

3D ISSUE PROFESSIONAL TUTORIAL



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www.3DIssue.com

PART ONE

Converting PDFs into the correct JPEG format

The 3D Issue software converts each PDF to jpegs format in 4 different sizes:

Large jpeg for when the user zooms in

Medium jpegs to be displayed when users have selected the "Stretch to fit Browser window" option

Small jpegs for when they are zoomed out & flipping through the newspaper. If the "stretch to fit browser window" is not selected. This is best

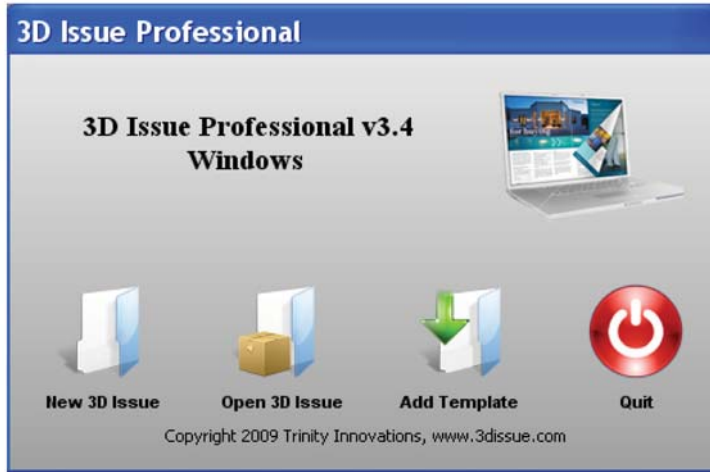
Thumbnail jpegs for allowing the user to view small images of all the pages in that issue

As newspapers and magazines come in a lot of different dimensions we only use the resolution to determine the size of the large jpegs. Press quality print is generally 300dpi. To read newspapers adequately in jpeg format, I find that changing the resolution to 130 -150 dpi is sufficient. Anything less and the text will become blurred.

To create a new digital edition from a PDF we are going to use the "3D Converter" to automate the conversion of a press quality PDF to a 3D Issue. This new tool will not only convert all PDF pages for you but it will also extract all the text for keyword searching and also extract URL or email links for adding interactivity to your digital edition.

Let's begin

1. Open "3D ISSUE PROFESSIONAL 3.3"

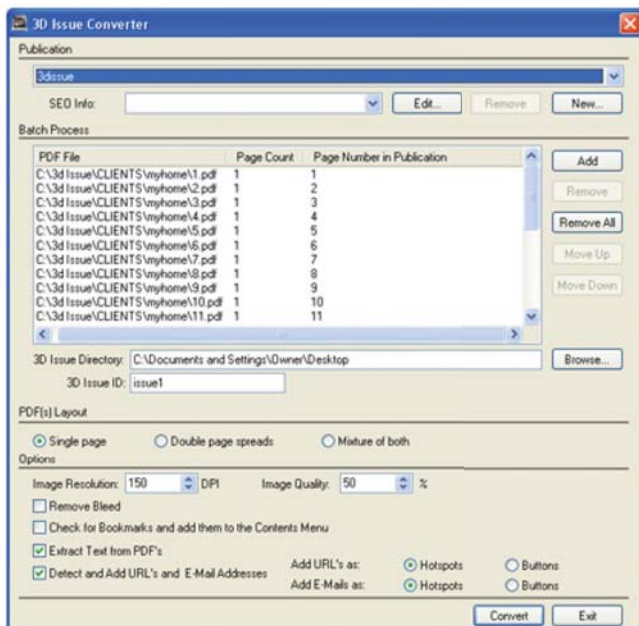


2. In the pop-up dialog box you are given 4 options:

- "New 3D Issue" allows you to convert your PDFs to digital editions
 - "Open 3D Issue" allows you to edit existing projects
 - "Add Template" allows you to add newly licensed templates to your digital editions
 - Or you can simply "Quit"
- Select "New 3D Issue".

