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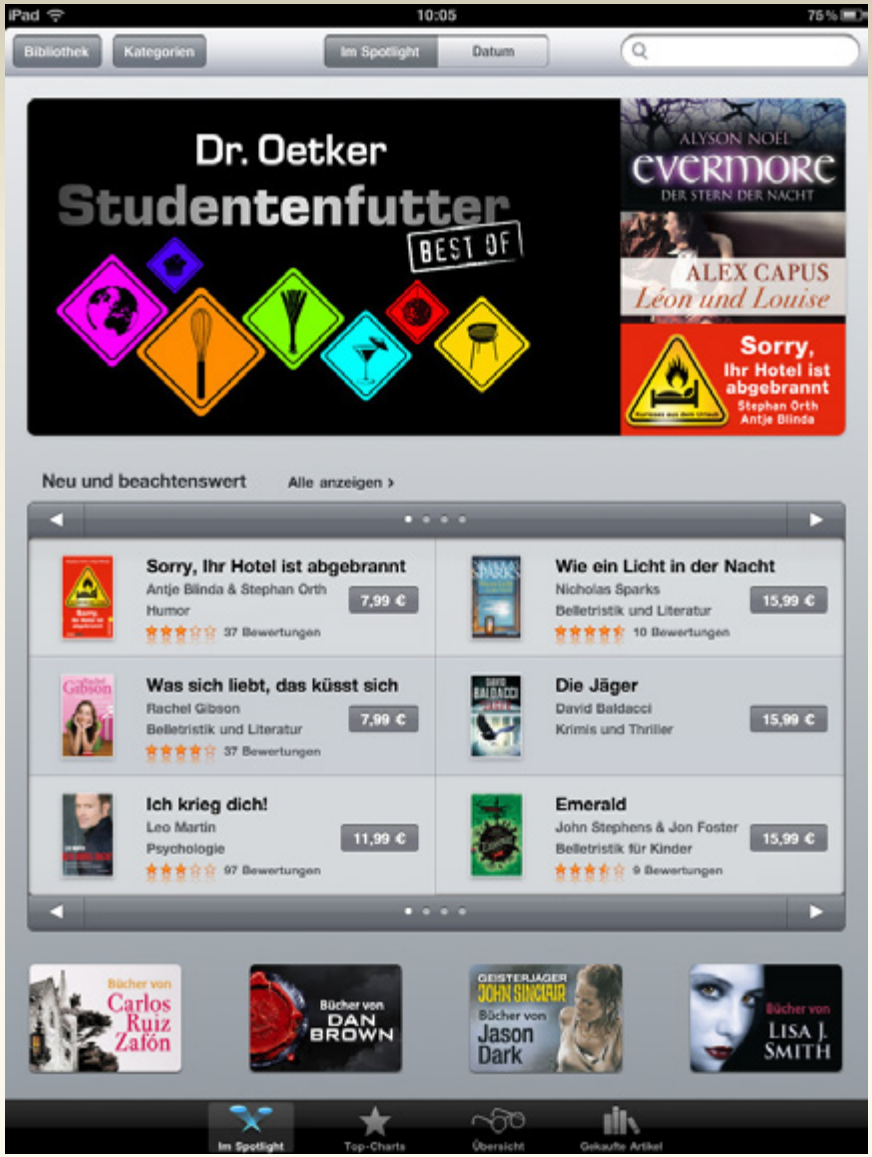
