FlippingBook **Publisher** 2.2
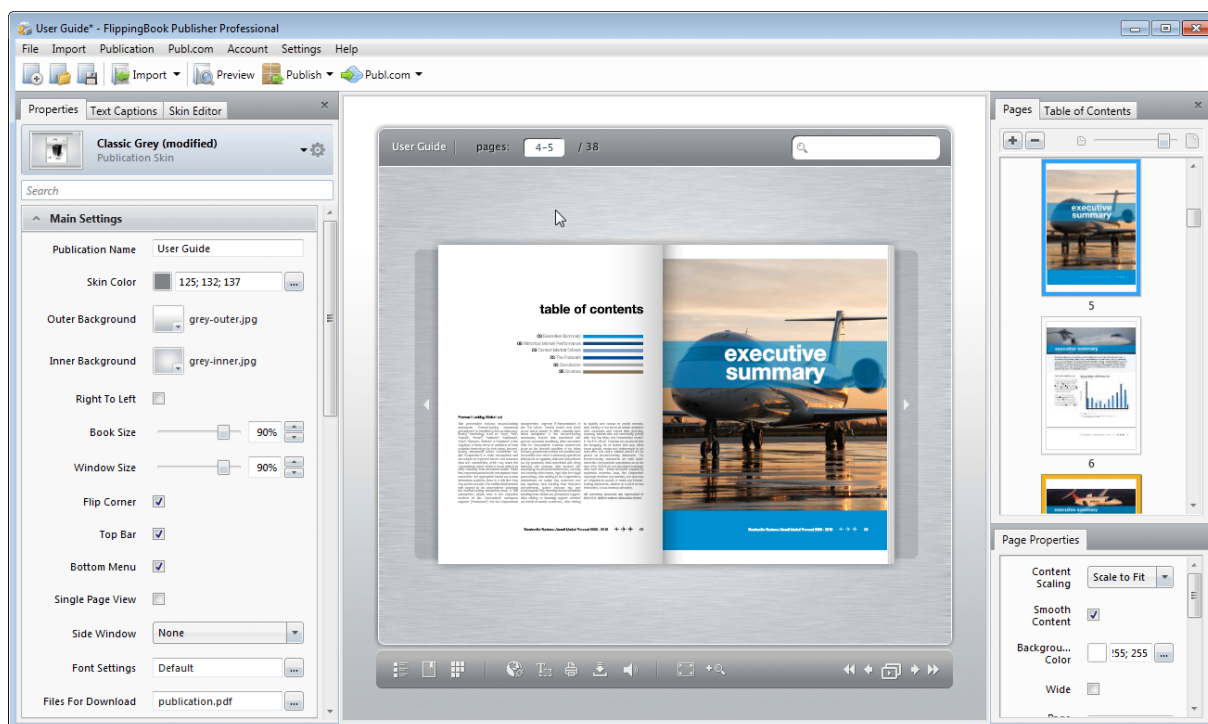**PRODUCT GUIDE**

Contents

Introduction

Publisher 2.2 is a Windows application, designed to create modern, user-friendly and attractive publications from traditional documents.

With the help of Publisher 2.2, you will be able to create online publications for websites, offline publications for CD, DVD and Flash-drives (for Windows and Mac OS), as well as online publications for mobile devices (iPhone, iPad, and Android devices, etc). PDFs and images (JPEG, PNG, TIFF and SWF) can be used as source files.

With the Professional and Corporate editions you can import any documents stored on your computer, including your Word, Excel and Powerpoint files, into your publications. Also Publisher's Corporate edition supports several integrated methods of protecting your publications from unauthorized access and unwanted copying of content.

The new version integrates with popular social networks, supports very large publications (up to several thousand pages), and allows the creation of publications that will be optimized for search engines (SEO) and special publications for the increasingly popular mobile devices.

Product Editions

Several editions of Publisher 2 are available, with varying features and technical support options.

