

[welcome](#) | [services](#) | [projects](#) | [articles](#) | [biographies](#) | [faq](#) | [resources](#) | [news](#)

Publishing Dimensions

240 East 56th St., 4E
New York, NY 10022
(212) 319-0722
FAX (212) 758-4934
info@pubdimensions.com

welcome

Welcome to Publishing Dimensions, the single provider of digital conversion and digital distribution services for the Publishing and information industries. Our range of services enables publishers to quickly and affordably participate in the Digital Economy.

- We convert hardcopy or electronic files into every possible eBook, Print-on-Demand, and print format for distribution in all available and emerging distribution channels.
- We capture rights information from author and subrights contracts to regain lost revenue opportunities and speed electronic accessibility of titles.
- We assist publishers in marshalling and distributing title metadata in a variety of formats to all industry participants including amazon.com's Search Inside and Google's GooglePrint offerings.
- We counsel publishers, technology companies and other industry players in strategies and tactics to make the most of their participation in the digital economy.
- We assist publishers with their traditional operational, production and financial operations with a focus on improving effectiveness and reducing cost.

Since its inception, Publishing Dimensions has been a leader in the management and growth of electronic publishing initiatives. We specialize in helping publishers develop reasonable solutions for streamlining production and distribution processes and in helping them leverage their content to take advantage of emerging business channels. With clients across the publishing spectrum, Publishing Dimensions is a partner you can trust for your company's digital content initiatives.



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services

[Content Conversion Services](#)

[Search Inside, GooglePrint PDF preparation](#)

[DigitalGalley Book Marketing Services](#)

[Quiet Island Books eBook and POD Distribution Services](#)

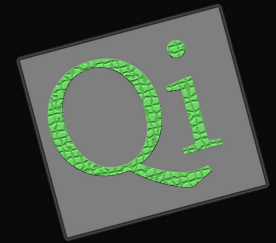
[ePublishing Consulting Services](#)

[Traditional Publishing Consulting Services](#)

[Rights Conversion Services](#)

[Composition Services](#)

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Content Conversion Services

Publishing Dimensions provides innovative solutions to assist publishers in generating revenue through evolving digital content channels. Our solutions include cost-effective conversion of content from electronic and paper sources into eBook and print-on-demand files, and placement of content into publisher-specified channels of distribution.

Our high-tech and high-touch approach to conversion effectively combines people with automation; this yields a consistently superior and low-cost result while ensuring that our customers are satisfied with the quality of the product and service they receive.

We use an XML conversion process. Each file we convert is first coded using Publishing Dimensions' internal XML DTD. We have generated automated scripts to generate the various eBook formats, from the XML file. Having all the files in XML is important because only one file needs to be edited, should there be any rework requests. This results in less proofing time on the publisher end, and less conversion time on our end which in turn saves money for all involved. The eBook formats we generate include:

- eReader.com (PML)
- Mobipocket
- Adobe Acrobat eBook Reader
- Microsoft Reader (LIT)
- ETI (formerly Gemstar)
- Print-on-demand (PDF, TIFF, PostScript)
- amazon.com Search Inside PDF
- GooglePrint PDF

Publishing Dimensions offers a standard three-week turnaround for electronic or paper conversions to all specified output formats while maintaining unmatched quality standards. Each electronic edition takes advantage of the features offered in the particular eBook device or platform and remains faithful to the original design intent. We understand the strong points as well as the limitations of each eBook device, and we know the modifications that can be made to tailor each title to make the book enjoyable for the end-user.

Publishing Dimensions takes responsibility not only for conversion, but also for placing titles into distribution in the publisher selected on-line channels. Once the title is approved we place it along with its metadata into specified channels as an integral part of our conversion process.

We work with such publishers as Simon & Schuster, HarperCollins, RandomHouse, McGraw-Hill, AOL Time Warner Book Group, Time, Inc., Grove Atlantic and a host of others to provide one-stop shopping for their eBook and POD conversion and distribution needs.

Other services:

[>Search Inside, GooglePrint PDF preparation](#)

[>DigitalGalley Book Marketing Services](#)

[>Quiet Island Books eBook and POD Distribution Services](#)

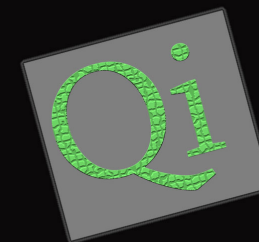
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Search Inside, GooglePrint PDF preparation

Amazon revitalized book sales when it first launched its online bookstore in 1995, bringing the ease of book purchasing into people's homes. Since then, it has gone on to become the #1 online retailer and among the first sites people visit for a broad array of products. Amazon is constantly re-inventing itself, taking advantage of the dynamic nature of the online medium. Its latest innovation is SEARCH INSIDE THE BOOK, which enables searchers to locate titles based on every word inside the book. This feature has the potential to reinvent the publishing business by putting online book buyers in direct, instantaneous contact not only with book listings and information about books but with published content itself—making every living room and office with web access a full-fledged bookstore.

It is to every publisher's benefit to take advantage of the opportunity to make its titles available for SEARCH INSIDE THE BOOK: it will increase sales and visibility, and the content-driven format means that the size of the house and its marketing budget are irrelevant in terms of the sale of any individual book.

There are two ways to submit a title to the program: as a printed edition or as electronic files. Sending files is the most efficient strategy. Titles submitted as properly formatted files are available online 1–3 weeks faster than those submitted as printed editions. Further, since files are ready before the finished books, submitting files gives customers the ability to search inside even before the title is on sale. In fact, with the right tools and coordination, SEARCH INSIDE can become a key part of an integrated marketing and distribution strategy that leverages your electronic assets by enabling you to publish directly to multiple formats.

Managing the workflow

For publishers eager to participate in SEARCH INSIDE, gathering and preparing files for submission can represent a significant added responsibility.

- Files are often held in two or more places—for example, at a text printer and at a component printer.
- Cover, text, and other component files are delivered on different schedules.
- Files are typically Quark files or print-optimized PDFs that are too large, include printers' marks, and don't include the elements required for SEARCH INSIDE. Consequently they are not ready for use in SEARCH INSIDE without post-processing.

These obstacles can make workflow management and the production of optimized files time-consuming and expensive to handle in-house using full-time staff members. Outsourcing to a trusted vendor is often more efficient than trying to identify and allocate in-house staff with the requisite experience and availability to handle the extra work.

