

# Town Hall Meeting on Interactive Media, Digital Magazines and Design

ou

*Papo de Bar sobre Modismos Tecnológicos  
e Programação Visual*

IMPA - Junho 2010

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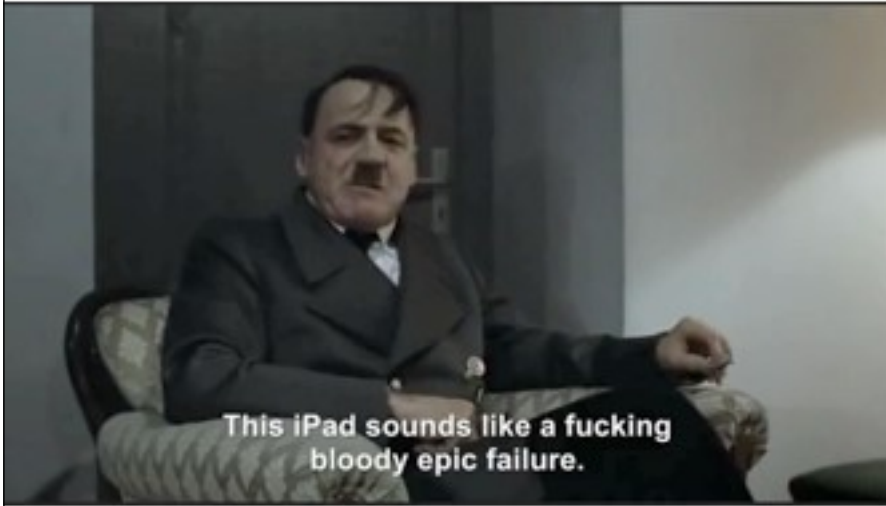
## Town Hall Meeting

A town hall meeting is an informal public meeting which gives the members of a community an opportunity to get together to discuss emerging issues and to talk personally in a relaxed environment about the things which matter to them.

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# enters the iPad....

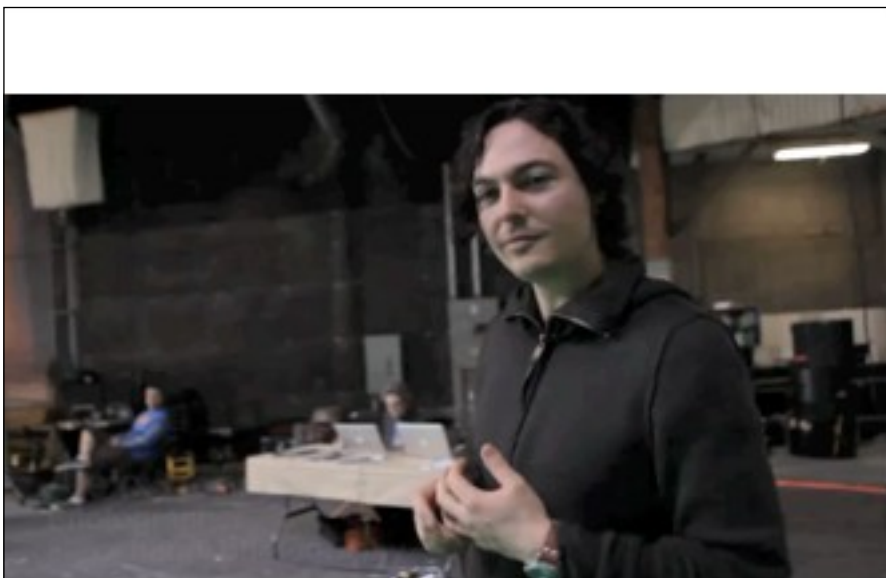
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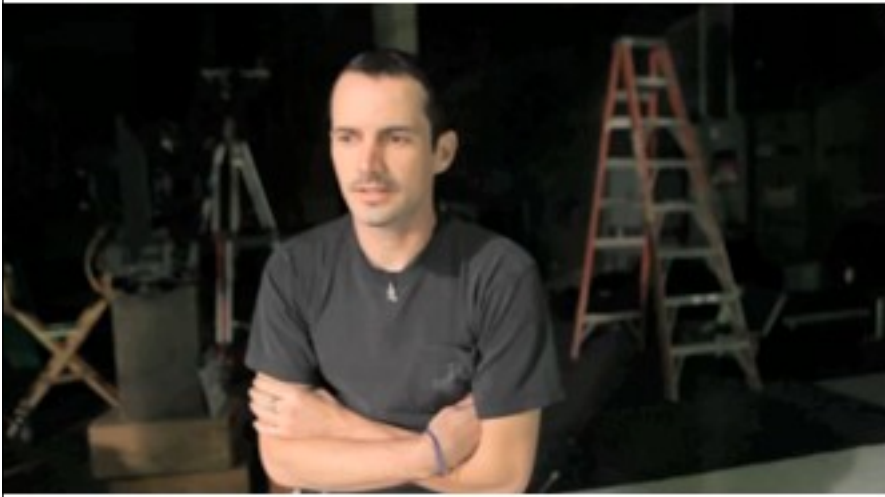
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the Animated Magazine