As of today, we offer the following product editions: *Basic*, *Professional and Corporate*. The differences between the editions are given in the following table:

	Basic	Professional	Corporate
Free support & updates	6 months	12 months	12 months
Number of seats	1	2	5 or 10
PRODUCT FEATURES			
Page Browser	✔	✔	✔
Social Network Integration	✔	✔	✔
Table of Contents	✔	✔	✔
Continuous Zooming	✔	✔	✔
PDF Files Import	✔	✔	✔
Full-Text Search	✔	✔	✔
Search Engine Optimization	✔	✔	✔
Mobile Devices Support	✔	✔	✔
Publish to CD, DVD and USB-Sticks	✖	✔	✔
Built-in FTP Client	✖	✔	✔
Intelligent FTP Upload	✖	✔	✔
Google Analytics Support	✖	✔	✔
Import Documents from *Microsoft Office* and other applications	✖	✔	✔
Powerful Skin Editor	✖	✔	✔
Content Protection	✖	✖	✔

Technical Support & Updates

Each product edition includes a time-limited subscription to Publisher 2.2 free updates and access to Technical Support. Basic edition include a subscription for 6 months, and Professional and Corporate – for 12 months.

When the subscription expires, you will no longer receive these services. But Publisher 2.2 and all of your publications will continue to work. If necessary, you can renew your subscription for an extra charge.

Number of Seats

Each product edition is designed for a limited number of users, who can install and use Publisher 2.2 on their computers. Basic is single-user edition. Professional edition can be used by two users simultaneously. Corporate edition has 5 and 10 seats versions. Each user is able to create unlimited publications with his license.

Product Features

The main features of the product are briefly described in this section, starting with the Basic edition.

Note: the editions of Publisher 2.2 are designed so that the more expensive and powerful editions of the product include all features of the lower ones.

FEATURES COMMON TO ALL EDITIONS

The following features are supported by all editions of Publisher.

Continuous Zooming

The high-quality vector SWF-pages, created using Publisher, activate the multi-level zoom function by double-clicking. The zoom works quicker and the new tool is more convenient, compared to the previous version. Users can zoom the desired part of the publication and scroll the page using the mouse wheel.

Wide Pages Support

Now, you're able to import double-page spreads quickly and easily. Publisher 2.2 will automatically determine and properly configure such pages, and you will no longer have to split and arrange them manually.

Social Networks Integration

The publications created in Publisher provide the proper means of integration with modern social networks. The publication's users can upload links to pages in Facebook and Twitter, copy and send links via e-mail, and even embed your publication (a smaller version) into their own sites.

Single-Page View

If necessary, you can open your publications in an enlarged single-page view. This will allow users of your publications to proceed immediately to a detailed study of the contents without any additional steps.

Automatic Page Flipping

The pages of your publication may be flipped automatically in set time intervals in slideshow mode. This is useful when you need to draw attention to a certain part of the content, or to make your site appear more dynamic.

Direct Links to Pages

A unique URL is assigned to each page of your publication; it is constantly displayed and updated in the address field of your browser. This means that the "Next" and "Back" buttons of a browser will work the same way for your publication as for a regular site, and users will be able to copy links to the pages directly from their browser.

Pages Browser

You can now work with pages in a way that is customary for you. The browser enables fast and simple adding, deleting and customizing of the pages of your publication. You can select one or more pages, change any settings, and interchange the pages.

Table of Contents

Publisher can automatically import the table of contents from the bookmarks of PDF files. Moreover, you can create and edit your own table of contents using the corresponding toolbar in the editor. You can enable the automatic displaying of the table of contents, and users will obtain a convenient way to navigate quickly around your publication.

Importing SWF and Image Files

Publisher 2.2 allows you to import JPEG (PNG, BMP, TIFF) and SWF files and embed them into pages of your publication. Thus, you will be able to quickly arrange photo albums and publications with interactive pages created in Adobe Flash C4/CS5.

Importing PDF Files

Importing PDF files is the most powerful feature of the new product editions. Publisher 2.2 not only creates high quality vector pages using your PDF documents, but also extracts additional data from these files in order to prepare versions that support search, SEO versions and versions for mobile applications.

Mobile Devices Support

When creating an HTML-publication, Publisher automatically creates all the files needed to adapt your publication for use on such popular mobile platforms as iPhone, or iPad. Owners of such devices will be able to use your online publications even without installing Flash Player.

Full-Text Search

The alphanumeric data extracted from a PDF file are used to enable full-text search in your publication. The unique indexing methods and search algorithms enable quick and easy online searching, even through very large publications, without any server scripts or databases.

