

# IBOOKS AUTHOR

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In terms of total mass, there is about 1,000 times more phytomass (photosynthetic plants, phytoplankton, and so on) on the planet than animals. Yet animals consume almost 20% of the total phytomass produced each year by nibbling, scraping, and filter-feeding through the microbial pastures of the ocean. Who owns the planet, plants or animals?

Plants paint a record of climate conditions on the face of the earth. In response to extended warming trends, plant hardiness zones move north. The Carolina perennial becomes a Maryland perennial.

Readers of *Life on Earth* will understand how environmental factors like temperature and precipitation act like control handles that govern the functioning of the ecosystem and determine the regional viability of plants and animals.

As the keystone species of the Earth, proprietors of an industrial civilization, we have choices to make. Education now is the key to wisdom later.

**Interactive Worldwide Photosynthetic Activity**  
Green represents peak photosynthesis. Ocean phytoplankton account for half or more of global photosynthesis.

**Interactive Global Temperature 1884-2010**  
This map compares temperature readings against five year averages. Blue is cooler than average, red is hotter.

# JUST MACS AND IPADS



Untitled

Inspector Media Colors Fonts

Didot Regular S8

Book

- Book Title
- Intro Media
- Table of Contents
- A-Z Glossary

Chapter 1  
Untitled

Section 1  
Untitled

# UNTITLED

Chapter 1

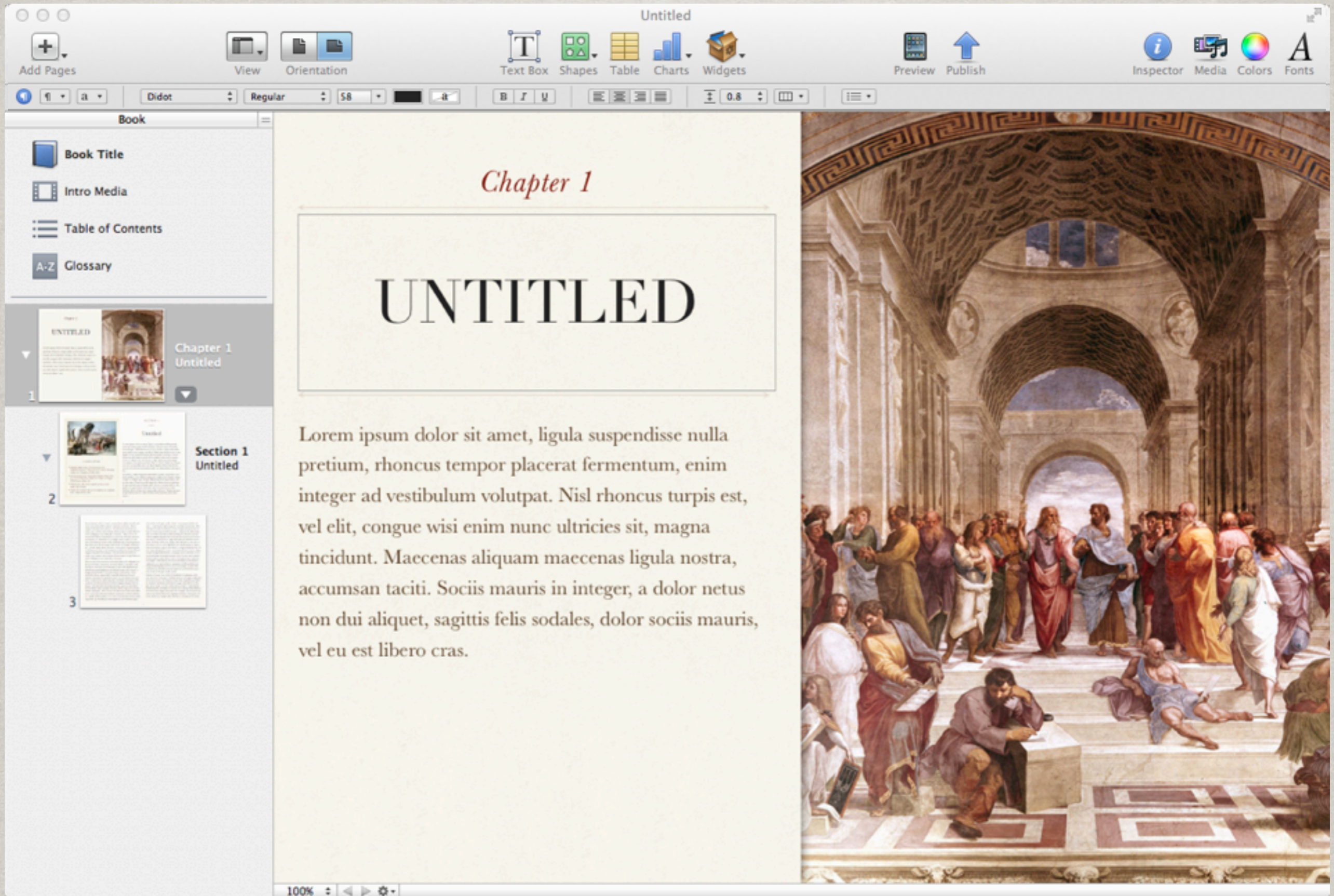
UNTITLED

1

2

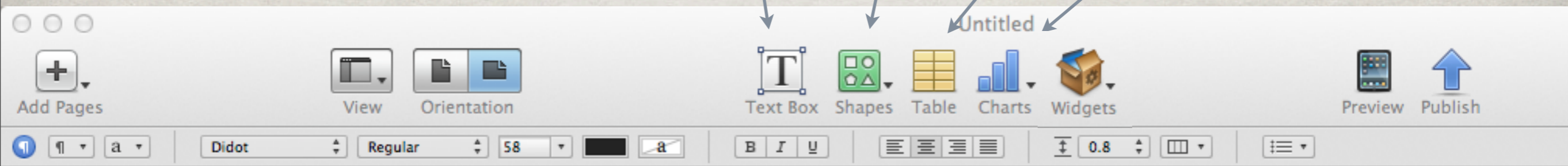
3

100%



The screenshot shows a software interface for designing a book. On the left is a sidebar with a 'Book' section containing 'Book Title', 'Intro Media', 'Table of Contents', and 'A-Z Glossary'. Below this is a 'Table of Contents' preview showing three pages: 'Chapter 1 Untitled', 'Section 1 Untitled', and another page. The main workspace displays a page layout for 'Chapter 1'. At the top, the word 'UNTITLED' is written in a large, black, serif font. Above it, 'Chapter 1' is written in a smaller, red, italicized serif font. Below the title, there is a paragraph of placeholder text starting with 'Lorem ipsum dolor sit amet...'. On the right side of the workspace, a large, detailed image of Raphael's 'The School of Athens' is displayed. The software's top toolbar includes icons for 'Add Pages', 'View', 'Orientation', 'Text Box', 'Shapes', 'Table', 'Charts', 'Widgets', 'Preview', 'Publish', 'Inspector', 'Media', 'Colors', and 'Fonts'. The bottom status bar shows '100%' zoom and navigation controls.