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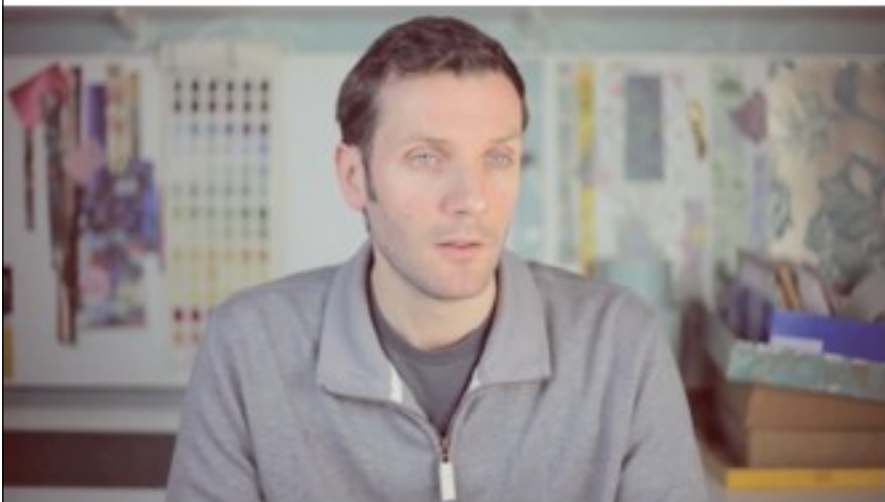
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# Popular Science

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# Sports Illustrated

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Coming Soon

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## Sports Illustrated HTML5 Prototype

Presented at Google   May 19, 2010  
Madison Center, East Providence

Developed with The Wonderfactory

*Not only for the iPad anymore...*

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It is already here!

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Controversy

15

## A tale of two media: Despite the iPad, traditional books aren't going anywhere.

by Michael Grothaus (RSS feed) on May 8th 2010 at 3:00PM



Reading man by Jens Schott Knudsen

<http://www.tuaw.com/2010/05/08/a-tale-of-two-mediums-despite-the-ipad-traditional-books-are/>

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## Issues

- Does it matter?
- Which Design structures ?
- Production tools..
- Role of Education

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what is our take???

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demos ;-)

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## Digital Magazines

- Wired
- Popular Science
- Marvel Comics

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# e-Books

- iBooks
- Kindle

22

# News

- New York Times
- Pulse
- Newsy

23

# Tools

- HTML-5
- OpenGL
- Gestures

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# Additional Material

(long..)

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## Links

- [Knowledge Navigator](#)
- [Pictures that Move](#)
- [HTML-5](#)
- [Wired Magazine](#) \*\*\*
- [Penguin Books](#)
- [Children Books](#)
- [New York Times](#)
- [Mag +](#)
- [Viv Magazine](#)
- [Outside Magazine](#)
- [Apple Tools](#)
- [Media in Brazil](#)
- [Opinion](#)

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## Knowledge Navigator

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## Pictures That Move...

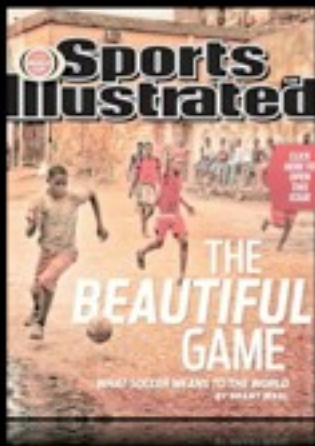
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# HTML-5