Other services:

- >[Content Conversion Services](#)
- >[DigitalGalley Book Marketing Services](#)
- >[Quiet Island Books eBook and POD Distribution Services](#)
- >[ePublishing Consulting Services](#)
- >[Traditional Publishing Consulting Services](#)
- >[Rights Conversion Services](#)
- >[Composition Services](#)
- >[Custom Publishing](#)



The solution is Publishing Dimensions.

Our expertise in PDF and Quark composition and US-based outsourced management of publishers' metadata makes it easy and cost-effective for publishers to benefit from SEARCH INSIDE THE BOOK. We have coordinated with Amazon to develop procedures for assembling, optimizing, and submitting files according to the SEARCH INSIDE guidelines. Partnering with Publishing Dimensions enables publishers to rely on us to manage the workflow and allows them to keep their focus on publishing.

Here's how it works:

Publishing Dimensions will:

- Organize the forwarding of files from your text and component printers.
- Generate optimized files according to Amazon.com's SEARCH INSIDE specifications.
- Deliver files to Amazon on completion.
- Deliver an additional set of files to you or your archive location.
- Track files through Amazon processing and provide updates.
- Reprocess titles if editorial changes are made.



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DigitalGalley Book Marketing Services

Publishing Dimensions has built its reputation by offering high-quality content conversion and consulting services to publishers entering the eBook space. Now it offers DigitalGalley, a new program that removes costs from the galley and ARC distribution process while simultaneously adding flexibility to it.

Publishers have long known that the best way to build distribution and then sell-through for a book is through word-of-mouth initiated by "thought" leaders such as reviewers, librarians, and booksellers. It has always been difficult to reach these thought leaders, not only because of the expense of printing and distributing bound galleys and advance reader's copies, but also because these leaders vary by book type and subject; a source well regarded for his/her business book recommendations can't always recommend the latest thriller.

Publishing Dimensions has recognized this problem, and with the introduction of our DigitalGalley service, www.DigitalGalley.com, we have taken the first step toward addressing it. This service delivers digital copies of forthcoming books in many popular formats—including the most popular—Palm Digital Media (formerly Peanut Press). Naturally, this process can be applied to either a selection from a book or a book in its entirety. With DigitalGalley publishers have a low-cost and fast new channel through which they can reach reviewers, librarians and booksellers. For those yet to adopt the new technology, we also offer traditional bound galley production and distribution services.

DigitalGalley is the first of an anticipated suite of marketing services to come from Publishing Dimensions. During the months ahead we will continue to add services to make book marketing an increasingly painless but fruitful process for publishers.

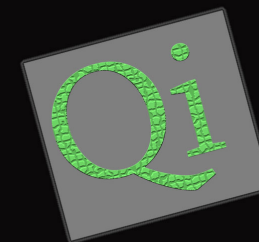
For further information on DigitalGalley or the ways in which Publishing Dimensions can assist you with your book production, distribution and marketing needs, please contact Ken Brooks at kbrooks@pubdimensions.com.

Features of DigitalGalley:

- Create your own publisher galley page or use one of ours
- Create your own title page or use one of ours
- Secure or "shareable" distribution of eBook content, either as selections or full titles
- Registration of eBook downloads to know who is looking at which title
- Direct connection with reviewers allowing them to request printed galleys
- Access to Publishing Dimensions mailing list of reviewers to enhance your own
- Printing and distribution of traditional bound galleys and ARCs in conjunction with or in place of eBook distribution

Other services:

- >[Content Conversion Services](#)
- >[Search Inside, GooglePrint PDF preparation](#)
- >[Quiet Island Books eBook and POD Distribution Services](#)
- >[ePublishing Consulting Services](#)
- >[Traditional Publishing Consulting Services](#)
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- Customized book marketing services available on request: let our team of designers and engineers work with you to achieve your book marketing goals

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Quiet Island Books eBook and POD Distribution Services

Quiet Island Books Quiet Island Books assists small publishers and previously published authors by distributing their content through secure eBook and print-on-demand wholesale and retail channels.

Currently, Publishing Dimensions distributes to most on-line and eBook retailers through:

- [eReader.com](#) (formerly Palm Digital Media)
- [Mobipocket](#)
- [ContentReserve](#)
- [Lightning Source](#)
- [eBooks.com](#)

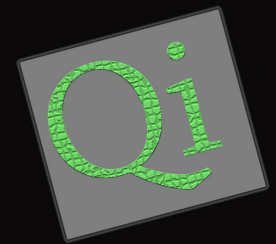
Current members of the Quiet Island Books community include:

- [10 Step Publications](#)
- [AdvisorWorks](#)
- [American Tri Magazine](#)
- [Atma Global](#)
- [Clemente Online](#)
- [Nancy Collamer](#)
- [Barbara Foster](#)
- [Idea Logical Company](#)
- [Paraview Press](#)
- [Linda Pendleton](#)
- [Rover Books](#)
- [Soft Skull Press](#)
- [Storm King Press](#)
- [Teen Talk Communications](#)
- [Veroben Solutions](#)
- [WPR Publishing](#)

For further information on Quiet Island Books or the ways in which Publishing Dimensions can assist you with your book production, distribution and marketing needs, please contact Ken Brooks at kbrooks@pubdimensions.com.

Other services:

- > [Content Conversion Services](#)
- > [Search Inside, GooglePrint PDF preparation](#)
- > [DigitalGalley Book Marketing Services](#)
- > [ePublishing Consulting Services](#)
- > [Traditional Publishing Consulting Services](#)
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ePublishing Consulting Services

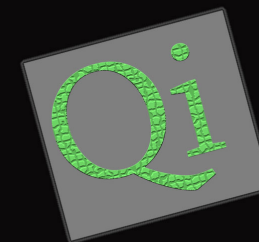
For those publishers who are uncertain on how to best prepare for the digital revolution, Publishing Dimensions delivers digital content strategy, operations and marketing consulting services. Whether you are concerned about what platforms, formats or channels to pursue, or how best to integrate eBooks and print-on-demand into your existing productions process, Publishing Dimensions team of eBook and traditional publishing experts can help you prepare for your company's future.

