B2R's Digital Book Creation, eBook Conversion Services & Financial Print
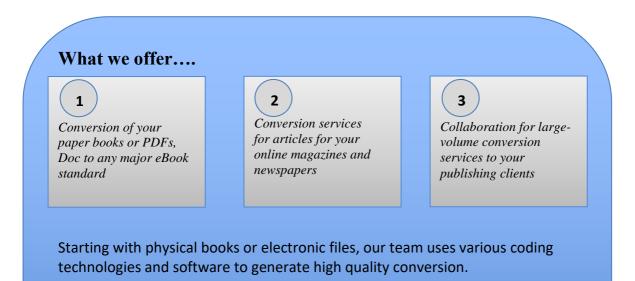
The digital book market has grown leaps and bounds over the last two decade, with the proliferation of tablets and eBook readers, and the advances made in mobile technology. Today's publishers seek to provide their books on various formats such as eBook for Kindle, eBook for iPhone, eBook for Nook and many others. This creates a new or additional revenue stream, and creates a market for your content with the technology savvy population across the world.

How do we help you meet the demand of eContent?

B2R is a social enterprise based in rural Uttarakhand, India. Over the past ten years, we have provided high-quality content conversion services to publishing industry players both in India and internationally. Our team of experts has capability in differing Publishing standards and this has helped us service a variety of needs.

What we offer….

1
Conversion of your paper books or PDFs, Doc to any major eBook standard

2
Conversion services for articles for your online magazines and newspapers

3
Collaboration for large-volume conversion services to your publishing clients

Starting with physical books or electronic files, our team uses various coding technologies and software to generate high quality conversion.

Your book can be generated in EPUB2 or EPUB3 formats, or simply be coded using HTML or XML for integration into your online portal.

We also offer conversion to proprietary formats.

Through capabilities in HTML coding, XML coding, InDesign and Adobe Photoshop, and experience with a range of electronic readers, we are able to offer multiple conversion formats within one conversion project.

If you are a publisher who is yet to make the move to the e-platforms, we offer support services to enable you to develop the standards and specifications

What difference do we bring to eBook Creation and Conversion?

Books differ in various aspects – their styles, complexity of layouts, use of special characters, use of tables, illustrations, annotations, indexing, etc. High quality conversion of your content requires high attention to detail and strong technical skills in a range of software and on various platforms, to produce an ebook or eContent that is accurate, displays correctly and aesthetically, and is easily navigable.

The B2R team has huge experience in dealing with simple to complex layouts, and a range of educational and non-educational books, that has helped us build a body of knowledge in the use of HTML and XML, both of which are used extensively in tagging and coding of appropriate metadata of various components of a book such as Footnotes, Headers, Footers, Chapters, Titles, Index elements etc. We can convert or create eContent from any technology; for eg. Indesign to EPUB, PDF to EPUB or Word to EPUB. The output format can be anything; we use platform-specific validation tools to make sure the final EPUB meets all standards.

We deploy industry standard validation tools and applications for HTML validation, link validation and ePub2 / ePub3 validation to assure the quality of the output across platforms.

We have worked with a range of clients with differing standards are able to adapt to the use of alternative stylesheets.

We have created/converted content for use on different platforms and can deliver your content back to you quickly, accurately and affordably as an eBook for Apple iPad™, Nook™, Amazon Kindle™, Mobipocket© reader, and in various EPUB formats. We can also work with proprietary formats.

Strong internal processes are the hallmark of our delivery; through well-defined and meticulously implemented processes we ensure that our teams consistently deliver high quality output.

Some of our work done with publishing clients is appended to this document.

B2R's Digital Book Creation, eBook Conversion Services & Financial Print

Why should you partner with B2R?

eBook creation and conversion is effort-intensive, and requires skills in technology and the ability to stay abreast with newer technologies as newer publishing standards emerge. Expertise on a range of eBook formats and technologies is not easily available. These are the very reasons why our clients choose to outsource eContent work to us.

Collaboration with us gives you the advantage of focusing on your core business of publishing. A dedicated pool of trained resources can allow you to give large-volume conversion, in line with your book title or publication release plans. For example, in EPUB we have the capability to deliver up to 70000 pages a month, with a daily delivery capability of 2000 pages to 4000 pages based on complexity of work.

The publishing business sees fluctuating volumes and responsiveness to cyclical needs necessitates a flexible skilled work pool, which also B2R offers to its customers.

