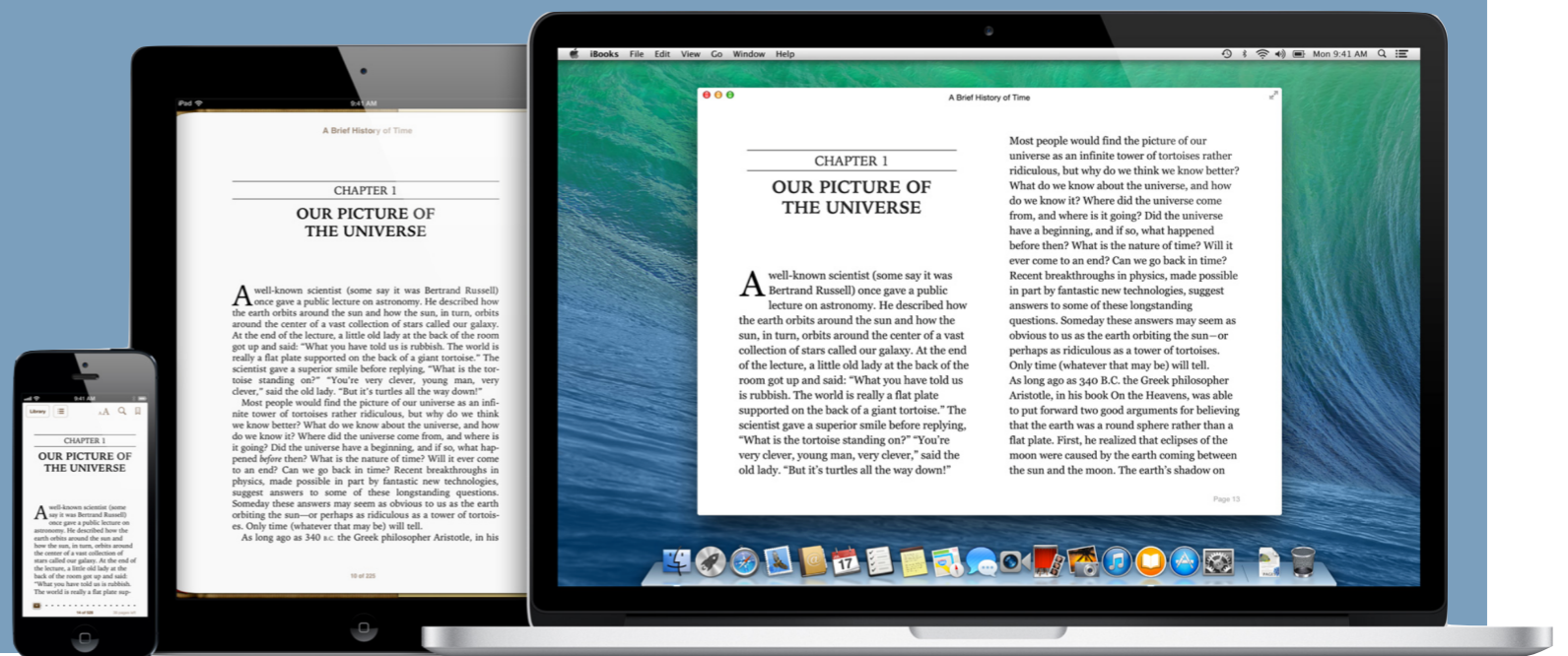
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CONTENT IS LIKE WATER

This means that page 23 on your laptop of the same eBook may be page 12 on my big monitor or page 124 on my smartphone.



EBOOKS FORMATS

- Now we know very well that Web pages provide exactly the flexibility that ebooks require.
- So when in 2007 the IDPF International Digital Publishing Forum (now absorbed by W3C The World Wide Web Consortium) created a new eBook standard they looked to the language of the Web — HTML — as a basic building block.
- The IDPF created an open format (a self-contained set of HTML files) called ePub (electronic publication). In the past decade it has become the standard eBook file format. Most ebook readers, apps and devices use some variation on the ePub file format to display text and images.

EBOOKS FORMATS

the ePub file (electronic Publication) is nothing more than a self-contained package containing a group of HTML files, with its own set of styles for formatting and a navigation document for making sure everything gets displayed in the right order.

We could say that an eBook is a website in a box.



