



CDD 7.1 – The Pest & Beneficial eGuide

Aman Dayal

What's an e-Book?

An e-book , sometimes called an electronic book, is an electronic (or digital) equivalent of a conventional printed book. The term has occasionally been used ambiguously to refer to either an individual work in a digital format, or a hardware device used to read books in digital format, more specifically called an e-book device or e-book reader. E-books are an emerging and rapidly changing technology, that can branch to include other formats, such as a online magazines, such as the Grantville Gazette, published by Baen's Books, or digital books designed to be listened to as audio books.

The term e-text is a broader term than e-book , and is also used for the particular case of data in ASCII text format, rather than books in proprietary file formats. It also includes the academic e-text, which commonly contains components such as facsimile images, and scholarly commentary on the work from one or more editors specially qualified to edit the author or work in question.

An e-book is commonly bundled by a publisher for distribution, whereas e-text is distributed in plain text on the Web, or in the case of academic works, in the form of discrete media such as compact discs.

e-Book Formats

A writer or publisher has many options when it comes to choosing a format for production. While the average end-user might arguably simply want to read books, every format has its exponents and champions, and debates over "which format is best" can become intense. For the average end user to read a book, every format has its advantages and disadvantages. Some of the popular formats that may help us, are discussed below

➤ eGuide

Published as .PDF or .HTML

eGuide as a document description was first introduced by the eToolcase in early 2001. The idea is that it provides a descriptive guide to complete any task. The eGuide provides exactly that, a guide in electronic format. Normally concise and to the point, may be any length and contain pertinent guides to achieve the goal of the content.

➤ Portable Document Format

Published as .PDF

A file format created by Adobe Systems, initially to provide a standard form for storing and editing printed publishable documents. Because documents in .PDF format can easily be seen and printed by users on a variety of computer and platform types, they are very common on the World Wide Web. But since they are designed to reproduce page images, and the text cannot be re-flowed to fit the screen width, PDF files designed for printing on standard paper sizes are hard to view on screens with limited size or resolution.

Adobe has addressed the issue of people viewing PDF files on smaller screens as are

found on PDAs (Personal Digital Assistants). Adobe's Acrobat Reader for the PDA now has a re-flow facility.

PDF files are created mainly using Adobe Acrobat, but Acrobat Capture and other Adobe products also support their creation, as do third-party products such as PDFCreator, OpenOffice.org, and FOP. Acrobat Reader is Adobe's product used to view PDF files. PDF files typically contain product manuals, brochures, magazine articles, or flyers as they can embed fonts, images, and other documents. A PDF file contains one or more page images, each of which you can zoom in on or out from. The PDF format can include interactive elements such as buttons for forms entry and for triggering sound and Quicktime or AVI movies. Acrobat PDF files are optimized for the Web by rendering text before graphic images and hypertext links. Adobe's PDF-like e-book format is incorporated into their reader.

➤ **Microsoft (MS Reader)**

Published as an .lit

The MS reader uses patented ClearType® display technology. Navigation works with a keyboard, mouse, stylus, or through electronic bookmarks. The Catalogue Library records reader books in a personalized "home page". A user can add annotations and notes to any page, create large-print e-books with a single command, or create free-form drawings in the reader pages. A built-in dictionary allows the user to look up words.

E-Book Advantages & Disadvantages

Advantages

- Text can be searched, except when represented in the form of images.
- Take up little space.
 - Hundreds (or thousands) may be carried together on one device.
 - Approximately 500 average e-books can be stored on one CD (equivalent to several shelves' worth of print books)
 - Because they take up little space, e-books can be offered indefinitely, with no 'out of print' date, allowing authors to continue to earn royalties indefinitely (copyright law permitting), and allowing readers to find older works by favourite authors.
- E-books may be read in low light or even total darkness, with a back-lit device.
- Type size and type face may be adjusted. However, enlarging e.g. a PDF document magnifies the text but preserves the original layout and spacing; a practical limit on zooming follows from the requirement to keep a text column within the width of the screen (otherwise horizontal scrolling would be needed during and after reading each line, which would be very cumbersome). However, tagged PDFs can be reflowed in Acrobat 6 and 7, eliminating the horizontal-scrolling problem in zoomed PDFs. For more on zooming in, see Electronic maps.
- Can be used with text-to-speech software.
- Readily reformatted for independent platforms.
- Instantly copied
 - When a backup is kept in a remote place, cannot be lost by fire, etc.
 - Once distributed, elimination is difficult and sometimes impossible.

