

Wiley selects EasyEPUB to Convert “For Dummies” Books To eBooks

Submitted by: Wildfire

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Unique conversion software negates time-intensive outsourcing of books for manual conversion, saving time and money

London, UK, 23rd March 2011: The global publisher John Wiley & Sons, Inc., has selected EasyEPUB from Easypress Technologies, to help convert 660 of its world-famous ‘For Dummies’ titles into eBooks. Using the innovative web-based platform, Wiley can now turn some of its titles to eBooks in minutes, saving considerable time and effort and dramatically improving accuracy when compared to alternative manual conversion processes.

Steve Arany, Automation Manager, said: “As the eBook market expands, we knew there had to be an easier way to convert the huge backlist of our popular ‘For Dummies’ series. Because of the series’ detailed images and layouts, outsourcing for manual conversion from PDF would be expensive, time consuming and pose a number of quality risks. EasyEPUB solves many problems for us by using its software to deliver the conversions directly from our layout files, while maintaining the ‘Dummies’ branding. Easypress has worked closely with Wiley to develop a customised template for Wiley’s For Dummies books that has enabled the titles to be uploaded en mass and converted into eBooks automatically and quickly – with little human interaction.”

The EasyEPUB technology automates the conversion of the book’s original files (InDesign, Quark or MSWord) into EPUB and/or Kindle eBooks quickly and easily. As well as providing complete control, the software ensures total accuracy with the original file, so there is no need for extensive edits and proofing. EasyEPUB also runs EPUBcheck as a final check to ensure a fully compliant eBook is produced.

James Macfarlane, CEO of Easypress Technologies said: “eBooks are a big part of the future of publishing, and publishers like Wiley have a great opportunity by converting their huge backlists to be accessible on the growing range of digital devices. EasyEPUB allows publishers like Wiley a cost-effective way take advantage of this opportunity.”

For further information about EasyEPUB and Easypress Technologies, visit www.easypress.com.

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About Wiley

Founded in 1807, John Wiley & Sons, Inc. has been a valued source of information and understanding for more than 200 years, helping people around the world meet their needs and fulfill their aspirations. Wiley and its acquired companies have published the works of more than 450 Nobel laureates in all categories: Literature, Economics, Physiology or Medicine, Physics, Chemistry, and Peace.

Our core businesses publish scientific, technical, medical, and scholarly journals, encyclopedias, books, and online products and services; professional/trade books, subscription products, training materials, and online applications and Web sites; and educational materials for undergraduate and graduate students

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About Easypress Technologies

Easypress Technologies (www.easypress.com) provides software that helps organisations manage the creation of corporate documents, magazines and books. The company's suite of products helps with version control, approval processes and digital conversion across a range of industries.

Its flagship products include:

- EasyEPUB - cloud-based eBook creation software that converts Adobe InDesign, QuarkXpress or MS Word books to EPUB and/or Amazon Kindle files with no human intervention, in minutes.
- Atomik® Dynamic Publisher (ADP) - allows companies to edit, proof and approve Adobe InDesign and QuarkXpress documents through a standard web browser with associated workflow management and full audit trail.
- Atomik® Quantum Publisher (AQP) - automates the delivery of Adobe InDesign and QuarkXpress documents to a range of outputs including web ready formats.
- Atomik® Tools - provides rich XML conversion functionality for Adobe InDesign and QuarkXpress.

Easypress Technologies is a Premier Development partner for Adobe InDesign; a QuarkXtensions partner for Quark and a member of the International Digital Publishing Forum (IDPF).

The company has an extensive global client list including Centaur Communications, Economist Intelligence Unit, Imprima Group, Harvard Business School Publishing, Roularta Media Group, Roger Publishing of Canada, Sandoz Pharmaceuticals, US News and Media, Sotheby's, Time Out, ECW Press, the Association of Canadian Publishers, Moneyweek and the American Institute of Physics.

Easypress Technologies is an operating division of EvolvedGroup Limited and is headquartered in Guildford, UK.

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