SEO (Search Engine Optimization)

The text data, links and images extracted from a PDF file are used to create a special text version of the publication, which will be optimized for search engines. All necessary files will be created automatically. You will not have to perform any additional actions. Each page of your publication can be found and opened directly from the search engines.

FEATURES OF THE PROFESSIONAL AND HIGHER EDITIONS

The Professional edition includes the options listed below, as well as all features of the Basic edition described in the previous sections.

Import Documents from Microsoft Office and other Applications

Publisher's Corporate and Professional editions allow you to import any documents stored on your computer, including your Word, Excel and Powerpoint files, into your publications.

The only requirement: you must have the ability to print out these documents on your computer. In this case, you can send the documents to our special FlippingBook Printer (it is installed automatically) directly from the original document application, for example, from MS Word, and Publisher will automatically convert and import the pages of your document.

Publications for CD, DVD and Flash-Drives

You are not limited to the creation of online publications only. If you need to distribute your publications using CD/DVD or Flash-drives, you can create EXE files for Windows or APP files for Mac OS X.

Built-In FTP-Client

This edition of Publisher contains a simple and convenient FTP-client; you will be able to upload your publications to the site quickly and make changes on-the-fly directly from the editor.

Intelligent FTP Upload

The built-in FTP-client monitors the changes in your project and uploads only changed files to the server. Thus, you will be able to save not only your time, but also the network traffic on your site.

Integration with Google Analytics

You can monitor the detailed usage statistics for your publication. Integration with Google Analytics allows you to identify the most popular pages, the viewing time, the use of zoom, and many other indicators of the user's activity.

Powerful Skin Editor

You can change almost any visual object of your publication by specifying colors, gradients and other styling options in the new skin editor tree.

FEATURES OF THE CORPORATE EDITION

The Corporate edition includes the options listed below, as well as all features of the Basic and Professional editions described in the previous sections.

Content Protection

Publisher's Corporate edition supports several integrated methods of protecting your publications from unauthorized access and unwanted copying of content. Using new instruments you will be able to set a password to access your publications, specify a list of websites where your publications can be viewed, and code the content of pages.
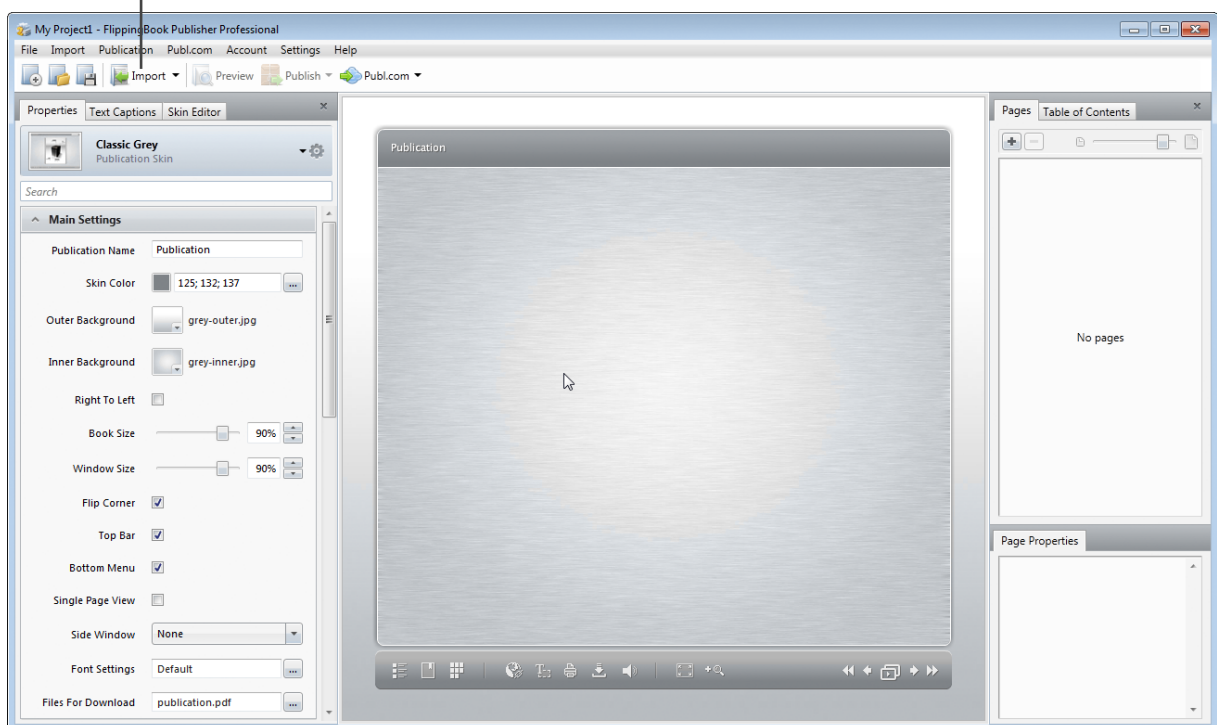
Quick Start