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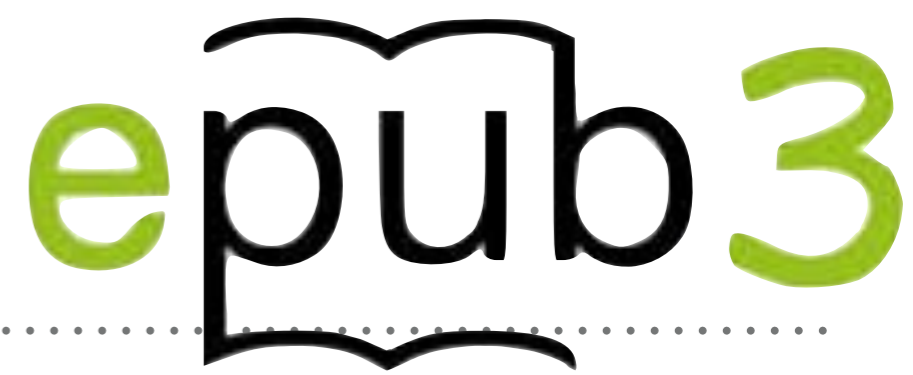


Amazon's KF8 format is now in fact a variation on the ePub standard,

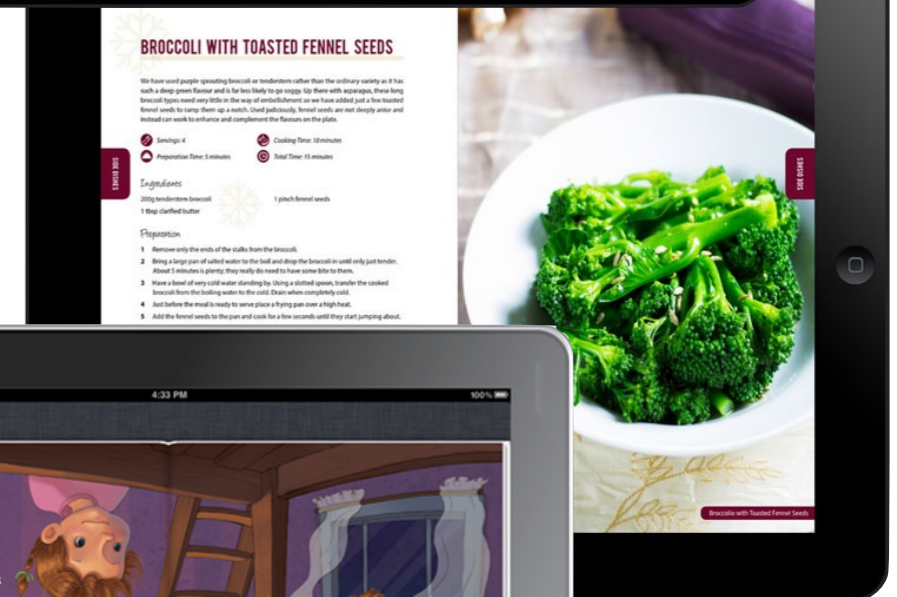
Amazon sells its own ebooks in the AZW3 format exclusive for Kindle but let you download its own free app to read them on all the devices