Sample engagements include:

- [Standards body participation](#)
- [Standards development](#)
- [POD expert witness](#)
- [POD expert witness](#)
- [Customer perception assessment](#)
- [ePublishing strategy](#)
- [XML readiness assessment](#)
- [Rights Management DTD development](#)
- [Bibliographic operations management](#)
- [Content and metadata archive design](#)
- [Content and metadata archive design](#)
- [POD implementation](#)
- [ePublishing strategy](#)
- [In-store print-on-demand assessment](#)

Other services:

- > [Content Conversion Services](#)
- > [Search Inside, GooglePrint PDF preparation](#)
- > [DigitalGalley Book Marketing Services](#)
- > [Quiet Island Books eBook and POD Distribution Services](#)
- > [Traditional Publishing Consulting Services](#)
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[Standards development](#)

- [ePublishing strategy](#)
- [Standards development](#)

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Traditional Publishing Consulting Services

Publishing Dimensions offers a wide range of consulting services within traditional publishing functions. Those services include:

- Corporate and Functional Strategy
- Production
- Inventory Management
- Warehousing/Fulfillment
- Order Management
- Customer Service
- Rights Management
- Finance

Sample engagements include:

- [Channel inventory strategy](#)
- [Canadian physical distribution assessment](#)
- [Rights Management systems design](#)
- [International textbook diversion assessment](#)
- [SAP implementation](#)
- [Production efficiency improvement](#)
- [Product standardization](#)
- [Rights Management data and functional modeling](#)
- [Production cycle time improvement](#)
- [Consignment inventory evaluation](#)
- [Terms of Sale evaluation](#)
- [Establish corporate purchasing department](#)
-

Other services:

- > [Content Conversion Services](#)
- > [Search Inside, GooglePrint PDF preparation](#)
- > [DigitalGalley Book Marketing Services](#)
- > [Quiet Island Books eBook and POD Distribution Services](#)
- > [ePublishing Consulting Services](#)
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Department consolidation

- Key account strategy implementation
- Call center productivity
- Accounts Receivable improvement
- Transportation cost reduction

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Rights Conversion Services

Publishing Dimensions provides innovative solutions in capturing information on publishers' largest asset: the rights that they control and exploit. Our solutions include cost-effective capture of rights data from author and subrights contracts and integration of that data into popular rights management services, applications and on-line sales channels.

By having rights information digitized and readily accessible in a rights management system, publishers achieve a number of direct revenue benefits:

- The capture of missed revenue opportunities including unsold sub-rights (beyond the frontlist), renegotiation of expiring deals, and uncollected royalties from deals that have already been negotiated.
- Generating new revenue streams from digital publishing, content recombination, and from electronic rights brokerage exchanges.
- Facilitation of better publishing decisions through go/no-go decisions based not just on anecdotal evidence but also on true understanding of rights sales history of similar titles.
- Increasing margin / reducing write-offs by enabling the targeting of sales efforts to titles with unearned advances.
- Reducing time-to-market in evaluating new revenue opportunities by enabling rapid determination of the rights held.

Beyond the direct revenue benefits of having rights information readily available, capturing contracts in digital form yields substantial productivity, timeliness and business continuation benefits over time. Some of these include:

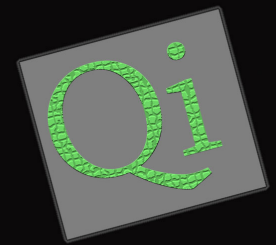
- Increasing margin by reducing staff time and effort associated with the management of contracts including indexing, storage and retrieval. These benefits accrue across the organization in legal, rights marketing, editorial, finance, and royalty departments.
- Better disaster recovery - fewer in-process contracts lost, faster speed of recovery and increased ability to store multiple copies in separate remote locations.
- More timely initial entry of data into enterprise systems including royalties, order processing, financial, production, and editorial systems
- Reduction of document management expense associated with storage and retrieval of paper contracts
- More timely response to internal and external inquiries on contract-related issues

Publishers achieve a number of advantages from the Publishing Dimensions approach:

- High quality, consistent rights data output requiring little intervention for validation
- A cost-effective solution offering quick turnaround on most types of contracts

Other services:

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- Experienced staff with traditional and electronic publishing experience
- Knowledge of functional and data requirements of most rights management systems
- Delivery of rights information to publisher-specified channels of distribution
- Detailed tracking of contract conversion through each stage of production
- Real-time availability of production status via secure web page
- Hassle-free customer service with knowledgeable representatives
- Largest conversion capacity in the industry
- Exceptionally fast ramp-up capability
- Built in disaster recovery through site mirroring and multiple redundant conversion sites
- Global state-of-the-art facilities and telecommunications network

Our credentials in rights management are wide and varied. Some of our representative experiences include:

- In conjunction with an academic press developed the XML Document Type Definition (DTD) used to capture head contract and subrights contract terms, conditions and rights grant. We prototyped it's use in capturing a number of different contract types.
- Participated in the original AAP Emerging Technologies Committee that formulated the need for and structure of the Digital Object Identifier (DOI), a key piece of the developing industry rights management infrastructure.
- Participated in the ONIX for subrights committee recently convened at Frankfurt 2001. The purpose of the committee is to define metadata standards around exchange of rights information.
- Developed a rights management strategy for a large trade publisher resulting in a major successful systems implementation.
- As part of a customer/consultant/software provider team, developed the rights management data and functional model used by SAP for their implementation of a rights management module.
- Working with a large university press we developed the design of a rights database incorporating territories, languages, and types of rights in order to support their modernization and digital commerce initiatives.



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Composition Services

Publishers spend a great deal of time and money in editorial development and page makeup: receiving the manuscript, line- and copy-editing, indexing, proofreading and page design. This process has evolved over centuries and involves many "passes" mostly accomplished on paper, which result in books of high quality, but is both time consuming and cumbersome. Further, the current process does not allow for simple re-use of the title's content in other formats or packaging.

NOW THERE IS A NEW APPROACH

Publishing Dimensions has developed a new approach to editing and page-makeup that uses XML from the very beginning and saves the publisher up to 25% in production costs. The process begins even before an editor starts working with the manuscript – providing the speed, low cost, and flexibility available only through the use of XML technology, yet allowing the editor to continue to work on paper.

Here's how it works:

The manuscript is received as an MS-Word document or as a traditional typescript. Before the manuscript is sent to an editor, Publishing Dimensions converts the document to XML and outputs a "normalized" manuscript: 8.5x11-inch pages, double-spaced, no hyphenation, fully folioed with Table of Contents and labeled cross-references. The manuscript then goes through the normal multi-pass process among editors and authors with the resulting edits being keyed directly into the original XML file. While the manuscript is being edited, the book's design is being captured in the XML, allowing rapid generation of pages at any point in the process. Once the edits and design are complete, the book is generated into pdf format. A full set of printed pages is delivered along with the final files for the printer. It's that simple!