This chapter describes how to quickly create a publication from a PDF file and upload it to your website.

Let's assume that you have already installed and run your copy of Publisher 2.2.

Importing a PDF File

When started, Publisher 2.2 creates a blank project, to which you can add pages by importing files. In this example you will import a PDF of this product guide.
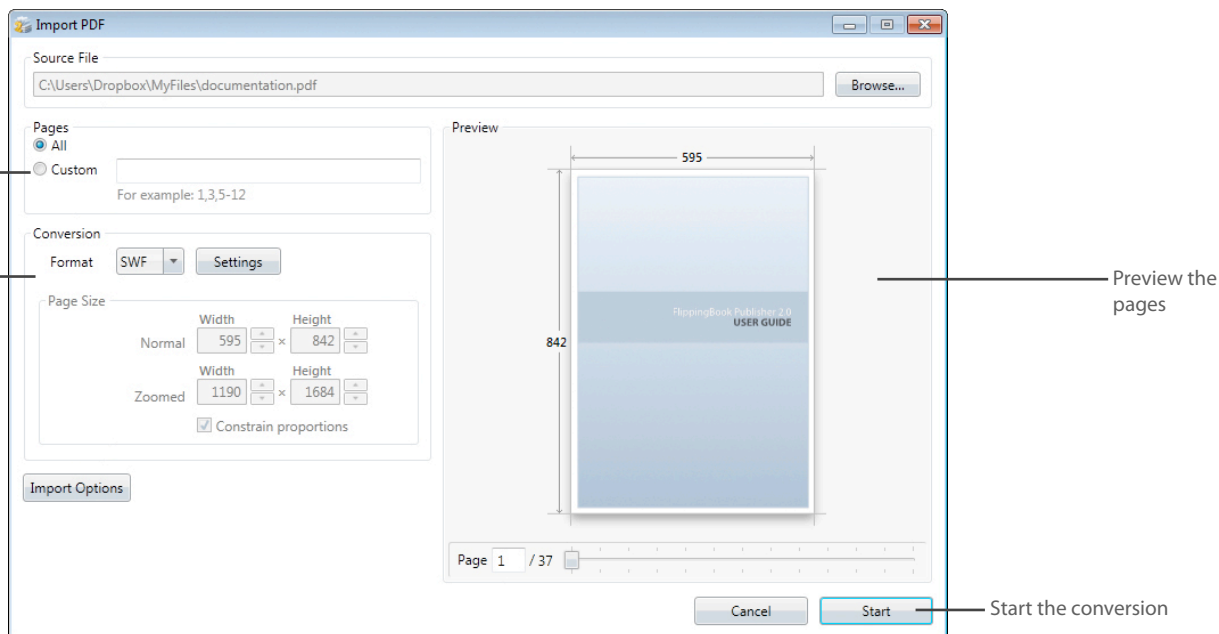
Click the "Import" button for importing a PDF file

Click on the 'Import' button in the Publisher 2.2 toolbar to open the saved PDF file in the Import Wizard.

Converting the Pages

Once you have chosen the PDF, the Import Wizard will open. This wizard lets you to choose which pages of the PDF should be imported. You can also adjust the settings for the pages to be displayed.

Select pages to be imported →

Adjust the conversion format →

← Preview the pages

← Start the conversion

For the purposes of this chapter we will import all the pages of the PDF file and use the standard settings and conversion file format (SWF). This means you do not need to change any of the settings.

