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# EPUB 3 Best Practices: Optimize Your Digital Books

*By Matt Garrish, Markus Gylling*



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Ready to take your ebooks to the next level with EPUB 3? This concise guide includes best practices and advice to help you navigate the format's wide range of technologies and functionality. EPUB 3 is set to turn electronic publishing on its head with rich multimedia reading experiences and scripted interactivity, but this specification can be daunting to learn. This book provides you with a solid foundation.

Written by people involved in the development of this specification, EPUB 3 Best Practices includes chapters that cover unique aspects of the EPUB publishing process, such as technology, content creation, and distribution.

- Get a comprehensive survey of accessible production features
- Learn new global language-support features, including right-to-left page progressions
- Embed content with EPUB 3's new multimedia elements
- Make your content dynamic through scripting and interactive elements
- Work with publication and distribution metadata
- Create synchronized text and audio playback in reading systems
- Learn techniques for fixed and adaptive layouts



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### **Editorial Review**

#### **About the Author**

Matt Garrish lives and works in Toronto where he does what he can to help bridge the print divide that sadly still keeps much of the world's literature and information from being available to everyone. He's worked closely with CNIB and the DAISY Consortium in their efforts to make the world a more accessible place — including editing the Z39.86 Authoring and Interchange specification — and drew on his years of experience ripping the guts out of EPUBs to make braille when invited to work as the editor of the EPUB3 revision. He is the author of "What is EPUB3?".

Markus Gylling has worked in the field of information accessibility since the late nineties. As CTO of the DAISY Consortium, he has been engaged in the development of specifications, tools and educational efforts for inclusive publishing on a global scale. Markus is the chair of the EPUB 3 Working Group, and during 2011 he lead the development of the EPUB 3 specification. Since October 2011, he serves as CTO of the IDPF alongside his job with the DAISY Consortium. Markus lives and works in Stockholm, Sweden.

### **Users Review**

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##### **Ruth Jones:**

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