A Number of significant benefits:

- 20-30% reduction in composition costs
- Reduced development time through simultaneous copyediting and indexing.
- Editors and indexers can continue working on paper (if that's what they're used to), or if they prefer to work electronically, they have that option as well
- Title content is immediately available for other uses (special editions, large print editions, excerpts, compilations, etc.) and other formats (eBooks, POD, web, etc.) without the need for detailed proofing and re-editing.
- Galleys can be generated at any time during the process incorporating the latest changes in the central XML file.
- Designs can be rapidly altered, to optimize appearance, book length or evaluate other design alternatives.

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- >[Custom Publishing](#)



- Turn-around is rapid in order to meet critical deadlines
- eBook formats are generated as by-product of composition services.
- Publisher ownership of final format
- Archiving services available
- No charge for delivery of printed pages (up to 3 sets)
- No charge for reasonable amount of EA's. (3 per 10 pages)

WHY PUBLISHING DIMENSIONS?

Publishing Dimensions introduced a comprehensive XML workflow into their conversion operations in first quarter 2002 and recognized the power and versatility of the new technology to generate paged editions of eBooks from unpagged input formats. The quality of our XML typesetting is equivalent to traditionally typeset pages but is available at a substantially reduced cost. Composition services complement the company's core business of applying technology to solve complex publishing problems.

To receive sample pages or to find out further information, please contact Ken Brooks at (212) 319-0768, or kbrooks@pubdimensions.com



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Custom Publishing

A common challenge for reference and professional publishers is finding a way to present a large amount of material out of which only a small amount is going to be selected by the user. Publishing Dimensions' solution to this often undiagnosed publishing problem is to develop a custom application built off of an xml database structure. This database of the publishers content allows the reader to select only the content they need and to then retrieve an online pdf or html file, an eBook (to be read offline if they choose), or even to order a printed and bound print-on-demand edition—printed cost effectively a single time. Publishing Dimensions proven solution has been used by several large-scale operations.

Sample engagements include:

- [Custom cookbook application](#)
- [Comparative Bible reading](#)
- [Multiple language Scripture tool \(diglot\)](#)

To find out further information, please contact Ken Brooks at (212) 319-0768, or kbrooks@pubdimensions.com

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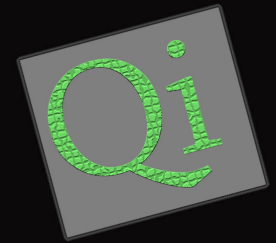
projects

custompublishing

- [Custom cookbook application](#)
- [Comparative Bible reading](#)
- [Multiple language Scripture tool \(diglot\)](#)

econsulting

- [Standards body participation](#)
- [Standards development](#)
- [POD expert witness](#)
- [POD expert witness](#)
- [Customer perception assessment](#)
- [ePublishing strategy](#)
- [XML readiness assessment](#)
- [Rights Management DTD development](#)
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[ePublishing strategy](#)



[Standards development](#)

pconsulting



[Channel inventory strategy](#)



[Canadian physical distribution assessment](#)



[Rights Management systems design](#)



[International textbook diversion assessment](#)



[SAP implementation](#)



[Production efficiency improvement](#)



[Product standardization](#)



[Rights Management data and functional modeling](#)



[Production cycle time improvement](#)



[Consignment inventory evaluation](#)



[Terms of Sale evaluation](#)



[Establish corporate purchasing department](#)



[Department consolidation](#)



[Key account strategy implementation](#)



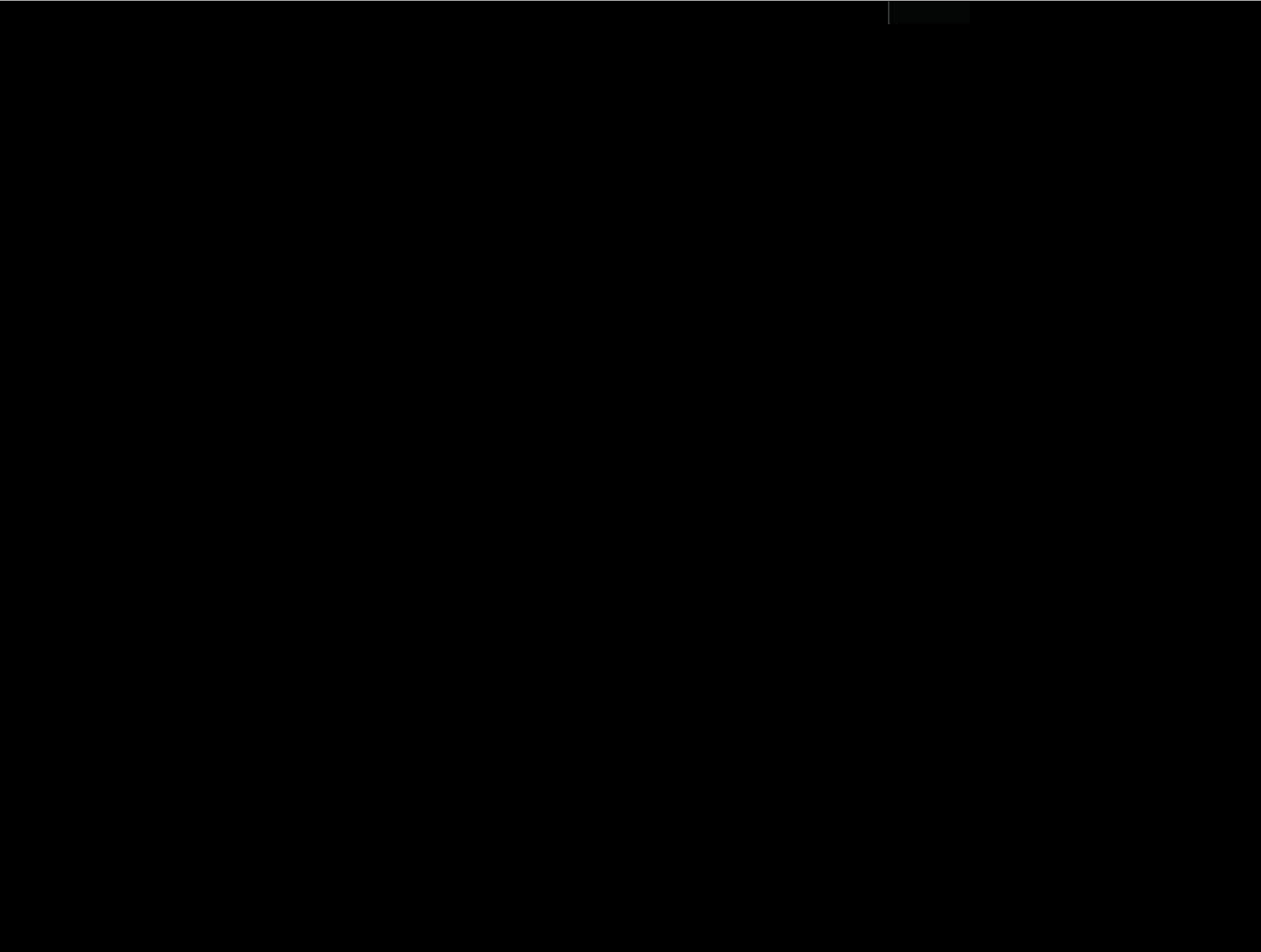
[Call center productivity](#)