The social dimension of our business cannot be ignored – we are providing livelihood and sustenance means to over 300 rural youth in the hills of Uttarakhand. This is no small impact in the areas we are located, where the monthly income is the perhaps equivalent to the cost of one meal for an individual in a metropolitan city of India. You too can be a part of the social impact that B2R is making.

B2R Clients & Services Quick-Views

(1) *Client:* *India-based Education Division of a leading UK-based publishing company*

Domain of Books:
- *Education*
- *Entertainment*
- *Fiction*

Service	Work Done	Delivery Highlights	Formats & Technologies Deployed
1. UPDF Creation	Converted printable books to eBooks in the Adobe compatible format (PDF) with appropriate links and hotspots to TOC, bookmarks, images and tables **Input:** Unstructured chapter-wise, unpaginated book PDFs with book cover in JPG format **Output:** Secure PDF complete book with bookmarks, pagination, optimization (images resized and cleaned for on-screen viewing)	Delivery of 60,000 pages in a short span of 45 days	1. PDF
2. ePub Creation	Converted PDF books to EPUB. In the process, extracted text from PDFs using OCR, followed by text verification; if PDF was searchable we converted it to HTML format. Created CSS as per book's text style, layout & fonts; Coded books as per layout and client specifications **Input:** PDF books on CDs or as soft copies transferred from client servers to B2R **Output:** ePub2 and mobi format with bookmarks and cover	Conversion of 60-70 books (approx. 350 pages per book) into eBook format on a monthly basis Regular delivery of around 80-100 titles/month	1. ABBY for OCR 2. ePub2 3. Kindle reader 4. iBook reader 5. mobi 6. Adobe Photoshop
3. eText Creation	Enhancing PDF books into eText, which is the client's proprietary platform Work involved cropping of PDF, running Pitstop actions & watermarking; creating an interface layer by creating custom-hotspot and custom TOC spreadsheets; creating, validating and uploading to Authoring server run on Content Manager; ingestion of files on Authoring server; and final checks & corrections on Staging server Authoring & staging was done by remotely accessing servers at client site. **Input:** PDF books from client's server **Output:** Online Book on client portal	Conversion of 100 books on a monthly basis	1. eText (Client proprietary format)

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(2) *Client: Indian publishing company that has been a more recent player in the online book business*

Domain of Books:
- Fiction
- Educational
- Biographies

Service	Work Done	Delivery Highlights	Formats & Technologies Deployed
1. ePub Creation	Converted PDF books to ePub. In the process, extracted text from PDFs using OCR, followed by text verification; if PDF was searchable we converted it to HTML format. Created CSS as per book's text style, layout & fonts; Coded books as per layout and client specifications **Input:** PDF books on CDs or as soft copies transferred from client servers to B2R **Output:** ePub2 and mobi format with bookmarks and cover	20 titles, 6000 pages	1. ABBY for OCR 2. ePub2 3. Kindle reader 4. iBook reader 5. mobi 6. Adobe Photoshop

(3) *Client: Indian-based arm of one of the largest and a reputed international publishing company*

Domain of Books:
- Fiction
- Educational
- Biographies

Service	Work Done	Delivery Highlights	Formats & Technologies Deployed
1. ePub Creation	Converted PDF books to ePub. In the process, extracted text from PDFs using OCR, followed by text verification; if PDF was searchable we converted it to HTML format. Created CSS as per book's text style, layout & fonts; Coded books as per layout and client specifications **Input:** PDF books on CDs or as soft copies transferred from client servers to B2R **Output:** ePub2 and mobi format with bookmarks and cover	32 titles involving 10,000 pages in 2 months	1. ABBY for OCR 2. ePub2 3. Kindle reader 4. iBook reader 5. mobi 6. Adobe Photoshop

4   *Client: US Publishing Platform and Services Provider organization; their clients include publishing houses and individuals*