EBOOK FIXED LAYOUT

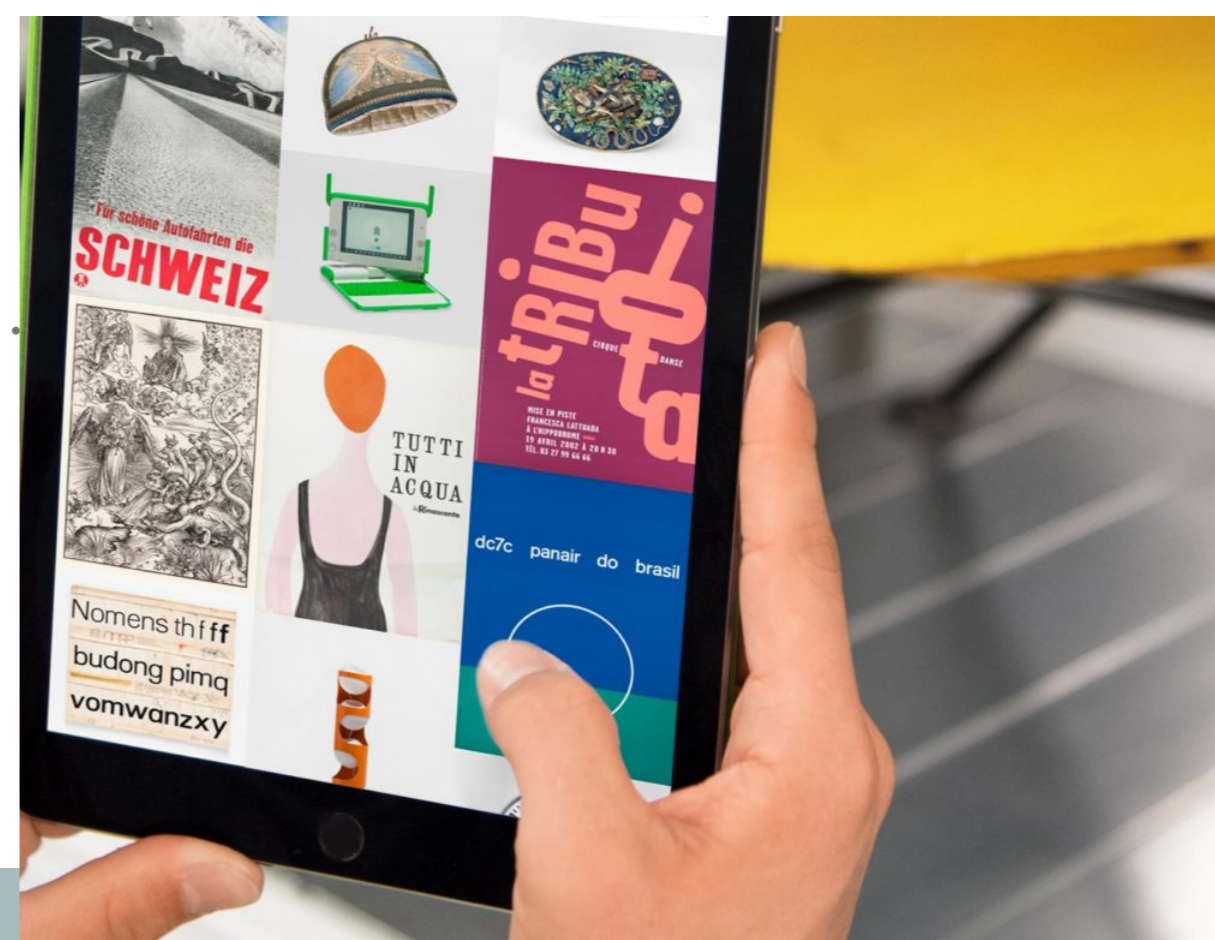


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- We have seen that in such a publication the graphic design and the importance of the images are of the utmost importance
- In 2013 the ePub format has been improved = The ePub3 include:
 - Ability to add media (video and audio) as well as tables and math formulas
 - The ability to create fixed-format ebooks with an elegant graphic design