> **Note:** the Trial edition of Publisher allows to import only 10 pages from a PDF file. All other pages will not be imported.
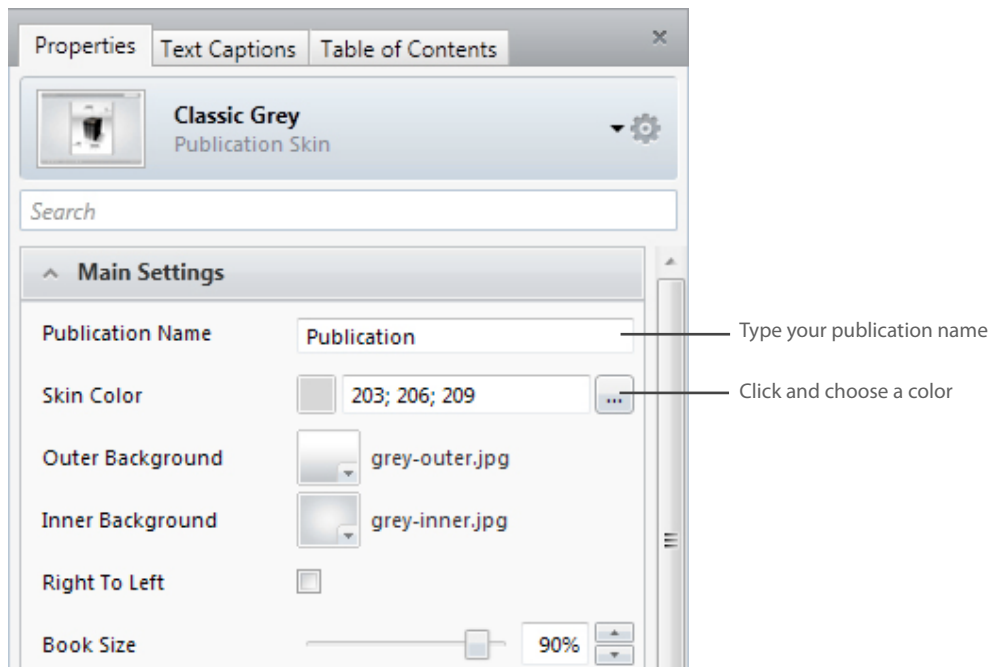
In order to start the conversion, you need to click on 'Start'. This will initiate the process of converting individual pages of your PDF into SWF files, and extracting text and images for the SEO version of the publication. The conversion of PDF pages into SWF pages is a time-consuming process and it can take anything from several seconds to several hours, depending on the complexity of the file.
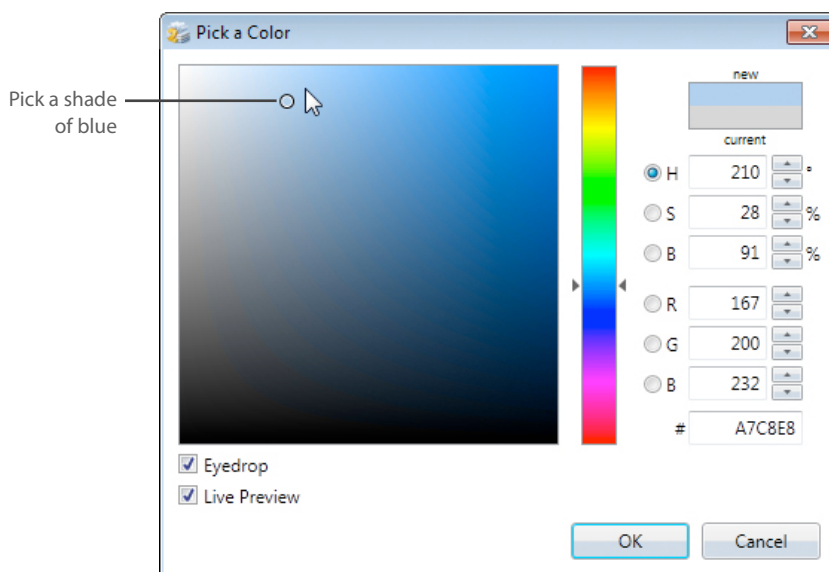
Styling the Publication

Once the conversion has been done, the imported PDF pages will appear in the Pages Browser located on the right side of the screen, as well as in the Preview window. Now you can preview how these pages will look when published, browse through them and alter the look of your publication.

