

Graphics Research Laboratory

## Digital Books: On-line, On disk, On demand

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### Rising Costs

- of Production
- of Paper
- of Warehousing
- of Postage and Distribution
- of Out-of-Date Information

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### Rising Expectations

- Illiteracy and Aliteracy
- Not the *MTV* but the *Sesame Street* generation
- Just-in-Time, On Demand, Customized Publishing
- Pay Per View

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### The Book in the Digital Age

- **BOOKS ON PAPER**
  - Digital composition and prepress
  - Digital printing
- **BOOKS ON DISK**
  - CD-ROM
  - Hypertext
- **BOOKS ON-LINE**
  - The Internet World Wide Web

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### Books on Paper

- **Desktop composition**
  - Word processing pagination
  - SGML: Standard Generalized Markup Language
    - » HTML: Hypertext Markup Language
  - Indexing, TOC, LOC
- **Digital prepress**
  - Laser to plate
- **“From brain to mouse to press”**

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## Books on Disk

- Floppy text files
- CD-ROM multimedia

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## Multimedia Data Formats

- Typography
  - (not just text)
- Illustration
- Photography
- Hyperlinks
- Television
  - Sound
  - Animation
  - Video
- Participation

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## Books On-Line

- Book marketing
- Book catalogs
- Book delivery
  - Text files
  - Adobe Acrobat files
  - Web HTML pages

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## Publishing Opportunities

- Leveraging the Digital Architecture
- Paper *plus* Disk *plus* Telecom
- Writing, designing and marketing to the Audience of One
- Linking advertisers with readers... and booking the order
- "Continuous" publishing of living documents