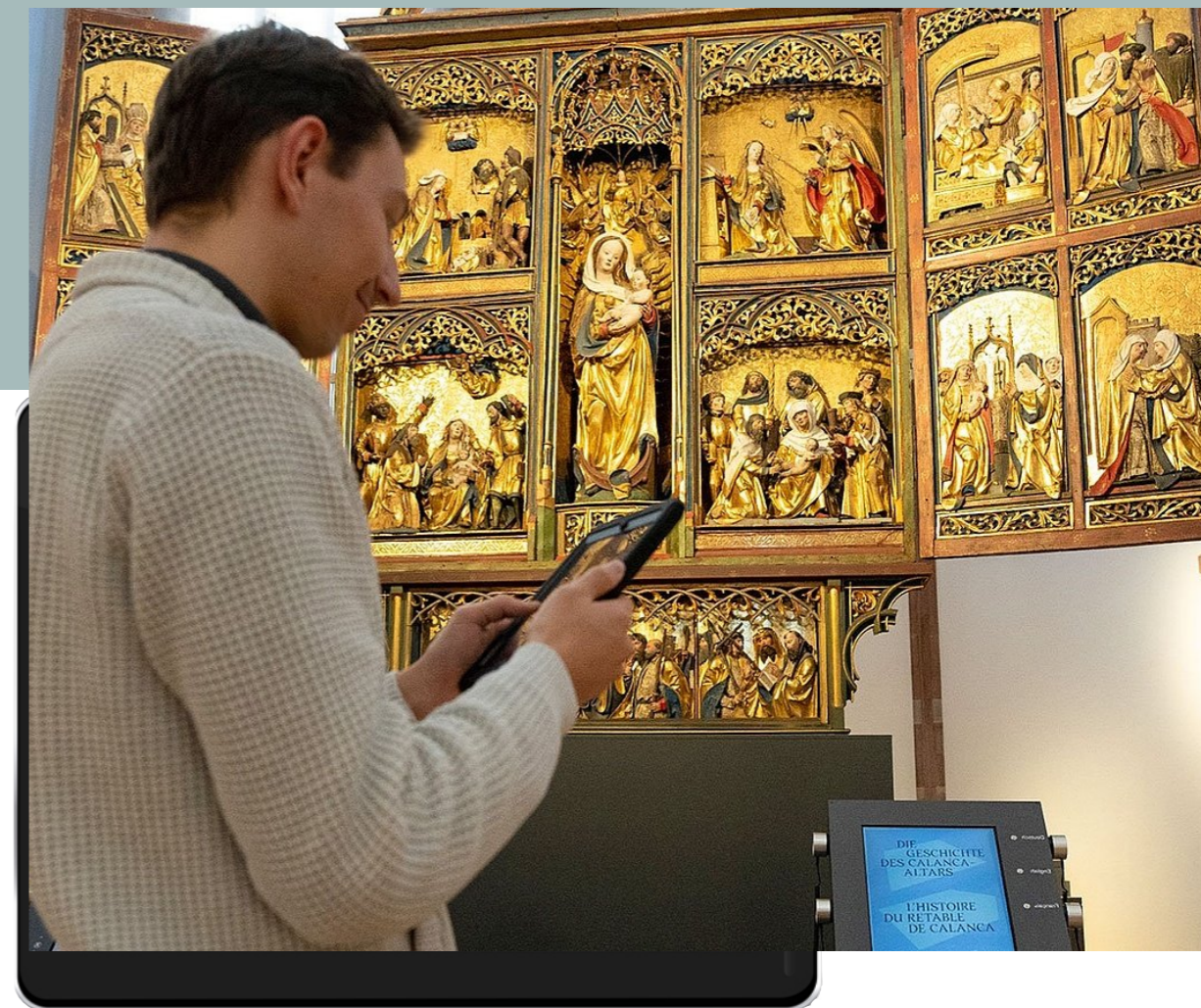
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Marketing has discovered the superpowers of the this enhanced ebook. Catalogs have reborn for retailers and art exhibitions, Museums and galleries have begun to use them as visitors guides...

- Ability to add media (video and audio) as well as tables and math formulas
- The ability to create fixed-format ebooks with an elegant graphic design



EPUB3 IS THE GREAT FORMAT FOR A REAL E-CATALOG

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- Catalogs, illustrated children’s books, cookbooks, coffee-table books, photographic books, graphic novels, technical manuals, or any book that relies on a heavily designed, static presentation should be a **fixed-layout ebook**.



- A **fixed-layout e-catalog** preserves page design, which allows your ebook to maintain the same layout as your print book. Instead of the fluid, or flowable, layout used for most ebooks, fixed layout “fixes” images and text to exact spots on each page. This creates beautiful layouts and prevents images and text from shifting around. These ebooks give the experience of reading a traditional print book enhanced with **multimedia**.

EPUB3 IS THE GREAT FORMAT FOR A REAL E-CATALOG

Fixed layout can be used if the book has a sophisticated layout with lots of images. Such fixed layout books are made with desktop publishing (DTP) programs like Adobe InDesign, Quark XPress, or Microsoft Publisher. Scribus is working on it.



a fixed-layout ebook.

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HOW REALIZE AN E-CATALOG IN EPUB3?

- One of the developments in the ebook industry has been the emergence of **online services** for ebook conversion. These ‘self-service’ sites allow a publisher and also a self-publisher to upload a manuscript, metadata and cover image, and to receive back — in some cases almost instantly — an ebook ready for distribution.
- **Online ebook conversion services** are one of the main reasons that **ebook self-publishing is booming**. But they’re also used by many small publishing Co. because they free them from much of the complexity of the production process.

➤ Smashwords

➤ Lulu

➤ BookBaby

➤ Kindle Direct Publishing

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DO YOU WANT TO TRY TO DO IT BY YOURSELF?

These programs allow you to realize an ePub3 e-catalog by yourself

- **Calibre** <https://calibre-ebook.com/>

Calibre is a powerful and easy to use e-book manager but it could be used as an ebook editor. It's also **completely free** and *open source* .

- **Sigil** <https://sigil-ebook.com/>

Sigil is a multi-platform EPUB ebook editor. It is a **free and open source** software. Not so friendly to use (some knowledge of html code is needed) it supports ePub2 and ePub3 format.

