JB Hi-Fi Group Pty Ltd
Ebook Reader Mobile Apps
Request for Information

19 December 2011

JB Hi-Fi Group Pty Ltd
Support Office, Level 4, Office Tower 2
Chadstone Place, Chadstone Shopping Centre
1341 Dandenong Road
Chadstone VIC 3148

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Table of Contents

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Purpose

JB Hi-Fi requests your proposal and price estimate for the work required to build, deploy and support the mobile applications outlined in this Request for Information.

Primary Contact

Brendan Barlow
Ebooks Project Manager
+61 3 8530 7589
brendan.barlow@jbhifi.com.au

Secondary Contact

George Papadopoulos
General Manager, Digital Services & Media
+61 3 8530 7495
george.papadopoulos@jbhifi.com.au

Conditions of Response

1. Your Response should be received on or before 9:00am AEST on 23 December 2012 (the Deadline) by email to the Primary Contact.

2. Your Response should include at least the following elements:
    a. A detailed list of the work to be completed by the Respondent
    b. An estimate of costs to build, deploy and support the apps
    c. An estimated project timeline

3. JB Hi-Fi is not bound to accept the lowest Response and may reject any or all Responses submitted.

4. All Responses will remain valid and open for acceptance for a minimum period of three months from the Deadline, unless extended on mutual agreement between JB Hi-Fi and Respondent in writing.

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Specifications and Scope of Work

Introduction

JB Hi-Fi, Australia's largest home entertainment retailer, is developing an online ebook store to complement their newly launched music streaming service. JB Hi-Fi is looking to engage a mobile development partner to develop, deploy and manage the mobile ebook reading apps.

Ebook Distribution Overview

- Books purchased from the JB Hi-Fi ebook store will be downloaded by the user in EPUB and PDF format.
- Most of the ebooks will be encrypted using the Adobe Content Server product to prevent pirating.
- Encrypted ebooks can be viewed on PCs and Macs using the free Adobe Digital Editions software.
- JB Hi-Fi will provide free mobile apps to their customers linked to the online storefront so users can easily read ebooks purchased from JB.
- Adobe produces a Reader Mobile SDK (RMSDK) – which JB Hi-Fi will license – that enables the ebooks to be decrypted and displayed on mobile devices.
- Mobile developers will be required to create mobile applications for iOS and Android (the 'reader apps') which wrap the RMSDK with the functionality outlined in this document. As of December 2011 the RMSDK is compatible with the iOS SDKs up to 5.0 and Android NDK r7 and SDK r15 tools. See Appendix A for more information on the RMSDK.

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• Most of the ebooks will be encrypted using the Adobe Content Server product to prevent pirating.

• Encrypted ebooks can be viewed on PCs and Macs using the free Adobe Digital Editions software.

• JB Hi-Fi will provide free mobile apps to their customers linked to the online storefront so users can easily read ebooks purchased from JB.

• Adobe produces a Reader Mobile SDK (RMSDK) – which JB Hi-Fi will license – that enables the ebooks to be decrypted and displayed on mobile devices.

• Mobile developers will be required to create mobile applications for iOS and Android (the 'reader apps') which wrap the RMSDK with the functionality outlined in this document. As of December 2011 the RMSDK is compatible with the iOS SDKs up to 5.0 and Android NDK r7 and SDK r15 tools. See Appendix A for more information on the RMSDK.

Scope of Work

- Two reader apps are required, one for iOS platforms and one for Android platforms.
- The reader apps must support both tablet and smart-phone screen sizes (i.e. Universal iOS app and 'multiple screens support' on Android).
- UI designs are not required as these will be supplied by JB Hi-Fi.
- The developers of the reader apps will be required to give feedback on UI designs to ensure all proposed functionality is technically viable.
- The apps will communicate with the JB H-Fi Now ebook store via an XML based API to identify the customer and download purchased ebooks.

Requirements

The app design and development process is expected to be iterative and include input from the UI designers, app developers and JB Hi-Fi. Therefor the following list of requirements may evolve over time. However, this list should be used for the purposes of estimating costs.