- Distributed at low cost.
- Distributed instantly, allowing readers to begin reading at once, without the need to visit a bookstore
- Simultaneously share book (if networked).
- Errors may be easily corrected with downloadable lists of errata or simply with corrected text. (This can also be an advantage for printed books, in different circumstances.)
- At the moment, e-books are commonly published by independent publishing houses, which can mean greater editorial and authorial freedom and more room for experimentation.
- An inexpensive format for works that require color.
- An excellent choice of format for works that benefit from search and cross-reference capabilities, such as dictionaries, reference works, certain kinds of textbooks.
- Economically and environmentally viable by cutting down on paper and lumber production
- Economically viable by cutting down on ink production
- Does not wear over time
- No risk of damage, vandalism, etc on the pages

Disadvantages

From the user's point of view:

- Can be incompatible with new or replacement hardware or software
- Require care in handling and storage of the files, to avoid damage or loss
- Reading can be hard on (or even harmful to) the eyes
- Can Phone Home to track readers and reading habits
- Can restrict printing

From the publisher/author's point of view:

- Can in some cases be hacked, or disseminated without approval from the author or publisher (some formats are more susceptible to this than others)
- Not normally a good format choice for works that have extensive and/or large illustrations, such as works in art history, photography, large maps, etc.

E-Book Readers

Adobe Reader for Pocket PC 2.0

Adobe Reader for Pocket PC 2.0 extends the value and capabilities of Adobe PDF files by adapting them for high-quality viewing on smaller screens, while preserving their rich content.

➤ **Active Sync Filter**

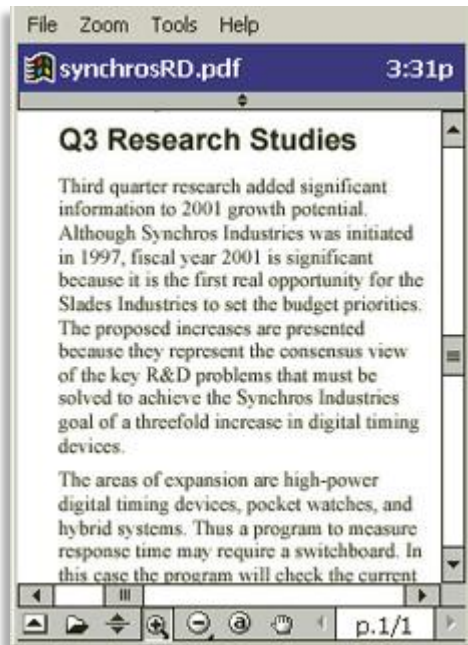
Acrobat Reader for Pocket PC includes two components that work together: The ActiveSync filter runs on the Windows platform. It prepares untagged Adobe PDF files for the Pocket PC and transports them to the user's handheld device. The reader is the Pocket PC application, designed to accommodate the characteristics of small-screen devices.

➤ **Viewing PDF Files on the Pocket PC**

Acrobat Reader for Pocket PC allows you to choose between two ways to view Adobe PDF files.

1. One allows you to view the Adobe PDF file exactly as intended.
2. The second utilizes tagged Adobe PDF files, which provide the best reading experience on handheld devices because text and images can be easily reflowed to fit the screen size. Tagged Adobe PDF files can be created with Adobe Acrobat 6.0 Professional, Adobe Acrobat 6.0 Standard, Adobe PageMaker 7.0, Adobe FrameMaker 7.0, or Adobe InDesign 2.0.

- Version 2 adds mobile data entry, wireless printing, and slide show viewing features.
- PDF files can be viewed in portrait or landscape mode on your handheld device.



Experience high-quality PDF file viewing in portrait or landscape mode on your handheld device.



Submit forms over a wireless link directly from your Pocket PC.

Microsoft Reader for Pocket PC

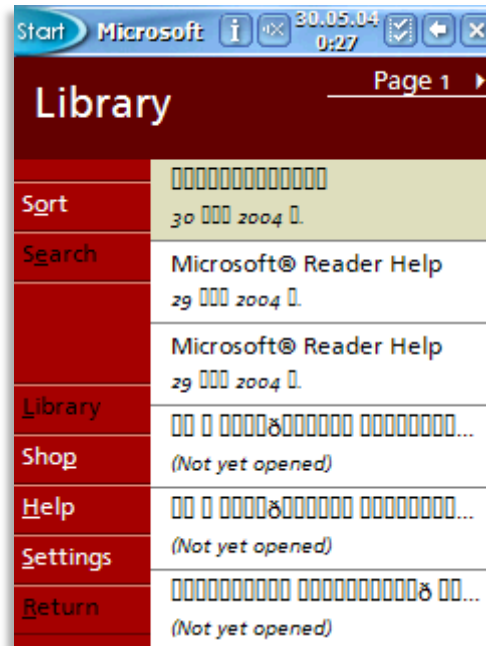
Microsoft Reader for Pocket PC software lets you view MS Reader (.lit) files on Pocket PC devices.