# Text Box, Shapes, Tables, Charts



# Typical Font/Text Controls

Photo Gallery

Video



Multiple  
Choice Quiz

Keynote  
Presentation

Easy Animation

3D, if you  
know that world

Good 'old web code

# BUT BEFORE ALL THAT

- ✿ iBooks Author is a layout tool
- ✿ Get Organized
  - ✿ Text
  - ✿ Pictures, Videos
  - ✿ All your other ideas for widgets, quizzes, etc.
  - ✿ Plan chapters

# CAN PUBLISH AS

- ✻ iBooks format

  - ✻ Can **ONLY** be read on an iPad

- ✻ PDF

  - ✻ Lose any interactive features, so Why?

- ✻ Text

  - ✻ Same thing, so Why?

# PUBLISHING

- ✻ Download right to your iPad for preview.
- ✻ Save it and distribute it for free.
- ✻ To get paid it **MUST** be sold through the iBookstore
  - ✻ Work directly with Apple or go through one of the Apple-approved aggregators
- iBooks Author: An ebook publisher looks at Apple's textbook creation app
- Enthusiasm for iBooks Author marred by licensing, format issues
- iBookstore Aggregators
- Book Publishers: Frequently Asked Questions



# iBookstore Aggregators

To distribute your content on the iBookstore, you can work directly with Apple or go through one of the Apple-approved aggregators listed below.

Aggregators can provide a variety of services, including helping you to meet the iBookstore's technical requirements, delivering your content, managing your content's metadata, and marketing. Please note that if you choose to work with an aggregator to distribute your content on the iBookstore, Apple's contractual and financial relationship is with that aggregator.

Here's a list of Apple-approved aggregators for the iBookstore:

## North America

Name	Epub creation	Metadata management	Multimedia EPUBs	Sales reporting	Delivers globally	Converts Microsoft Word Documents	Prints Physical Books
Ingram	✓	✓	✓	✓	✓		✓
INscribe Digital	✓	✓	✓	✓	✓		
LibreDigital	✓	✓	✓	✓	✓		
Lulu	✓	✓		✓	✓		✓
Smashwords	✓	✓		✓	✓	✓	

## Europe

Name	Epub creation	Metadata management	Multimedia EPUBs	Sales reporting	Delivers globally	Converts Microsoft Word Documents	Prints Physical Books
Bookwire	✓	✓		✓	✓		
Immatériel		✓	✓	✓	✓		

Neither Apple nor iTunes makes any guarantees as to the quality of these services.

Information current as of October 24, 2011.

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# BOOKS ABOUT

- iBooks Author by Andreas Kleinke Anton Ochsenkühn
- Books Author Guide #1 Overview by Charles Stack
- iBooks Author: Publishing Your First Ebook by Maria Langer
- Publishing with iBooks Author: An Introduction to Creating Ebooks for the iPad By Nellie McKesson, Adam Witwer

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