

How eBooks Were Made Interactive on Digital Devices



CLIENT OVERVIEW:

A global publishing company with expertise in delivering eBooks across digital devices. The client puts special emphasis on user experience on digital devices.

PROBLEM

The client wanted to make its eBooks compatible with iPads. The challenge was to ensure consistency with the input file in terms of the look and feel, maintain a simple user interface, and have interactive assessments with a data storage facility to drive faster conversions and publication.

To achieve this the client had to create templates for every activity, maintain high-resolution images with reduced file size, create many asset files and develop different coding for assessing, storing and retrieving user inputs.

SOLUTION

Lumina Datamatics helped the client with its EPUB 3 solutions that harness the combined capabilities of HTML5, CSS3, and Javascript. As a part of the solution, templates with similar types of exercises were grouped and an assessment of each activity was developed with scores. Special coding was done for storing and retrieving test entries. Image quality was maintained without increasing the file size and every activity was validated to ensure there was no repetition of the asset file.

RESULT

- Reduced production TAT by 20%
- Ensured an engaging and effective learning experience
- Ensured increased adoption of client's content through digital media
- Enabled the client to expand its current product offering

ABOUT US:

Globally, 8 of the top 10 publishers and 3 of the top 5 ecommerce retailers trust Lumina Datamatics as their strategic partner in providing content, analytics, and technology solutions. Our clients benefit from the reduced time-to-market for new products and services, optimized business processes, operational efficiencies, improved competitiveness, and relevant insights. Lumina Datamatics' expert solutions comprise in-house platforms, partnerships with global technology leaders, and more than 3000 professionals across Germany, India, the UK, and the United States. This global resource pool services our customers across four continents: North America, Asia, Australia, and Europe.