Some of the features of Microsoft Reader on Pocket PC are:

- Pan and zoom capabilities for embedded graphics
- Screen rotation capability between portrait and landscape modes for more natural, comfortable reading (Windows Mobile 2003, Second Edition devices only)
- Remarkable content support and unmatched portability: Enjoy thousands of Owner Exclusive eBooks on Pocket PC — and take your eReading library with you wherever you go. With Microsoft Reader for Pocket PC you can easily copy books from your

desktop/laptop/Tablet PC to your Pocket PC and continue reading wherever you are!

- Great on-screen readability: ClearType® display technology that makes text on screen crisper and easier to read than ever before. The adjustable font size setting makes it easy to customize your reading experience.
- Dynamic reading: features include highlighting, bookmarking, note taking, and drawing. Plus, you can view your annotations and rename or erase any of them at any time.



Microsoft Reader Library

Publishing , Creating a website and an eBook : The Pest & Beneficial eGuide

➤ Help & Manual v 3.3

Using Help & Manual Software v. 3.3, the Pest & Beneficial Guide can be created and published into various popular formats like PDF, HTML , RTF etc. This means in a few clicks, a user can publish the guide on the internet in a HTML format, a PDF to print and publish as an article, and using Adobe Acrobat 7.0 Professional be able to reduce its size and then sync it on to the Pocket PC.

➤ Readworks Standard - Create Microsoft Reader eBooks

Readworks Standard is used to create .LIT format eBooks for Microsoft Reader. The software can convert from Word ,HTML documents , Pictures in JPG/GIF/PNG , Text format to .LIT . This means you have to first convert the PDF document to Word and then to .LIT . In this process a lot of search and navigation features that are added, while creating PDF files through Help & Manual are lost, and have to be added manually. The Word document has to be also formatted in order to be viewed properly on the Pocket PC. Not the best way to go about it.

➤ **Converting to Microsoft Reader Format – From a Word Document / PDF Document**

If the source file is a Word Document that is to be converted into Microsoft Reader Format, the publisher has to make sure that the Word Document has bookmarks, so that Readworks Standard (the converter used to convert Word Files into MS Reader format), can use it to make the page containing Table of Contents (containing links to different sections).

If the source file is a PDF Document, the publisher has to first convert the file into Microsoft Word, in this case, the user may lose the bookmarks that may already exist in the PDF document, and will have to create the bookmarks again, so that a Table of Contents for easy navigation can be created while transferring to the Pocket PC

➤ **Converting to PDF (Adobe Reader) Format – From a Word Document / PDF Document**

If the source file is a Word Document, the publisher needs to firstly convert the Word File into PDF, and then add bookmarks for easier navigation on the Pocket PC. These bookmarks act as a Top Menu when viewed in the Adobe Reader on Pocket PC.

If the source file is a PDF Document, the publisher may choose to add bookmarks for easy navigation.

Also the PDF Document needs to be tagged before transferring to the Pocket PC, this can be done by using programs like Adobe Acrobat 7.0 Professional etc. The PDF may be tagged automatically if the creator / user has Adobe Pocket PC Reader installed on the PC.

PDF (on Acrobat Reader for Pocket PC) v/s MS Reader Format : The Pest & Beneficial eGuide

➤ **Size**

PDF

When the picture is down sampled to 72 dpi resolution, and the file size is reduced using the Reduce File Size Feature in Adobe Acrobat Professional 7.0 , the Pest & Beneficial Guide takes around 3.3 MB of disk space.

LIT

After down sampling to 72 dpi, converting to Word, adding menus, links and formatting the page. The word documents takes around 7 MB on the computer. When this word document is converted into LIT using Readworks Standard, the file size is reduced to 2.8 MB (approx).

➤ **Search-ability**

Both Adobe Acrobat Reader and Microsoft Reader allow the user to search for a keyword. But using Adobe Reader for Pocket PC, one can also see the different sections (bookmarks made while creating) of the PDF file on the top, for easier

navigation. This feature has to be added to the source file while creating a Microsoft Reader file.

