

eBooks in Education and Accessibility

Trends in the Industry

Presented to



Digital Book 2008

*The trend toward
Digital Media is inescapable*

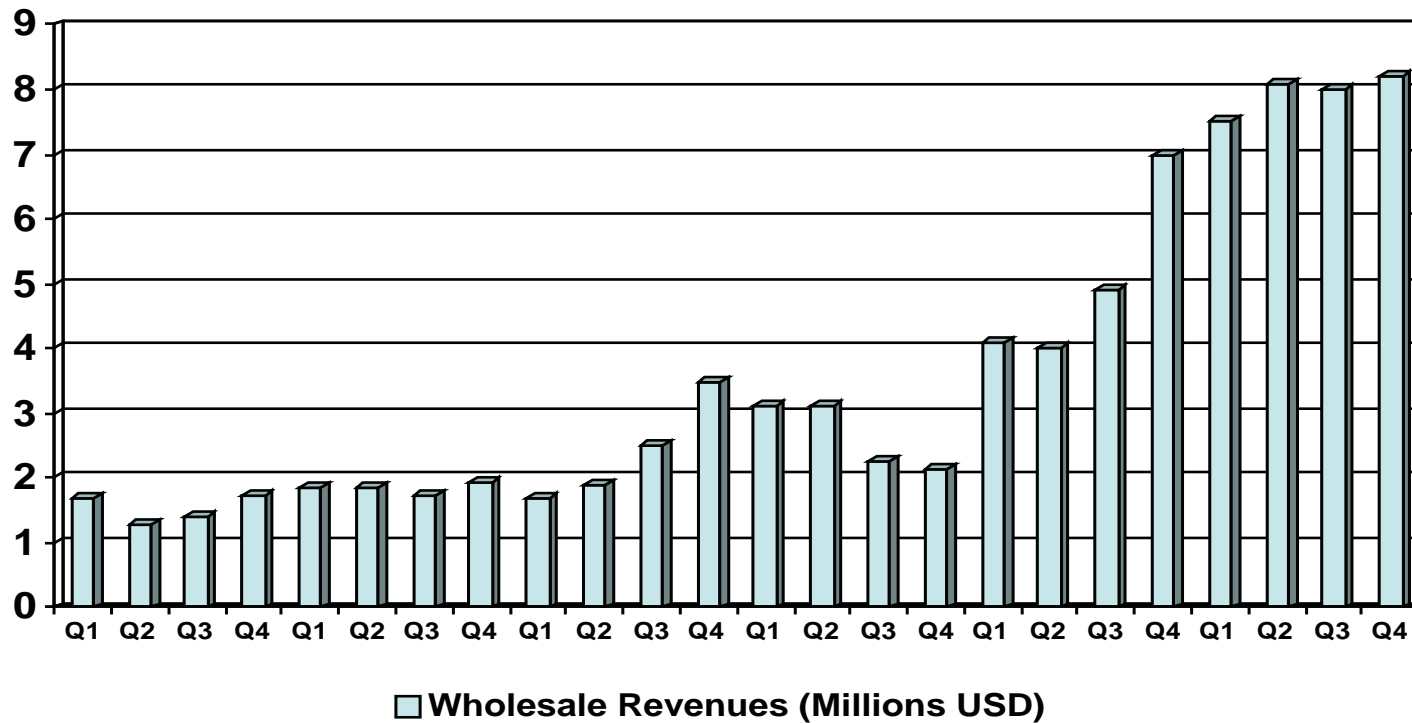
eBooks Sales Continue to Increase

- E-books saw a 24.1% increase in 2007, with a compound growth rate of 65 % since 2002.”
 - News release from the Association of American Publishers.
- American e-book sales in 2007, up by “12-15 trade publishers,” jumped to \$31.7 million or 23.6 % higher than in 2006.

(Does not include “library, educational or professional electronic sales”)

eBooks Sales Continue to Increase

Quarters 2002 through 2007



eBook Devices

Since the release of Kindle just before Thanksgiving last year, many publishers have seen double digit increases in e-book sales, including renewed interest in downloads on the Sony Reader.

eBook Devices



eBook Devices - Which is right for you?

They each have their limitations

- File formats (proprietary)
- Screen size
- Graphics limitations (4 level of Gray on some devices)
- Limited memory
- Single point for acquiring content

eBook Devices in Education

1,010

The average number of dollars that students spend each year on textbooks

98

The percentage of students arriving on campus with a cell phone

12.3

The average weight of a backpack with books.

eBook Distribution Partners



eBooks and Custom Publishing

Custom Publishing is the future of eBooks

- The decision to develop a single source or custom publishing application needs to be based on a clear, comprehensive vision and business case.
- It cannot be driven by one group within your company without the involvement of the entire organization.
- Involve individuals across the entire organization
(Those that can easily think outside of the box)

eBooks and Custom Publishing

Common benefits for the publisher will be derived from:

- Quicker production time;
- Improved accuracy of content; and
- Reduced publishing costs, particularly by automation of various redundant tasks because the content is based off of a single schema.

Common benefits for the consumer will be derived from:

- Ability to quick product quicker;
- Customized content to meet their specific needs, with regard to format and content
- Reduced costs

Accessibility

13.7

The percentage of students that receive services each year to help with their learning disability

2.9

Nearly 2.9 million students are currently receiving special education services for learning disabilities in the U.S.

(Source: 24th Annual Report to Congress on the Implementation of the Individuals with Disabilities Education Act, 2002)

45

Since 1992, the percentage of students with learning disabilities who spend more than 80% of their instructional time in general education has more than doubled, from 21% to 45%.