For the purposes of this chapter we will not make significant changes, but will learn how to give the publication a title and change the interface color from grey to light blue.

In order to choose a title, which appears in the upper left corner of the Publication window, you need to edit the 'Publication Name' setting which is at the top of the 'General Settings' option. Let's call the publication *My First Publication*.
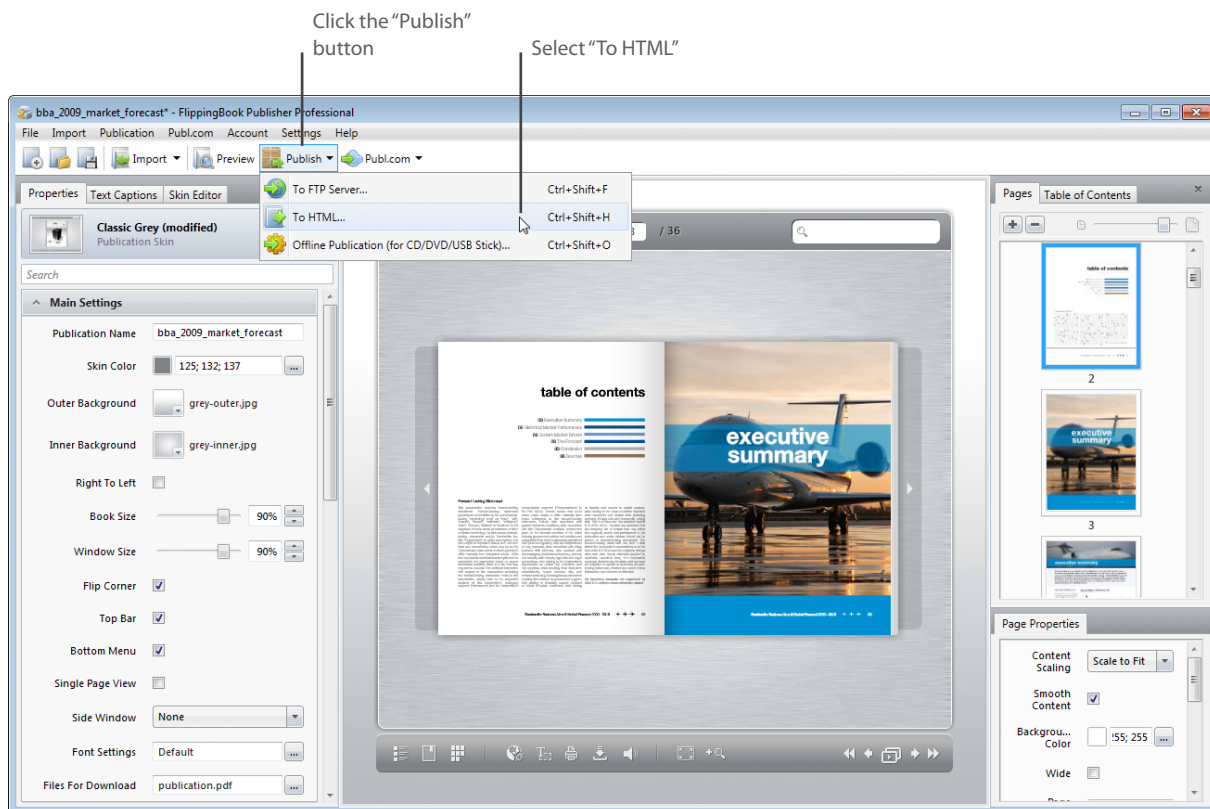

To change the color of the publication interface, you need to click on 'Interface Color' and then choose any of the available shades of blue. As you can see, this changes the color of all elements of the publication, except your pages.
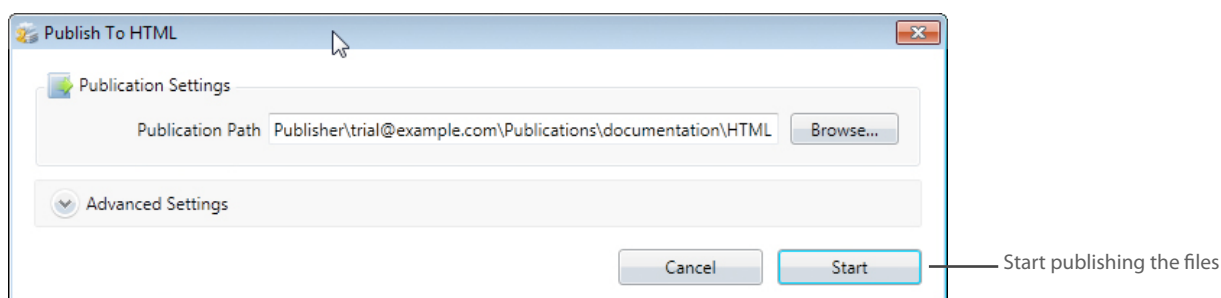