[Accounts Receivable improvement](#)



[Transportation cost reduction](#)



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articles

eBook Business Issues

[Where's the Money?](#)

[Optimizing Multi-Channel Publishing](#)

[eBook Supply Chain: Opportunities and Challenges](#)

eBook Production Issues

[Common eBook Formats](#)

[File Formats for Digital Distribution](#)

[Publisher Conversion Strategy](#)

Print On Demand

[Distributed Print-on-Demand](#)

[Print-on-Demand in the Book Supply Chain](#)

Publishing Technology Strategy

[XML in Book Publishing](#)

[DOI Building Blocks](#)

Rights Management

[Clearing the Rights Bottleneck](#)



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biographies

Kenneth M. Brooks, Jr.

President

President and co-founder of Publishing Dimensions, was formerly Vice President of Digital Content at Barnes & Noble, Inc. and President of EP Ventures, Inc. At Barnes & Noble he founded a Philippines-based text conversion company; a public domain publishing imprint; and a distribution-center based print-on-demand operation. Currently, Mr. Brooks delivers presentations on a wide variety of electronic publishing subjects such as XML integration, print-on-demand profitability and supply chain information. He has held several senior management positions in publishing, including Vice President of Operations, Production, and Strategic Planning at Bantam Doubleday Dell, and Vice President of Customer Operations at Simon & Schuster. Prior to his entry into publishing, Mr. Brooks was a Senior Manager in Andersen Consulting's Logistics Strategy Practice.

Jonathan Hevenstone

Director of Operations

Jonathan joined Publishing Dimensions in January 2005 to oversee composition and prepress services. Drawing on his background in book production, typesetting, and project management, his role includes expanding Publishing Dimensions' prepress capacity to include Quark and InDesign workflows and managing special composition and conversion projects. Jonathan was previously Manager of Electronic Production at the Modern Language Association, where he managed typesetting and prepress operations. His publishing career began at Bantam Doubleday Dell and includes having served as an associate literary agent at Sterling Lord Literistic. Mr. Hevenstone has an MA in American literature from New York University.

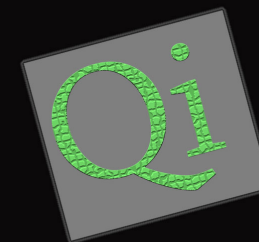
Kathleen A. Doody

Director of Account Management

Director of Account Management and co-founder of Publishing Dimensions was previously Sales Director of Barnes & Noble's Digital Content Division where she managed primary client contact and the development of the customer service and sales teams. Also, she was instrumental in developing The 1873 Press, the Digital Content Division's eBook and print-on-demand publishing program. Ms. Doody is actively involved in the Open eBook Forum where she is a member of the Business Special Interest Group which focuses on the changing business needs of technology and publishing companies in the digital marketplace. Seeing the need for small publishers to have representation within the electronic space, Ms. Doody has recently began Quiet Island Books, Publishing Dimensions' eBook distribution service, for small publishers and previously published authors. Prior to joining Barnes & Noble, she held customer service and sales roles with Simon & Schuster, Inc.

Matthew Brook O'Donnell, Ph.D.

Chief Technology Officer



Chief Technology Officer of Publishing Dimensions, O'Donnell brings a uniquely complementary background to the company combining a strong research-oriented linguistics focus with a deep set of technical skills. O'Donnell received a Ph.D. in Ancient Greek Linguistics from the University of Surrey Roehampton, London, where he was a Research Officer for 2 years, he also has a MDiv. in Theology and a BSc. in Computer Science. His particular area of expertise is XML-based technologies including XSLT, XSL-FO, SVG, XML Schema and XML processing using SAX, DOM and Cocoon. He has conducted and presented research into markup theory and practice at recent XML conferences. In addition, he has designed and implemented information (database) and web-based systems for educational institutions in the U.K. and Canada.

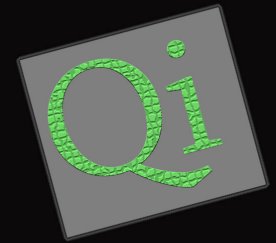


Publishing Dimensions

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faq

- q. [What does Publishing Dimensions do?](#)
- q. [How do your services differ from other offerings?](#)
- q. [Where are my books converted?](#)
- q. [How is your staff trained?](#)
- q. [What is reasonable quality?](#)
- q. [What should a publisher look for in a conversion partner?](#)
- q. [How does a publisher best work with a conversion partner?](#)
- q. [What is OEB?](#)
- q. [What is PDF?](#)
- q. [Which format should I use?](#)
- q. [Why should I be concerned about formats and internal markup?](#)
- q. [What is an eBook?](#)
- q. [How do I get my source files to Publishing Dimensions?](#)
- q. [What happens to my files once they are converted?](#)
- q. [How do I proof my files during the conversion process?](#)
- q. [Do you send files to distribution channels?](#)
- q. [Who are your publishing partners?](#)
- q. [How do you determine pricing for a project?](#)
- q. [What is your turn around time?](#)
- q. [How are my files protected?](#)
- q. [What is the benefit of working with Publishing Dimensions on my conversion project?](#)
- q. [What is Quiet Island Books?](#)





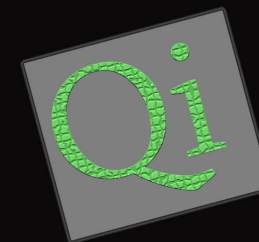
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news