- **ePubeditor** <https://www.epubeditor.it/>

ePUB Editor is an italian online platform for the simple and immediate creation of ebooks in EPUB3 format. The ebooks can include multimedia and interactive functions. **The basic version is free.** The full version costs 36 euros/year

The logo for Sigil, featuring the word "SIGIL" in a large, ornate, dark red serif font with a subtle drop shadow.The logo for ePubEditor, consisting of the word "ePubEditor" in a black, sans-serif font, enclosed within a thin black rectangular border.

DO YOU WANT TO TRY TO DO IT BY YOURSELF?

These programs allow you to realize an ePub3 e-catalog by yourself

➤ **Calibre** <https://calibre-ebook.com/>

➤ **Pubcoder** <https://www.pubcoder.com/>

Pubcoder allows to create interactive content without the direct use of code. It is available for download in a free version of 30 days, after which the subscription costs 99 euros per year. (special price for students and teachers). The program is primarily intended for creatives and designers and allows you to produce both e-books and apps

➤ **Adobe Indesign** <https://www.adobe.com/it/products/indesign.html>

Adobe InDesign is the industry-leading software for design and layout of pages for print and digital media. In InDesign you will find everything you need to create and publish books, digital magazines, eBooks, posters, interactive PDFs and much more.

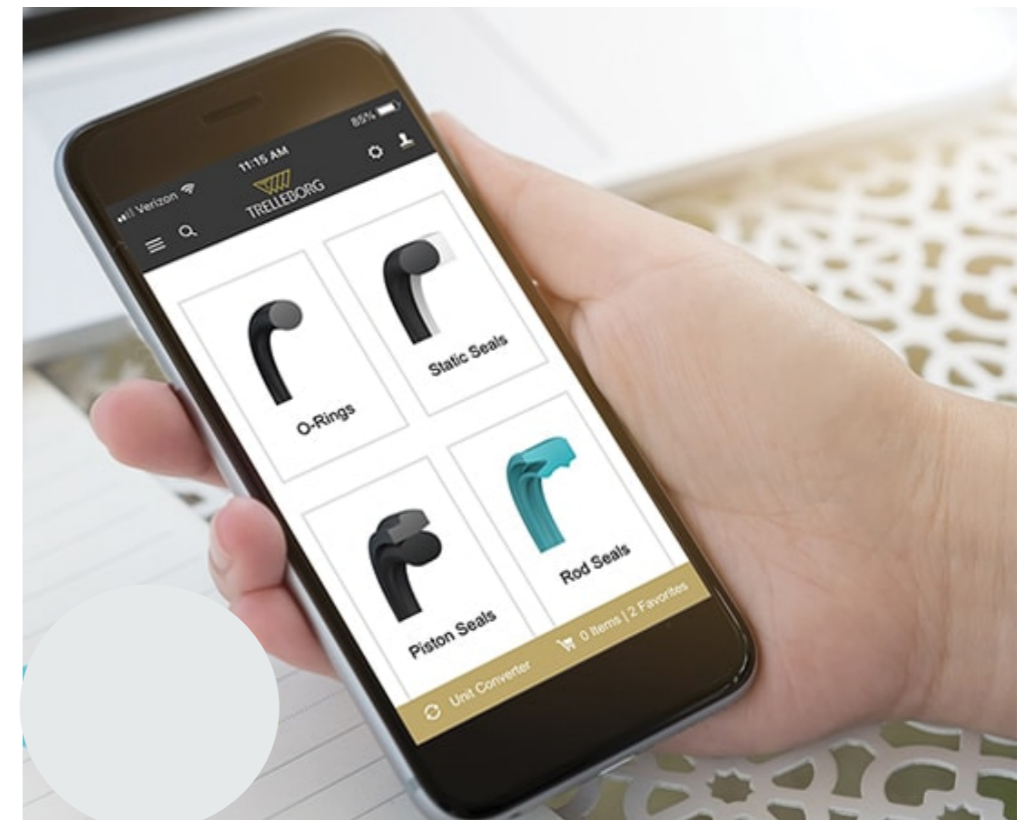
The monthly subscription costs 24,39 euros per month

Creative Cloud (a collection of more than 20 desktop and mobile apps and services for photography, design, video, web) costs 61 euros per month (Teachers and students 20 euros/month)



TIME TO EMBRACE EPUB3?

- To publish a fixed layout Catalog one must take into account the plurality of the devices that can be used to read it (e-reader, tablet, smartphone) their different dimensions and the different operating system (OS) to be sure of the full accessibility to this product.
- Moreover eReaders, tablets and smartphones (according to a study published by the WallStreet Journal, smartphones are increasingly used as a reading device) need an App to be able to process an ePub3 file.