(Source: 24th Annual Report to Congress on the Implementation of the Individuals with Disabilities Education Act, 2002)

Accessibility

The Content Challenges are Significant

- Getting access to electronic files is not always as easy as one might think.
 - For some publishers it is difficult to determine who has the final version of the electronic files
- In order to ease some of the burden some states have established three levels of compliance:
 - Level 1 ("full compliance") includes XML, XHTML, or HTML format.
 - Level 2 ("provisional compliance") includes RTF or Microsoft Word.
 - Level 3 ("marginal compliance") includes "unlocked PDF."

Accessibility

What is the “Chafee Amendment”?

- Section 121 of the U.S. Copyright Act is also known as the Chafee Amendment. Enacted in 1996, Section 121 provides that under limited, particular circumstances it is not an infringement of copyright to take a previously published, nondramatic literary work and reproduce or distribute copies of it in specialized formats for use by blind or other persons with disabilities, defined by a referenced provision as U.S. residents who are either blind or "other physically handicapped readers certified by competent authority as unable to read normal printed material as a result of physical limitations, under regulations prescribed by the Librarian of Congress..."

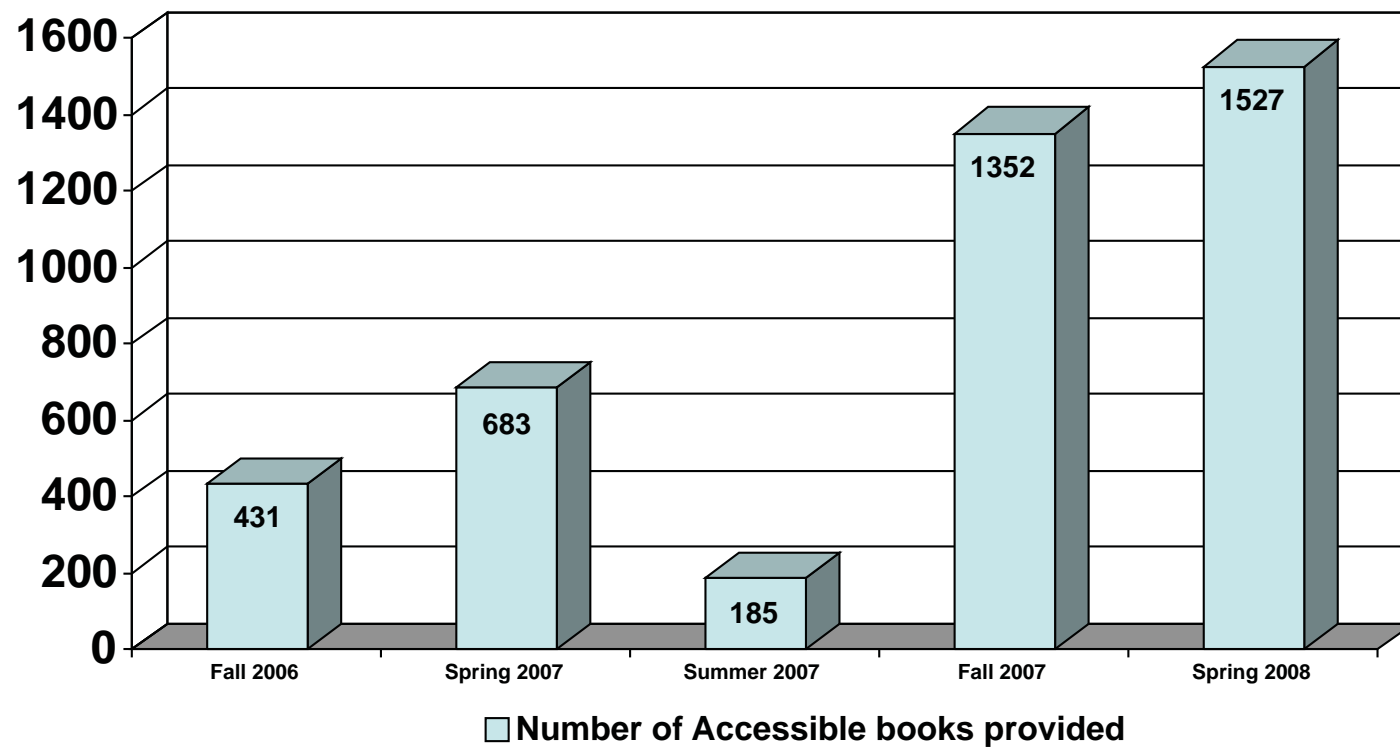
Accessibility - Case Study

The Alternative Media Access Center (AMAC)

- Athens, Georgia, is a statewide resource center offering alternative media and assistive technology training.
- AMAC provides students with print-related disabilities equal and independent access to information.
 - Convert printed instructional materials into accessible formats with codeMantra's help
 - Provide assistive technology software and hardware, technical support, and training to students and Disability Service Providers (DSP) throughout the state
 - DSP access to an online application for tracking orders
 - Statewide coordination of alternative media resources
 - Braille transcription services
 - Research initiatives to improve the effectiveness and efficiency of alternative media

Accessibility - Case Study

The Alternative Media Access Center (AMAC)



Accessibility - The Future

- Files from publishers need to be obtained more quickly and consistently
- Improve file management and distribution infrastructure
- Improve quality of publisher provided PDF
- Incorporate DAISY functionality in all products
- Work with RFB&D, Bookshare, and others to improve availability of readily available accessible formats
- Work with publishers and the AAP to improve availability of commercially available electronic products that are as accessible as possible
- Custom Publishing - empower the user to make the choice of format
- Text to speech

Wrap-up

Questions and Answers

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