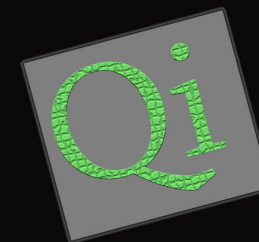
[Press release announcing the annotated edition of A Fire Upon the Deep, Vernor Vinge's science fiction classic presaging elements of the Internet.](#) (May 1, 2002)

[CONTENT DIRECTIONS INC. AND PUBLISHING DIMENSIONS ANNOUNCE THAT THEY HAVE ENTERED INTO A STRATEGIC ALLIANCE](#) (January 29, 2003)

[Press release announcing Quiet Island Books, an eBook and Print-on-Demand Distributor for small publishers.](#) (February 28, 2003)

[Press release announcing Publishing Dimensions' relationship with Paraview Press to assist them in the implementation of Digital Object Identifiers \(DOIs\).](#) (March 11, 2003)

[Press release announcing Publishing Dimensions' introduction of Composition Services.](#) (May 5, 2003)



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Press Release

May 1, 2002

SPECIAL EDITION EBOOK ENCOURAGES AUTHORS AND PUBLISHERS TO "THINK OUTSIDE THE BOOK"

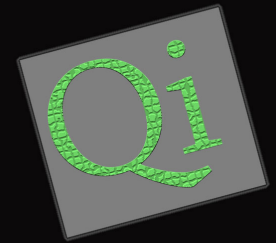
New York, NY--Publishing Dimensions, a company dedicated to providing quality eBook and print-on-demand conversion and consulting services, together with Tor/Forge and their prize-winning author Vernor Vinge, have created a Special Edition eBook that coherently illustrates the writing process of the original novel.

A Fire Upon the Deep won the prestigious Hugo Award when it was first published. A prequel, A Deepness in the Sky (also available as an eBook), was published in 1999; it too won the Hugo Award. The annotations for the A Fire Upon the Deep Special Edition eBook were written during the writing and editing process of the original novel, and were first published by Brad Templeton at Clarinet Communications as part of a CD-ROM which collected full-text versions of all five finalists for the 1993 Hugo Award for Best Science Fiction Novel. The extremely limited edition CD-ROM was only sold during the voting for that year's Hugo Award, and since then neither this edition, nor these annotations, have been made available to the general public. Until now.

"Thanks to Vinge's annotations, and the new technology that the various eBook reader applications can support, publishers and writers can finally begin thinking not only 'outside the box,' but also outside the traditional form of the original book," says Jeff Gomez, eBook and Print on Demand Manager for Tor/Forge Books. "If eBooks are finally starting to come of age, then Vinge's A Fire Upon the Deep Special Edition eBook is the first growth spurt I've seen in a while. We also think Publishing Dimensions has done a great job tackling the challenges presented by this project: they've managed to blend the annotations into the text so that the reader's experience is enriched without being cluttered. And the cumulative effect of Vinge's numerous and insightful annotations is that of a director's commentary on a DVD. It's rare to have an author walk a reader through a novel, and because of that we feel this Special Edition eBook will appeal to both ardent fans and general readers."

The author of this seminal work feels similarly. "In the old days, some folks collected authors' hand-marked original drafts," says Vernor Vinge. "With the rise of word processors, true working drafts are hard to come by. But there are compensations: word processors make it much easier for an author to maintain embedded notes about the work in progress. In my case, these annotations are mostly arguments and alternatives to guide me in the writing."

"We jumped at the opportunity to work with the author that foresaw so much of what the Internet is today," says Ken Brooks, President of Publishing Dimensions. "Tor/Forge and Vernor Vinge came at the project with an adventurous enthusiasm. They were really flexible and trusted us to experiment with the existing technology and to create a really terrific result. Consumers will find that the text is easy to follow, and they will get terrific insight into the editorial process. It really is exciting to read the interactions between artist and editor."



The A Fire Upon the Deep Special Edition eBook (Tor/Forge ISBN 0-312-70369-4) will go on sale June 1st, will cost \$12.95, and will be available in the Adobe Acrobat eBook Reader, Palm Reader, Microsoft Reader, and Mobipocket Reader eBook formats. The eBook will be available from numerous online retailers and websites, including amazon.com, palmdigitalmedia.com, and franklin.com.

About Publishing Dimensions:

Publishing Dimensions provides innovative solutions to assist publishers in generating revenue through evolving digital content and rights channels. Solutions include cost-effective conversion of content from electronic and paper sources into eBook and print-on-demand files, determination of rights held, and placement of both content and rights into publisher-specified channels of distribution. Publishing Dimensions also delivers digital content strategy, operations and marketing consulting services.

About Tor/Forge (Holtzbrinck Publishing):

Tor/Forge is a division of Holtzbrinck Publishers, which is a U.S. subsidiary of Verlagsgruppe Georg Von Holtzbrinck, GmbH. Holtzbrinck Publishers includes the trade publishing houses of Henry Holt and Company, St. Martin's Press, Farrar, Straus & Giroux, the academic and scholarly publishing company Palgrave, and the distribution company VHPS.



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Press Release

January 29, 2003

LEADING DOI REGISTRATION AGENCY AND LEADING CONTENT CONVERSION AND DISTRIBUTION COMPANY PARTNER TO ACCELERATE THE USE OF DOI WITHIN THE PUBLISHING INDUSTRY

Joint capabilities will provide publishers with an easier and faster way to adopt DOI to enhance content discoverability, increase web-based sales and improve customer service

New York, NY--Content Directions, Inc., the leading Digital Object Identifier (DOI) Registration Agency, and Publishing Dimensions, a leading provider of digital conversion and digital distribution services for the publishing industry, today announced that they have entered into a strategic alliance. The two companies will join forces to facilitate DOI registration throughout the publishing industry. This powerful combination of solutions will enable publishers to easily and rapidly assign DOIs to their electronic and print content marketed on the Internet.

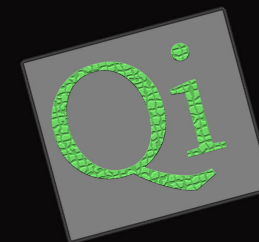
Publishing Dimensions enables DOI registration for publishers as part of its normal metadata and content conversion services and also assists publishers in implementing DOI-related marketing programs. Publishing Dimensions is currently using DOIs to identify publisher-relevant material on eBooks, print, and print-on-demand related Intellectual Property on its website.