Once you have fine-tuned the appearance of your publication, you can turn to creating the files to be uploaded to your website.

Publishing the Files

To create an HTML version, you need to choose 'Publish / To HTML' on the toolbar. This command converts your publication into several files and directories that can be uploaded to your website.

Click the "Publish" button

Select "To HTML"

Once you have clicked on 'Publish/ To HTML', the 'Publish to HTML' wizard appears, allowing you to choose the publication settings. For the purposes of this chapter, you do not need to change these settings, just click on 'Browse' and choose a directory to save the publication in. To simplify things, we suggest saving the publication straight to your Desktop.

Start publishing the files

To create the publication files, you need to click on 'Start'. Once you have created the files, you may open the directory containing your publication using Windows Explorer, or a browser.
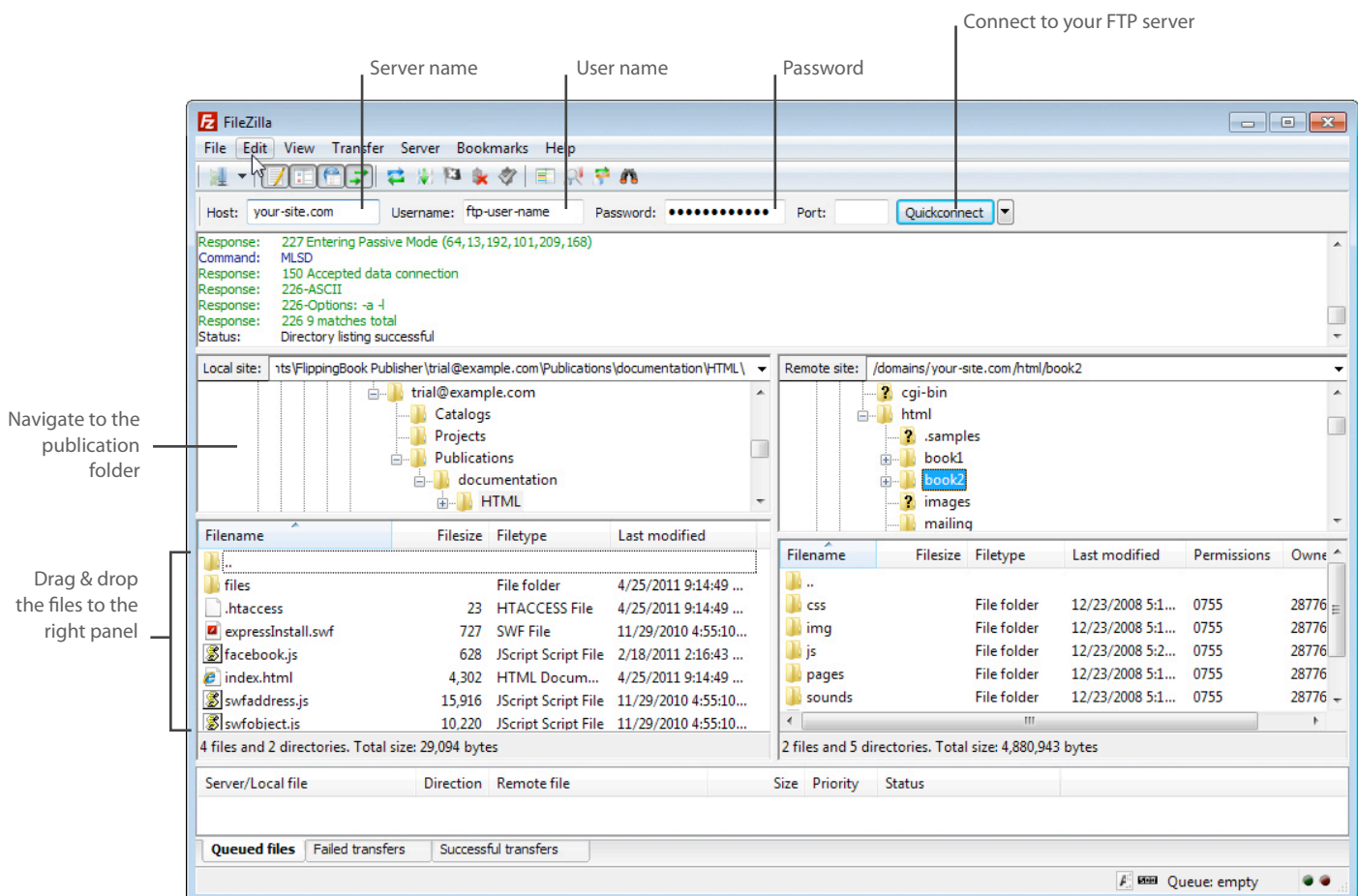
Now you need to upload the publication to your website with the help of an FTP client.