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# Wired

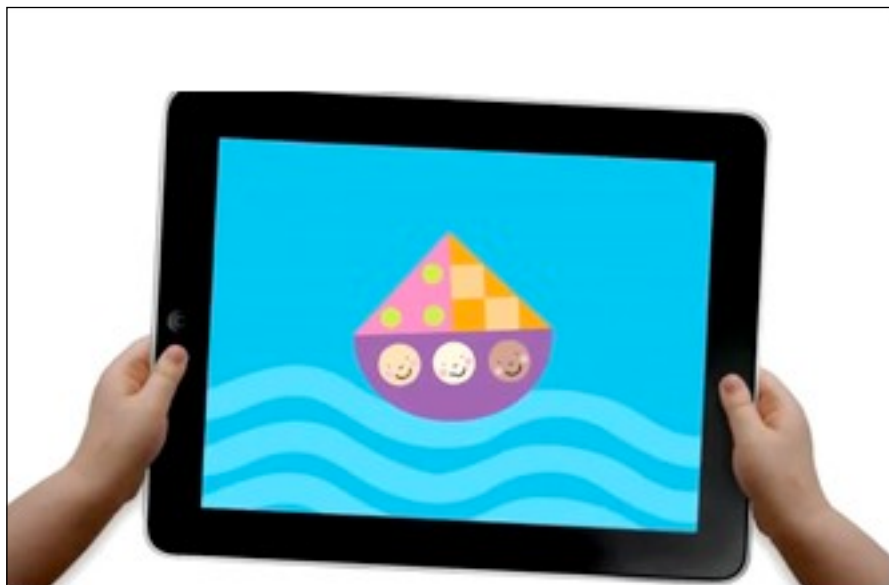
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# Penguin Books

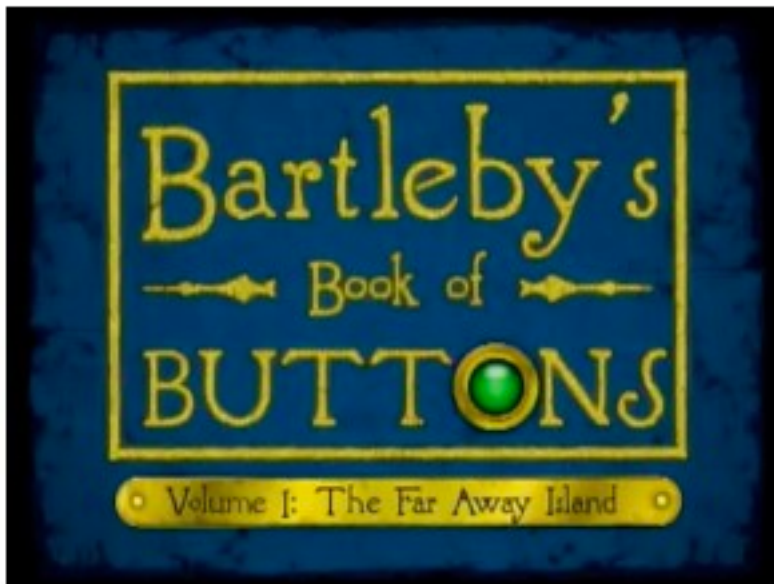
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# Children Books

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# New York Times

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Mag+

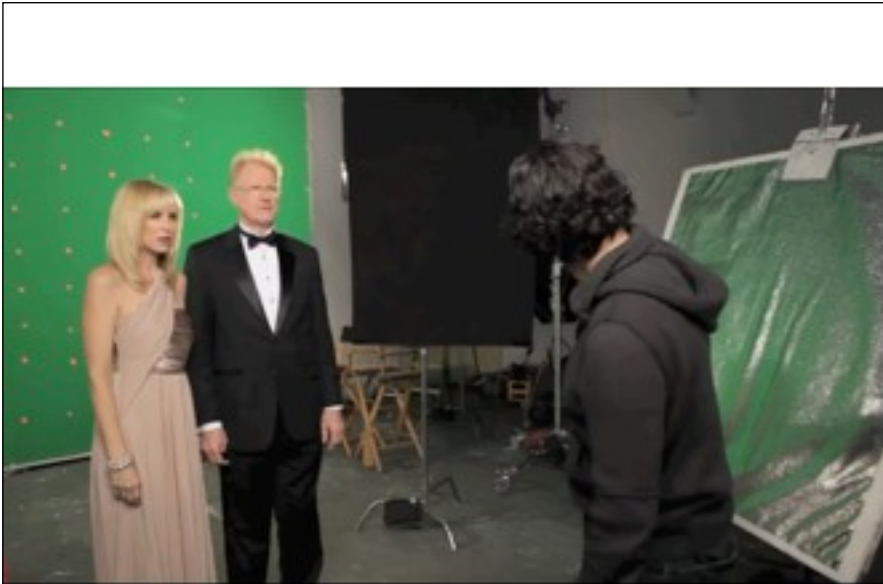
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# Viv Magazine