For a live example of the DOI technology, click on the following DOI for a white paper on Print-on-Demand in the Supply Chain <http://dx.doi.org/10.1335/0000000008>.

"We congratulate Publishing Dimensions on being the first provider of digital conversion and distribution services for the publishing industry to take advantage of the DOI," said David Sidman, CEO of Content Directions. "As a leading fullservice provider, Publishing Dimensions has recognized that the DOI is a key component of the online value chain, as it enables publishers to increase their revenue from Internet-based content, serve their customers anywhere online and reduce their costs throughout the sales and distribution chain. By partnering with Publishing Dimensions, we will make the process of DOI registration even easier and more convenient for publishers."

"Publishing Dimensions offers metadata distribution for our conversion and distribution clients," said Ken Brooks, President of Publishing Dimensions. "Adding a registered DOI into that process is a natural next step. We believe it's important to help publishers make as much money as they can in the digital economy for print as well as electronic books. The DOI provides for excellent marketing capability in an otherwise cluttered Internet community. Assigning a DOI makes a title, an author or a subject much easier to locate and provides higher rankings as well as more targeted results on Google and other search engines."

About the Digital Object Identifier (DOI)



The DOI is a system for identifying and exchanging intellectual property in the digital environment. The DOI is similar to the UPC (bar code) in the physical world, but applied to Internet-based resources such as digital content published online, as well as to online references to physical content such as Print books and other physical products. It uniquely identifies these objects and provides permanent links to the publisher and/or to any related services the publisher wants to enable, thus facilitating online transactions of all kinds including e-commerce, rights management and digital distribution. Created by the primary architect of the Internet (Dr. Robert Kahn), the DOI can be thought of as "The Next-Generation URL," or "a URL on steroids," because it is:

- Unbreakable
- Multi-linkable
- Dynamic
- Industry standard
- Scalable
- Low-cost to implement

The DOI travels with the item it's registered to (book, chapter, section, database record, image, etc.) throughout the Internet, on syndicated and partner sites, and via downloads. As long as the user is connected to the Web, the DOI MultiLink™ functionality is fully searchable and remains in existence until the registrant reassigns them or shuts them off.

About Publishing Dimensions

Publishing Dimensions (<http://www.pubdimensions.com>), established in the Fall of 1999, handles content conversion for all sectors of the publishing community. Seeing a need for small publishers to get involved in the digital community, Publishing Dimensions established Quiet Island Books to handle distribution of titles through the major eBook and Print on Demand wholesale and retail channels. In addition to conversion and distribution solutions, Publishing Dimensions offers consulting services to the publishing industry.

About Content Directions, Inc. (CDI)

CDI assists companies to increase their sales and profitability by improving the discoverability and utilization of their intellectual property and services, both on the Internet and within their enterprises. Its major tool is the DOI, a linking mechanism developed by the primary inventor of the Internet (Dr. Robert Kahn) and representing "The Next-Generation URL" in terms of superior reliability and functionality. (See above for more information about the DOI.)

CDI is a DOI Registration Agency dedicated exclusively to implementing and promoting the use of the Digital Object Identifier (DOI). This includes consulting on how the DOI can increase an organization's revenues and cut costs, as well as actually registering DOI's for digital content. Additional information on the DOI and on CDI's products and services can be found at <http://www.contentdirections.com>. Live DOIs from other CDI customers can be found at <http://dx.doi.org/10.1220/demo21>. For more information, please email us at info@contentdirections.com or click on the DOI for this press release: <http://dx.doi.org/10.1220/pr20>.

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Press Release

February 28, 2003

LEADING ELECTRONIC CONVERSION AND CONSULTING COMPANY INTRODUCES EBOOK DISTRIBUTION SERVICE FOR SMALL PUBLISHERS AND PREVIOUSLY PUBLISHED AUTHORS

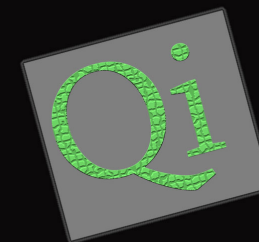
New York, NY--Publishing Dimensions, a leading content conversion and publishing consultancy today announced its new distribution division, [Quiet Island Books](#). Quiet Island Books easily becomes any publisher's eBook and print-on-demand distributor, by setting up the publisher's titles in the major secure eBook wholesale and retail channels. Quiet Island Books was founded after receiving requests from small publishers and eBook retailers needing to find a convenient way to work together.

Small publishers who cannot designate a staff member to handle eBooks for their company will find Quiet Island Books services useful. "We are just delighted to work with Quiet Island Books," stated Herb Meyer, President of Storm King Press, "They provide a service we need at a very reasonable price, and by doing so enable us to reach markets that otherwise would lie beyond our grasp." Herb Meyer, author of *How to Write*, a book critically acclaimed by The New York Times on how to communicate ideas and information effectively in writing, has sold over 200,000 of his title in paper format. The timeless book is currently reaching a broader audience through various electronic formats and went as high as #4 on the Palm Digital Media overall best seller list, as well as sitting in the #1 spot for nonfiction and self-help on Palm Digital Media's list.

"We were receiving numerous eBook and print-on-demand distribution requests from smaller publishers who didn't have relationships with wholesalers and retailers through which to sell their titles. In the current eBook market the best way to sell eBooks is through the widest array of distribution partners combined with the widest variety of secure formats. Unfortunately, that strategy requires a lot of administration, from sending title metadata to issuing royalty statements. Many publishers simply don't have the staff for that," stated Kathleen Doody, Director of Account Management at Publishing Dimensions. "We saw a definite need to enable these houses who publish respectable, marketable titles, to participate in the burgeoning eBook economy."

Quiet Island Books arranges distribution through all major on-line eBook and POD channels including Content Reserve, eBooks.com, Lightning Source, Palm Digital Media, Mobipocket.com and the major on-line eBook retailers.

Publishing Dimensions (www.pubdimensions.com), established in the Fall of 1999, is a leading content conversion company, handling conversion for all sectors of the publishing industry. Seeing a need for small publishers to get involved in the digital community, Publishing Dimensions established Quiet Island Books to handle distribution of titles through the major eBook and Print on Demand wholesale and retail channels. In addition to conversion and distribution solutions, Publishing Dimensions offers consulting services to the publishing industry.



