

## Comparing Competitor Delivery Systems

This is how the EMRE Publishing Embellisher eReader App stacks up against the competition. I will be comparing ISSUU, standard mobile apps, Flipbooks, Blurb, InKling Habitat, Revizzit and Booktrack systems with our Embellisher eReader .epub3 mobile application. If you presently use any of these digital delivery systems, then you may want to perhaps reconsider your choice. The advantages of having an “open source” .epub3 system like Embellisher is perhaps the biggest reason you should choose us. Open source means there are a wide range of professional “followers” who are constantly working together to improve the quality of the coding and interactive features, which means we at EMRE will be constantly adding performance and innovation to your purchased application.

### ISSUU

Many creators use [ISSUU](#) to publish and deliver their magazines, newspapers and other digital products because it is inexpensive “free is good.” It also has the superb “look and feel” of a glossy publication with static information, which is very nice to display or market to potential readers. However, the reader experience is chaotic on the eyes and tiresome to read.

If you want to keep the glossy style of your ISSUU magazine or newspaper, then Embellisher can certainly do that for you. However, if you want a less chaotic reading experience, then you may want to consider our Embellisher eReader. We provide a format that can be exported to many other file formats, so the reader can experience the content in the best way. In addition, our eReader allows for non-static interactivity, which means you can do the following tasks that ISSUU cannot do:

1. Your ads are not images the way they are in ISSUU (they’re CSS and HTML5), so they can have many more Search Engine Optimization features than just “alt text” that ISSUU has.
2. Your readers can share ads and articles in your magazines with others.
3. You can embed audio and video files for special features (e.g., a children’s magazine would be especially popular with interactive graphics).
4. You can track your readers’ interaction with ads and articles, and report this interaction back to your advertisers.
5. If you get your magazines converted into .epub3 for our eReader, we can maintain the same styles and quality look that ISSUU has, but your magazines will be readable “cross-platform,” which means the reader can switch from iPhone to iPad without losing the quality layouts and even keep their place in the magazine!
6. If you enroll in our [Advanced Level Membership](#), you or one of your technical support personnel can take my advanced course in “Multimedia eBook Creation,” using my eBook, *Running with the Big Dogs: A Creator’s Guide to Using Multimedia*. This membership will include the monthly conversion and installation of your magazine’s copy into our special .epub3 formatting and style.
7. Readers are increasingly using their mobile devices to read, so having an installable application developed through [PhoneGap](#) gives your magazines and newspapers many more distribution points from which to be installed and read.

## Non-epub3 eReader Application

Not only can publishers spend hundreds of thousands of dollars, but they can also be left with [an application](#) that is not really an eReader at all. In other words, your app may only deliver certain features such as simple text without tailored fonts and fixed-layout text, or perhaps they may include some hypertext links, but video and audio files are not embedded, and there is no instant messaging between readers and authors.

Here are the three major reasons our Embellisher eReader App is superior to other types of mobile applications that do not include an eReader element:

1. **Styling and layout enhancements** (general CSS enhancements, enhanced font/typography support, and fixed-layout support).
2. **Global language support** (vertical writing, R-L page progression direction, phonetic annotation, etc.)
3. **Rich media and interactivity** (audio, video, scripting)
4. **Accessibility features** (better semantics, pronunciation hints, synchronizing pre-recorded media with text display, mathematics etc.). This is especially advantageous for educational publishers who need their publications to be accessible to readers with visual or hearing disabilities.

## Flipbooks

Many publishers enjoy the “page-turning” feature of [Flipbooks](#), so they purchase the development software or have somebody else do it for them. Although this may look pretty cool, the entire Flipbook system is “Flash-based,” which means it takes up a lot of memory compared to .epub3, which Embellisher is based upon, and thus it limits the multimedia you may want to include. It also means the load times will be longer for the reader’s experience.

In addition, since one must have Flash installed on their system, it limits the mobile platform devices to those that can use Flash. Our Embellisher can be read on many more mobile platforms; thus, it becomes a more valued and more widely used eReading system.

## Blurb, Inkling Habitat, Booktrack and Revizzit

Systems like [Blurb](#), [Inkling Habitat](#), and [Revizzit](#) are proprietary eBook creation systems. This means that they keep all the creation of their titles controlled inside their online systems. As a publisher, you must then relinquish the control over your eBooks to them. EMRE Publishing’s Embellisher, however, allows you to control the complete pricing, branding and sales of your eBooks. In fact, if you choose to get the “tailored system,” we can work to incorporate our eReader app directly into your present online database system and brand its “look and feel” to reflect your business and goals. We did this for [Knowles Publishing](#), a legal reference publisher that needed to have our eReader designed specifically for their already in-place sales and user system.

In addition, these online “collaborative editing systems,” must have static content because they need to be able to export their eBooks in multiple file formats. Therefore, because our Embellisher uses [“fixed-layout,”](#) we can create a more entertaining and interactive experience for the reader. As long as your reader uses our eReader to read his or her eBooks, he or she will not have any problems usually associated with other systems like Blurb, Inkling Habitat, Revizzit and Booktrack.

Finally, creation software like [Booktrack](#), although they really look and sound cool inside their online proprietary systems, take up far too much space and memory to successfully deliver to mobile platforms. We can duplicate the effect of background music and sound effects using JavaScript, thus saving space and memory because the files are stored on a local server and not inside the eBooks. In addition, you don't have to hand over part of your sales profit to these online systems. You control the complete sales transaction, and you keep 85% of the profit.

### Comparison Chart

Here's a handy chart to see the major differences between these rival systems and EMRE Publishing's Embellisher eReader App.

<b>Features</b>	<b>Standard Mobile App</b>	<b>ISSUU</b>	<b>Flipbooks</b>	<b>Blurb, Inkling Habitat, Booktrack and Revizzit</b>	<b>EMRE Embellisher</b>
<b>Interactivity</b>	no	no	limited	limited	limitless
<b>Embedded Multimedia</b>	no	no	limited	limited	All types
<b>Fixed-Layouts</b>	no	yes	no	limited	yes
<b>Streaming media</b>	no	no	no	limited	yes
<b>Control of Sales and Monitoring of User Behavior</b>	limited	no	no	Proprietary to provider	Client controls sales, promotions and can monitor all user behaviors
<b>Instant Messaging between Author and Reader</b>	no	no	no	Proprietary to provider	yes
<b>Sharing of articles, ads and complete eBook</b>	limited	limited	limited	Proprietary to provider	yes
<b>Promotions (coupons, sweepstakes, etc.)</b>	limited	limited	limited	Proprietary to provider if at all	yes (any API can be installed for special promotional tools like <a href="#">Promo Simple</a> )
<b>Accessibility for Disabled</b>	limited	limited	limited	Proprietary to provider	yes