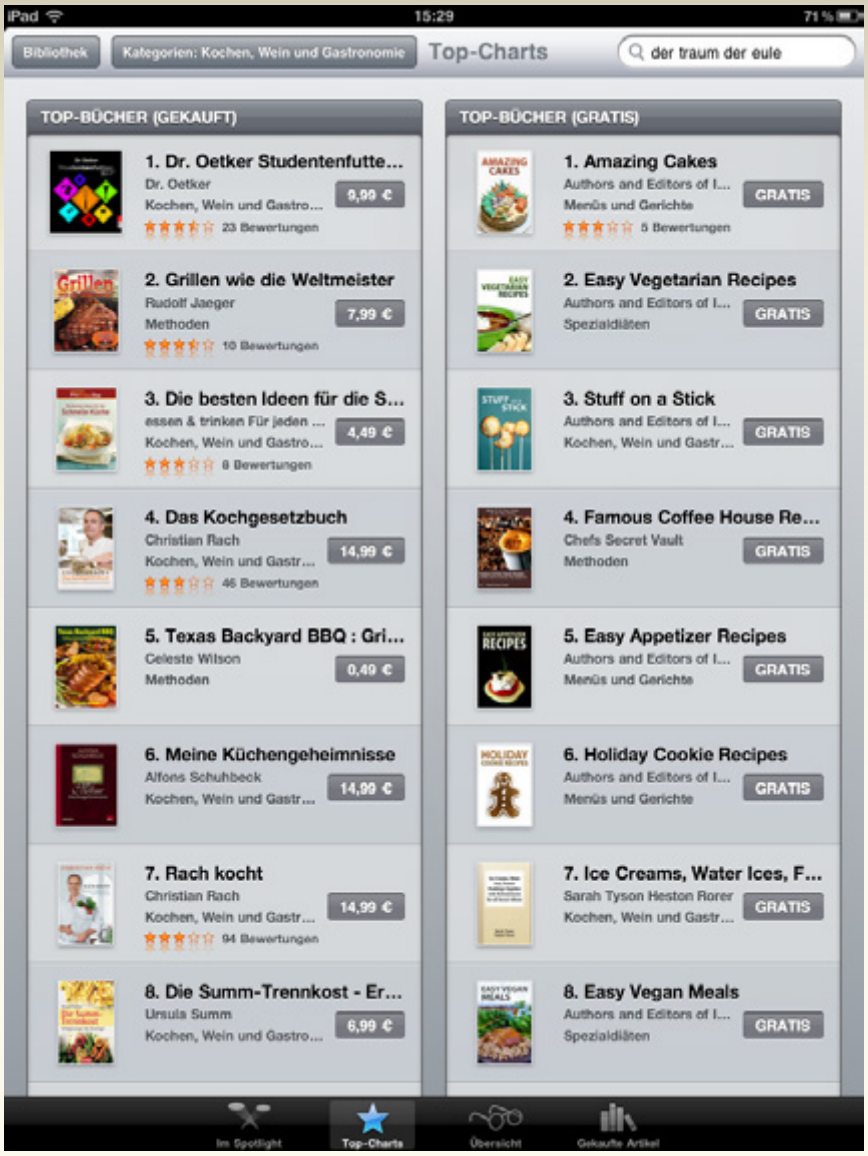
Fixed Layout does sell...