1) The following features of the RMSDK should be implemented:
   a) Support Adobe DRM so both encrypted (including device-restricted and time-limited) and unencrypted EPUB and PDF files can be read
   b) Allow device activation with an Adobe ID account
   c) Support Adobe Vendor ID (see Appendix A)
   d) Reflow EPUB files to fit the screen size of the mobile device
   e) TOC support
   f) PDF file zooming and panning support (Android only)
   g) Allow searching within the text
   h) eBook files should be able to be loaded onto the device as follows:
      i) When the user opens the app check for new purchases from the JB Hi-Fi Now ebook store and download any new files
      ii) iTunes file sharing (iOS)
      iii) Transferred from Adobe Digital Editions (Android)
      iv) Copied to the device as files (Android)
      v) Transferred via web or email (both)
2) Change orientation from portrait to landscape as the device is rotated
3) Include JB Hi-Fi Now Store button to transfer user to bookstore URL (Android only)
4) Open the ebook to the last page read
5) Include a 'bookshelf' showing the books purchased by the user
   a) Visually highlight the last book read
   b) Touch-hold on a cover to bring up a menu as follows:
      i) Go to most recently read page
      ii) Go to first page in the book
      iii) Archive book
   c) Show 'archived' books on a different tab so the main shelf doesn't get too crowded

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unencrypted EPUB and PDF files can be read b) Allow device activation with an Adobe ID account c) Support Adobe Vendor ID (see Appendix A) d) Reflow EPUB files to fit the screen size of the mobile device e) TOC support f) PDF file zooming and panning support (Android only) g) Allow searching within the text h) eBook files should be able to be loaded onto the device as follows:

i) When the user opens the app check for new purchases from the JB Hi-Fi Now ebook

store and download any new files ii) iTunes file sharing (iOS) iii) Transferred from Adobe Digital Editions (Android) iv) Copied to the device as files (Android) v) Transferred via web or email (both) 2) Change orientation from portrait to landscape as the device is rotated 3) Include JB Hi-Fi Now Store button to transfer user to bookstore URL (Android only) 4) Open the ebook to the last page read 5) Include a 'bookshelf' showing the books purchased by the user

a) Visually highlight the last book read b) Touch-hold on a cover to bring up a menu as follows:

i) Go to most recently read page ii) Go to first page in the book iii) Archive book c) Show 'archived' books on a different tab so the main shelf doesn't get too crowded

6) Support links within the ebook to both external websites and internal book locations
7) Reading Controls:
   a) Move between pages:
      i) Tap on the right edge of a page to move to the next page. Tap on the left edge of a page to move to the previous page. Tap the centre of the page to display the reading tools overlay.
      ii) Swipe to the left to view the next page. Swipe to the right to view the previous page.
      iii) Reading progress slider: Drag the slider to the desired page to quickly move between pages.
   b) Table of Contents: Tap the TOC button to view the TOC (if the publisher included one). Tapping an entry should take the user to that section of the book.
8) Bookmarks:
   a) Add Bookmark button in the top-right corner of the navigation overlay will add a bookmark
   b) The Bookmarks button on the reading tools overlay will display all the bookmarks you've created. Bookmarks should be sortable by date or location in book.
   c) Bookmarks must be able to be removed
9) Reading Settings:
   a) Text size
   b) Margin size
   c) Brightness
   d) Page turn effect (slide, page curl, fade, cut)
   e) Night mode (white text on black background)
2) Include an option to override the publisher's EPUB CSS formatting which will allow the following settings:
   a) Select Font (using system fonts)
   b) Enable 'justified' alignment
   c) Text colour
   d) Background colour
3) Allow native text selection/copy tools when the DRM allows selection

Out of Scope

- Information Architecture
- UI design
- The ebook store
- Licensing fees for Adobe technology. These will be paid directly by JB Hi-Fi.

6) Support links within the ebook to both external websites and internal book locations 7) Reading Controls:

a) Move between pages:

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• Information Architecture

• UI design

• The ebook store

• Licensing fees for Adobe technology. These will be paid directly by JB Hi-Fi.

Appendix A – Adobe Reader Mobile SDK

The Reader Mobile 9 SDK is source code that supports PDF and EPUB file format rendering as well as support for decryption of PDF and EPUB files that have been DRM-protected with Adobe Content Server. The SDK includes reference platforms to Linux, Android, and iOS. The license fee covers multiple products which use the SDK as listed in the agreement as well as unlimited distribution on those devices.

More information on the SDK is available here: http://www.datalogics.com/products/rmsdk/

Evaluation of the SDK can be requested from Datalogics (http://www.datalogics.com) in the USA using this link:
http://datalogics.com/pdf/RMSDK_EvaluationRequestForm.pdf

Vendor ID is an authorization mechanism to enable the activation server to query the vendor to authenticate the user. This will allow the user to have an Adobe DRM account which is associated with (authenticated by) the vendor's account instead of using Adobe IDs.

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Vendor ID is an authorization mechanism to enable the activation server to query the vendor to authenticate the user. This will allow the user to have an Adobe DRM account which is associated with (authenticated by) the vendor's account instead of using Adobe IDs.