Uploading the Publication to Your Website

A publication created in Publisher 2.2 comprises directories, HTML pages, and SWF, JavaScript, and XML files. To put the publication at your website, you need to upload all these files and directories to your web server using the FTP client.

> **Note:** the professional edition of Publisher 2.2 includes the built-in FTP client that dramatically simplifies uploading and updating your publications. However, as this chapter is intended for users of all editions, here we will use a free external FTP client — FileZilla.

Download and install FileZilla for uploading the files. In the Quickconnect bar of FileZilla type in the address of your FTP server, your login and password. Then click on 'Quick Connect' to connect to the server.

Once the FTP connection has been established, you need to go to the root directory of the website and create a number of directories inside it to store your publications. You can choose any name for the directories. You might want to store your entire publication in the directory 'books', which can in turn contain separate directories for each separate publication, for instance, 'book1', 'book2', etc.

In the left-hand pane of FileZilla, open the directory containing the publication, which you saved to the Desktop, and drag the contents over to the directory 'books/book1', shown in the right-hand

pane of FileZilla. This uploads the publication files to your website. Once the upload has finished, you may close FileZilla.

Browsing the Publication on Your Website

The link to your online publication varies according to which directory you have uploaded them. If you uploaded the files to the directory 'books/book1' on your website, then the link is as follows: http://www.your-site.com/books/book1/index.html.

Now, you can place links to this page on other pages of your website.

System Requirements

This section describes the particular system requirements for users of Publisher 2.2 and its publications.

	System Requirements
PUBLISHER 2.2 EDITOR REQUIREMENTS	
Operating System	Microsoft Window XP SP3 (32 bit), XP SP2 (64 bit), Windows Vista SP1 or later, Windows 7, Microsoft Windows Server 2003 SP2, Server 2008, or Server 2008 R2
.NET	Microsoft .Net Framework: 4.0 Client Profile
Flash Player	Flash Player: 10.0 b or later
RAM	1 GB or more
Network	Internet connection
HDD	Disk space: 100 MB or more
CPU	Intel Pentium 4 3Ghz or Core 2 Duo 2 GHz (recommended) or higher
Display	1024x768 or higher
ONLINE FLASH PUBLICATION REQUIREMENTS	
Flash Player	Flash Player: 10.0 or later
Operating System	Any operating system with a supported browser and a Flash Player
RAM	512 MB or more
Network	Internet connection
HDD	Depending on the specific publication

System Requirements	
CPU	Single Core CPU 2.0 GHz, or Dual Core CPU 1.5 GHz or higher
Display	1024x768 or higher
OFFLINE FLASH PUBLICATION REQUIREMENTS	
Operating System (Windows)	Microsoft Window XP or later
Operating System (Mac OS X)	Mac OS X 10.5 or later
SOURCE CONTENT REQUIREMENTS	
PDF Files	500MB (larger files require additional RAM)
Number of pages	Up to 2000-2400 pages
JPEG, TIFF, BMP and PNG Images	Up to 8191 pixels in width or height (but less than 16 777 215 pixels in total)
SWF FIles	ActionScript 3.0 SWFs