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Why convert PDF to Fixed Layout ePUB?

- Most publishers do have PDFs
- PDF offers accurate visual representation
- PDF usually includes all assets
- Publisher already invested in design, layout, type setting

- No other options for presentational books
- Publishers don´t want to redesign for digital
- FL-ePUB offers accurate visual representation
- Can be sold on iBookstore, Vox, Kindle Fire ...
- Is becoming an open standard (IDPF)

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The PDF Challenge

- PDF is not a text-document format!
- It is a graphics format!
- When a document is converted to PDF, it loses its meaning.
- Words, lines (and line breaks), paragraphs, columns, tables, headers/footers and outlines -> all gone in PDF
- If you ask a programmer: PDF is EVIL

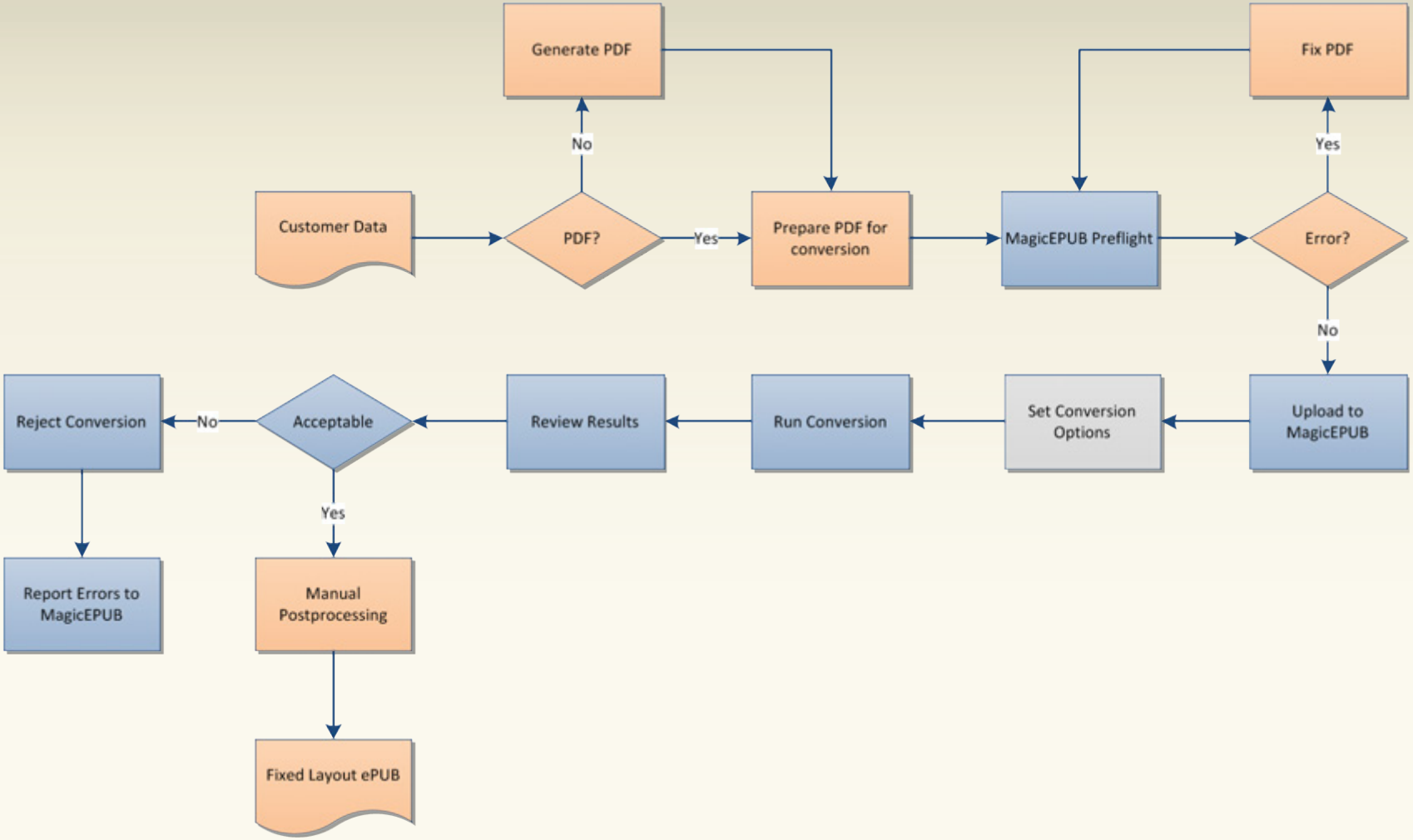
MagicEPUB Framework

- Modular framework with separate components
- Works with multiple data extraction libraries
- Does PDF content analysis
- Has different rendering strategies
- Compensates for inaccurate XHTML text rendering
- Balances high accuracy with accessible/editable output
- Converts PDF metadata, bookmarks, fonts etc. to ePUB
- Validates conversion results

MagicEPUB Conversion Strategies

Strategy	Definition	Properties
Accessible Image	Text, images and vector graphics are rendered in one image. Text is additionally rendered as hidden XHTML content to be searchable.	• 100% Visual accuracy • Text can not be edited after conversion
Text, Image	Text is placed as XHTML and images and vector graphics are rendered to one image. Different possibilities to render the text.	• Text is selectable • Text layout may need manual corrections in ePUB
Text, Images, Vectors	Images, text and vector graphics are placed separately and wrapped in SVG.	• High Visual accuracy • Can have performance problems

Fixed Layout Conversion Workflow



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