Domain of Books/Articles:
- *Varied*

Service	Work Done	Delivery Highlights	Formats & Technologies Deployed
1. ePub Creation (Books)	Converted PDF books to ePub. In the process, extracted text from PDFs using OCR, followed by text verification; if PDF was searchable we converted it to HTML format. Created CSS as per book's text style, layout & fonts; Coded books as per layout and client specifications **Input:** PDF books on CDs or as soft copies transferred from client servers to B2R **Output:** ePub2 and mobi format with bookmarks and cover	Initial project of 1000 pages of 4 volumes of books of one author completed. Others to come in	1. ABBY for OCR 2. ePub2 3. Kindle reader 4. iBook reader 5. mobi 6. Adobe Photoshop
2. HTML5 Creation (Articles)	Extracted magazine articles from PDF based on client specifications, coded the articles in HTML5 based on client specifications **Input:** PDF of full magazine **Output:** HTML files	Varied samples of articles in varied kinds of subjects	**3** 1. HTML5 2. Epsilon editor 3. Adobe Photoshop

B2R's Digital Book Creation, eBook Conversion Services & Financial Print

5	**Client:** *Indian-based arm of an International educational books publisher*		
Domain of Books/Articles: ▪ *Varied*			
Service	**Work Done**	**Delivery Highlights**	**Formats & Technologies Deployed**
1. ePub Creation (Books)	Converted PDF books to ePub. In the process, extracted text from PDFs using OCR, followed by text verification; if PDF was searchable we converted it to HTML format. Created CSS as per book's text style, layout & fonts; Coded books as per layout and client specifications **Input:** PDF books on CDs or as soft copies transferred from client servers to B2R **Output:** ePub2 and mobi format with bookmarks and cover	-	1. ABBY for OCR 2. ePub2 3. Flipkart reader 4. iBook reader 5. mobi 6. Adobe Photoshop
2. XML Creation (for Digitizing Question Papers from existing books)	Questions from school educational books in soft copy are converted per given guidelines (kind of questions) into a student copy and teacher copy of questions using XML coding **Input:** PDF of school books **Output:** XML files with Student and Teacher copies of question papers	-	1. XML

6	**Client:** A US-based service provider to publishers		
Domain of Books: ▪ *Varied*			
Service	**Work Done**	**Delivery Highlights**	**Formats & Technologies Deployed**
1. ePub Creation	Converted InDesign books to ePub2. In the process, source InDesign file is reformatted in a way that once the source file is exported into ePub it should not require any touch ups. As a process InDesign source file is reviewed for formatting errors. If any changes are required in soft breaks, line breaks, fonts, headings or other elements. then changes are made in the source file. Once source file is complete it is browsed on iBooks for validation. **Input:** InDesign files **Output:** ePub2 and mobi format with bookmarks and cover	Soft-launch of service done over 6 weeks (more than 20 titles processed and delivered) Go-to-market launch in a week	1. ABBY for OCR 2. ePub2 3. InDesign 4. Adobe Photoshop

7	**Client: A 200 years old US - Fortune 500 Company Providing Print & Financial Services**

Domain:
▪ *Financial documents, announcements, reports*

Service	Work Done	Delivery Highlights	Formats & Technologies Deployed
Financial Print	Converted financial documents, reports & announcements of publicly listed companies in US, as per SEC approved filing guidelines. Source file is received as Word, clean up & pre-formatting done and converted to XML format, exported to client's online proprietary application for XBRL coding. Multiple levels of quality checks for formatting & content integrity done. Strict adherence to quality standards, no content changes without prior client approval (via real time chat/mail with Client Service Representative) and meeting hourly filing deadlines. Final output is uploaded on SEC site. **Output:** PDF, HTML.	2 years of successful running. Team doubled in size. -On time Delivery achievement of 99.90%. No late jobs in 2016. - Quality achievement 805, against targeted annual DPMO of 873. - More than 5,000 jobs, 3,45,000 Pages delivered.	1. Citrix 2. Proprietary job/delivery management application 3. Proprietary allocation management software 4 MS Office 5. HTML, XBRL

8	**Client: A 200 years old US - Fortune 500 Company Providing Print & Publishing Services**

Domain: Image editing
o *Varied*

Service	Work Done	Delivery Highlights	Formats & Technologies Deployed
Image Processing	Raw photographs are refined, modified and customized based on end user specification. This includes photo clipping, photo restoration, photo stitching , portrait enhancement, image manipulation and product photo retouching and masking	- One year of successful implementation. - On time Delivery achievement of 100% with 2 hrs to 8 hrs TAT - Quality achievement 99.7% against targeted of 99%. - 3,50,000 images /year	● Tiff, JPEG, PNG, EPF and PDF formats ● Client Proprietary tools, ● Adobe Photoshop, ● use of Wacom Pro pen