➤ **Visibility**

As mentioned above, both Adobe Acrobat Reader and Microsoft Reader boast high quality visibility, zoom-in and zoom-out features on the Pocket PC.

Both Adobe Reader and Microsoft Reader let you resize and reflow the images to fit the screen of the Pocket PC. But Microsoft Reader has an additional feature which lets the user pan and zoom embedded graphics (images). On the other hand the Adobe Reader conserves the structure of tables and doesn't require much formatting while converting

➤ **Availability**

Adobe Acrobat Reader for Pocket PC

A freeware, the Adobe Reader for Pocket PC can be downloaded from Adobe's website <http://www.adobe.com>. Adobe Reader is also available for Palm, unlike Microsoft Reader which can be only used on Windows Mobile Pocket PC's. The guide can thus be catered even to Palm users.

The PDF can also be transferred on to the Desktop from the Pocket PC and can be viewed using the Adobe Reader, which is a popular software on desktops and laptops.

NOTE: Some of the PDF viewers (e.g. Clear View PDF), which are pre-installed on most of the Pocket PC's don't have all the features that Adobe Acrobat Reader for Pocket PC has, like reflow, and the ability to show the bookmarks menu for navigation.

Microsoft Reader for Pocket PC

Microsoft Reader for Pocket PC is a freeware that can be downloaded from Microsoft's website <http://www.microsoft.com>.

Unlike Adobe Reader, the Microsoft Reader isn't available on the Palm. Additionally you are also required to download Microsoft Reader for Desktop, in order to view the .LIT file on the computer.

➤ **So When To Use What and Why ?**

The publisher / user may choose different eBook formats for different reasons. Both Adobe Reader and Microsoft Reader reflow the file to fit the screen size.

<i>Features</i>	Adobe Reader	Microsoft Reader
<i>Zoom in / Zoom Out</i>	✓	✓
<i>Zoom into Pictures</i>	×	✓

<i>Preserve Table Structure</i>	✓	✗ *
<i>Find / Search Keywords</i>	✓	✓ *
<i>Easy to Create</i>	✓	✓ *
<i>Platform Independent</i>	✓	✗ ^
<i>Reflow for better viewing</i>	✓	✓
<i>Resize Pictures</i>	✓	✓

* Depends upon the source file

^ Only Windows based Handheld devices , need Microsoft Reader on PC's to be viewed properly

We can see that both Adobe Reader and Microsoft Reader have their advantages and disadvantages, but it depends upon the source file which is being converted or transferred and also the purpose of the document on the Pocket PC.

- ✓ An image intrinsic document, is better to be converted into the Microsoft Reader Format, so that the viewer can pan into it and using the capabilities of zooming in and out of pictures etc, that are available in the Microsoft Reader.
- ✓ A more data intrinsic document, in a situation where the user doesn't really care about the images but wants to read information, is better off to be deployed as a PDF, because of the superior text reflow capabilities of Adobe Reader on Pocket PC.
- ✓ A lot also depends upon how the source file itself is created. Be it a word document (to be converted into MS Reader format) or a PDF (for Acrobat Reader format) , the publisher has to make sure, that all the topics are bookmarked properly for easy navigation on the Pocket PC.

A document, with many topics to be bookmarked, can be quickly bookmarked as a PDF, this may take a little more time than a Word document, also the Adobe Reader, creates a top menu of the Bookmarks that a publisher may have created

- ✓ Converting from PDF to Word or Word to PDF

The process of conversion from PDF to Word or Word to PDF may lead to loss of bookmarks and sometimes the formatting. The publisher may therefore have to reformat the whole document, structure the tables properly and bookmark it again.

Providing Updates : The Pest & Beneficial eGuide

The .PDF & .LIT are like other file formats, which have to be transferred from the Desktop PC to the Pocket PC using Active Sync or can be downloaded from the internet.

A new technique of providing updates these days is through a RSS web Feed.

RSS Feed

RSS is a family of web feed formats used to publish frequently updated digital content, such as blogs, news feeds or pod casts.

Users of RSS content use programs called feed 'readers' or 'aggregators': the user 'subscribes' to a feed by supplying to their reader a link to the feed; the reader can then check the user's subscribed feeds to see if any of those feeds have new content since the last time it checked, and if so, retrieve that content and present it to the user.

A link to the RSS feed can be provided on the Pest & Beneficial Guide website, which a user can subscribe to, either on their Desktop PC or their Pocket PC's. These feeds can then provide news of latest updates, and link to the location of the updated eGuide.