P_d

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Press Release

March 11, 2003

PARAVIEW PUBLISHING AND PUBLISHING DIMENSIONS ANNOUNCE AGREEMENT TO IMPLEMENT DIGITAL OBJECT IDENTIFIERS

Companies Will Use Content Directions DOI Registration Service.

New York, NY--Paraview Publishing, a publisher of streaming video, print-on-demand and eBooks for body, mind and spirit audiences and Publishing Dimensions, a leading content conversion and publishing consultancy today announce their agreement to implement Digital Object Identifiers (DOI) to aid in online marketing of Paraview Publishing titles.. Quiet Island Books easily becomes any publisher's eBook and print-on-demand distributor, by setting up the publisher's titles in the major secure eBook wholesale and retail channels. Quiet Island Books was founded after receiving requests from small publishers and eBook retailers needing to find a convenient way to work together.

"We're looking forward to utilizing DOI technology to increase the presence of our books and authors on the web. DOI technology enables us in an effortless manner to provide contextual and purchase information on our titles on the Internet. This will add to the experience of readers interested in obtaining more information than just title and price," stated Alexander Dake, CEO of Paraview Publishing. "Implementing DOIs using Publishing Dimensions' consulting services makes complete sense, since they are already handling the conversion and distribution of our titles. Publishing Dimensions' recently announced partnership with Content Directions just adds to capabilities we've come to rely on to make all of the pieces fit and flow together nicely." For a live example of a DOI applied to a Paraview title, *Mysterious America*, by Loren Coleman, click on the following DOI: (<http://dx.doi.org/10.1334/1931044058>).

"It is a pleasure to partner with Publishing Dimensions and by extension Paraview Publishing," said David Sidman, CEO of Content Directions. "It's terrific to see interest in the DOI growing in many different sectors of publishing and to see how small publishers are recognizing how they can benefit from the use of DOIs to promote their authors and titles."

According to Ken Brooks, President of Publishing Dimensions, "Assigning a DOI to a piece of content is a natural fit with Publishing Dimensions conversion offering. Paraview Publishing will be able to more effectively market their titles and increase the presence of their authors on the web. We're particularly excited about the use of DOIs to promote additional sales to interested audiences."

Publishing Dimensions (<http://www.pubdimensions.com>), established in the Fall of 1999, handles content conversion for all sectors of the publishing community. Seeing a need for small publishers to get involved in the digital community, Publishing Dimensions established Quiet Island Books to handle distribution of titles through the major eBook and Print on Demand wholesale and retail channels. In addition to conversion and distribution solutions, Publishing Dimensions offers a range of consulting services to the publishing industry.



Paraview Publishing founded in 2000, is a publisher that utilizes new media technology to publish quality works in body, mind, and spirit and the frontiers of science and culture -- areas related to the transformation of society. Our imprints include Paraview Press, print-on-demand books for niche audiences; Paraview Special Editions, reprints of select out-of-print books and international books; and Paraview Pocket Books, traditionally published works for a wide audience. Based in New York City, Paraview targets a global audience, including over 50 million Americans who are interested in health lifestyles, personal development and the transformation of society. Visit us on <http://www.paraview.com/>.

Content Directions assists companies to increase their sales and profitability by improving the discoverability and utilization of their intellectual property and services, both on the Internet and within their enterprises. Its major tool is the DOIÂ®, a linking mechanism developed by the primary inventor of the Internet (Dr. Robert Kahn) and representing "The Next-Generation URL" in terms of superior reliability and functionality. Additional information on the DOI and on CDI's products and services can be found at <http://www.contentdirections.com>. Live DOIs from other CDI customers can be found at <http://dx.doi.org/10.1220/demo21>.

For further information, click on the DOI for this press release <http://dx.doi.org/10.1220/pr23>.



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Press Release

May 5, 2003

LEADING PUBLISHING SERVICES AND CONSULTING COMPANY INTRODUCES PRINT COMPOSITION SERVICES

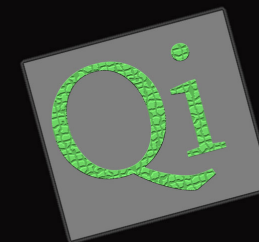
New York, NY--Publishing Dimensions, a leading content conversion and publishing consultancy today announced a new service line: composition services for print and PDF publishing. This service utilizes a new approach to editing and page-makeup that uses XML from the very beginning and saves the publisher up to 25% in production costs. The process begins before an editor starts working with the manuscript – providing the speed, low cost, and flexibility available only through the use of XML technology, yet allowing the editors who prefer it to continue to work on paper.

The service offers publishers a number of significant benefits in addition to substantial cost savings:

- Reduced development time through simultaneous copyediting and indexing.
- Enables the most rapid turn-around to meet critical deadlines at any stage in the process.
- Editors and indexers can continue working on paper (if that's what they're used to), or if they prefer to work electronically, they have that option as well.
- Title content is immediately available for other uses (special editions, large print editions, excerpts, compilations, etc.) and other formats (eBooks, POD, web, etc.) without the need for detailed proofing and re-editing.
- Galleys can be generated at any time during the process complete with up-to-date edits made in the central XML file.
- Designs can be rapidly altered: to optimize appearance, book length or evaluate other design alternatives.
- No extra charge for delivery of printed pages (up to 3 sets).
- No extra charge for reasonable amount of EAs (3 per 10 pages).

For the increasing number of publishers who are integrating cross-media publishing into their products, this service offers the ideal: print, web, eBook and any other format can be delivered as part of the print production process.

"It always puzzled us why composition houses weren't able to provide eBooks at the same time as print editions or achieve the kind of economics we knew were possible. With this service we're finally able to demonstrate how the promise of XML can be achieved in one of the key publishing processes – moving a title from manuscript to print." said Ken Brooks, President of Publishing Dimensions. "We are actively using this process with several clients and the results really are outstanding. We were able to apply our technical skills and knowledge of the publishing industry to create an offering that bridges the digital and print world to the benefit of each."



About Publishing Dimensions:

Publishing Dimensions (<http://www.pubdimensions.com>), established in the Fall of 1999, handles content conversion for all sectors of the publishing community. Publishing Dimensions introduced XML into their workflow during the second quarter of 2002 and has seen remarkable improvements in their offering including turn around, format consistency and cost. In addition to conversion and distribution solutions, Publishing Dimensions offers a range of consulting services to the publishing industry.

For further information on our composition services please visit either:

- <http://www.pubdimensions.com/services/composition>
- <http://dx.doi.org/10.1335/0000000019>