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The ePub3 readers Apps

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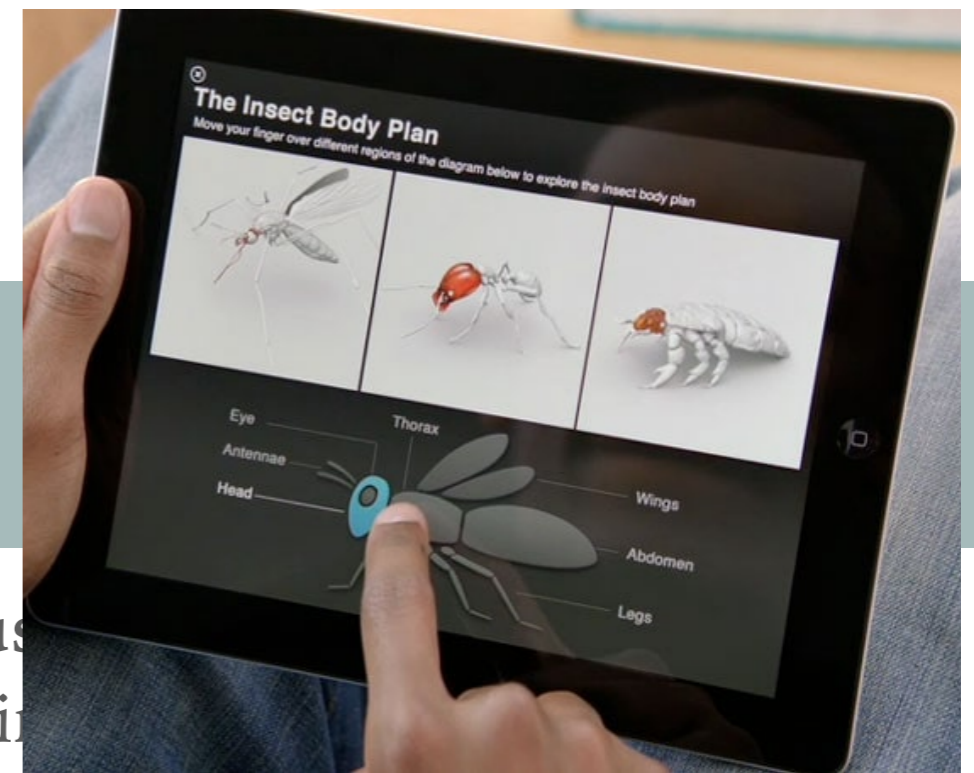
AND THERE ARE SOME OTHER ISSUES

- The key design factors for a e-catalog in ePub3 are **readability** and **usability** on all screens.
- This could not be a problem if your catalog is a **business tool** (all your agents should have the same device) neither if it a guide in an exhibition and you give to the visitors the same device with the e-catalog embedded
- But if you want **to sell or distribute** to a wider audience your e-catalog (an EPUB3 with fixed layout and multimedia for instance) you should consider **that**:
 - this enhanced design will cause the **loss of potential readers** (They need a tablet or a smartphone up to date and, likely, they will need to download an App to read the ePub file)
 - a fixed layout e-catalog could be a **very large file**. Too large to be downloaded in devices which are usually full. Moreover there are **file size limitations** in most ebook stores (200-300 MB) and the images, audio and especially video of your e-catalog overcome them

AND THERE ARE SOME OTHER ISSUES

It seems that multimedia in eBooks is a great idea, but there's nowhere to sell these enhanced eBooks profitably: the retailers don't like them, the publishers even less...

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Scribus might some day get an "ePub exporter" but as for now one way to create an ebook out of a Scribus document is to **create the ePub document out of an exported PDF** (https://wiki.scribus.net/canvas/PDF_to_ePub_ebook).

An ePub converter for Scribus will probably be released with Scribus 1.6 next year.

The main reason why most publishers and authors consider PDF to ePub3 FXL conversions in the first place is embedding interactive elements. You can also add to your ebook-catalog user-friendly features such as highlights, bookmarks, links, read-aloud, hyperlinks, and transitions.

There are open source and commercial tools to convert PDF to ePub3-fxl, but some have drawbacks.

You must invest time and resources to zero-in on one that suits your requirements the best – both in terms of quantity and quality. Look for a tool that offers **more than just basic conversions**.

GRAZIE

skype: dipendedalvento
nicolettasalvatori@gmail.com