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# Outside Magazine

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# LIVING ART

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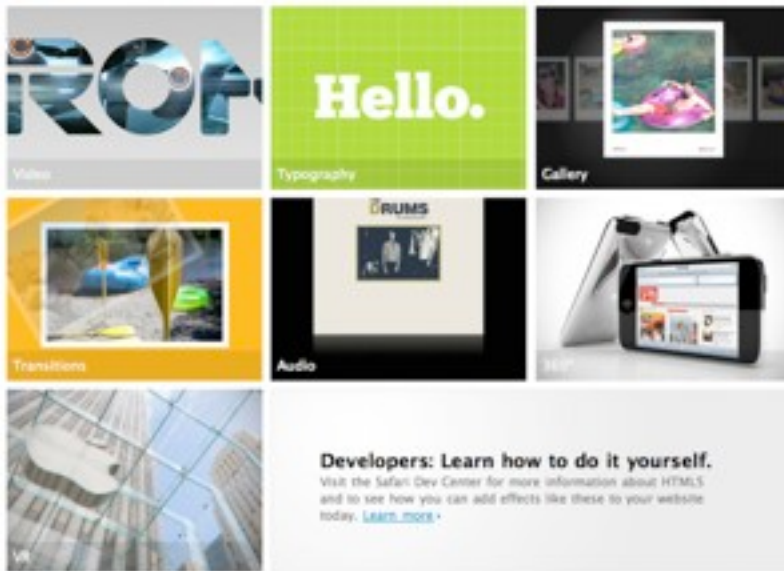


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## Apple Tools

- Safari HTML-5 Integration
- Self Publishing

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**Apple Increases Support for Self-Publishing in iBookstore**  
 Thursday May 27, 2010 03:32 PM EDT  
 Written by Eric Slivka

Welcome to iTunes Connect.

Use this application to tell us more about yourself and the content you are interested in distributing. We will contact you with more information when we have received it. Due to the high volume of applications we receive, we may not be able to get back to you as quickly as we'd like. While we're reviewing your application, it is not necessary to apply again.

This application is provided solely for use by persons who either seek to control a catalog of content for digital distribution, or use an authorized representative of someone who does.

From the list below, select the content type you are interested in applying to distribute. You can apply for more than one item, but they have separate applications.

Books

While Apple may be struggling to sign up major publishers for international eBook distribution through its iBookstore, the company appears to be making things easier for independent authors without a publisher to have their work included in the store.

Mac|LifE reports that Apple has rolled out a new portal for iTunes Connect that allows authors to self-publish their work in the iBookstore if it meets certain identification and format standards.

**Book Content Requirements:**

- ISBNs for all titles you intend to distribute
- You must be able to deliver your book content in EPUB format, passing EpubCheck 2.0.5.

A similar interface has been present in iTunes Connect for several months, but previously required submitters to have invitation codes from an iBookstore representative. Apple also continues to support authors working with approved third-party iBookstore aggregators who can help streamline the process for authors.

Apple notes that all authors signing up to work with Apple must have a U.S. tax ID and valid iTunes Store account with credit card on file. Apple also requires authors to meet certain minimum sales in individual markets before making payments to authors and recommends that authors weigh that factor before deciding whether to work directly with Apple or through a third-party aggregator.

Rating (85 Positives; 24 Negatives)  
 [ 52 comments ] [ Rate: Positive | Negative ] 144



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# Media in Brasil

- DLD
- Veja
- o Globo

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### Distribuidora digital abre caminho para e-books nacionais

Cinco das principais editoras brasileiras anunciaram esta semana a criação de uma distribuidora virtual que, espera-se, finalmente abrirá caminho para a expansão do número de livros nacionais à venda em formato digital, hoje ainda na casa de algumas centenas de títulos. A Distribuidora de Livros Digitais (DLD) é uma solução para a principal preocupação dos editores com a comercialização de e-books: o controle preciso do número de exemplares vendidos. No dia seguinte ao anúncio feito por Objetiva, Record, Sextante, Rocco e Intrínseca, a editora Planeta anunciou adesão à plataforma (já a Zahar lança em breve sua própria distribuidora digital, [veja aqui](#)). Nesta entrevista, Roberto Feith, da Objetiva, e Marcos Pereira, da Sextante, falam sobre a ferramenta.

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SEGUNDO CADERNO:  
ANDA NAS ESPERANÇAS PARA A CULTURA.



Mais colunas, mais artigos,  
mais crítica e entrevistas,  
mais quadrinhos, mais ilustrações.  
O Segundo Caderno está maior  
e com muitas novidades.

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**end?**