3. The 3D Converter tool will then appear.

To select your PDFs, click on the "Add" button. You must then navigate to the folder and select all the PDFs that you wish to add for conversion.



5. Adding PDFs for conversion

You can add a publication as one file or as multiple PDFs.

You will see in the figure above that we selected 24 single PDF pages.

There are two important columns that you must pay attention to before converting.

- a. "Page Count", which displays the amount of pages in that PDF
- b. "Page Number in Publication" which displays the page number that this PDF will have in the 3D Issue.

You can click on the PDFs and use either the "Move Down" and "Move Up" buttons or simply click and drag to alter the position within the digital edition.

6. Choose Project Folder

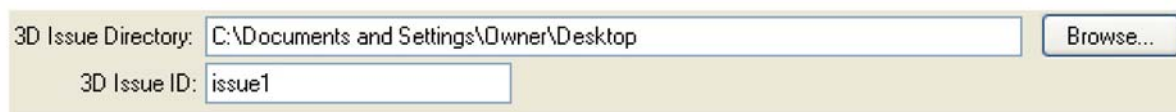
Now you must choose the "3D Issue Directory", the location where you will generate your 3D issues and the name of the project folder (3D Issue ID).

This project folder is where all the files will be outputted to. Everything you need will be outputted to that folder, so all you have to do is upload that folder onto your website. Given this, the folder name should represent the issue you are editing. This will be the extension at the end of your domain address after uploading to the website.

For example if you call it 'feb_issue' it would look like

www.yoursite.com/3dissue/feb_issue, which is obviously cleaner looking than

www.yoursite.com/3dissue/#eg12368nsa



The screenshot shows a form with two input fields and a button. The first field is labeled "3D Issue Directory:" and contains the text "C:\Documents and Settings\Owner\Desktop". To its right is a "Browse..." button. The second field is labeled "3D Issue ID:" and contains the text "issue1".

7. Specify PDF(s) orientation

Publishers can design PDFs as either single page layouts or sometimes PDFs are designed as double page spreads. They can even be a combination of both.

See a sample below. This PDF states that there are 59 pages but as we can see there are a number of pages that are double page spreads. The true page count



Note, that when selecting “mixture of both”, the first and last PDF pages must be single page layouts. If you choose “double page spreads”, the first PDF page must contain both the back (on the left) and front (on the right) pages.

8. Choosing output quality and size



The Image resolution controls the size of the zoomed-in (large) pages that are created. This is set at default to 150 DPI. This will vary from publication to publication and only through testing will you be able to determine the optimum setting for your publication. We find that anything between 100 dpi to 150 dpi is adequate. You can also choose the quality at which the pages are generated. This is set to 50% at default. Again, only through testing will you determine what best suits your publications.

Note that these settings will determine the size of the digital edition and the speed at which pages are loaded. It is important that you find the right balance between the quality you are happy with versus how long a user will wait to download.

9. Remove Crop-marks, bleeds, trim lines

Publishers will include crop-marks in publications that they are sending to print. These inform the printers of where to cut the pages. With 3D Issue you can easily remove these crop marks.

Simply select the “remove bleed” box.



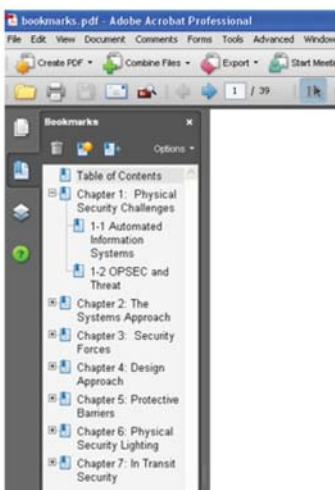
During the conversion process, a window will appear displaying the front page of the PDF(s) and its crop marks. From all corners, simply drag the box to the point where the lines would intersect and click "Apply & Exit". This will apply the crop mark removal to all pages of the PDF(s).

10. Extracting Text

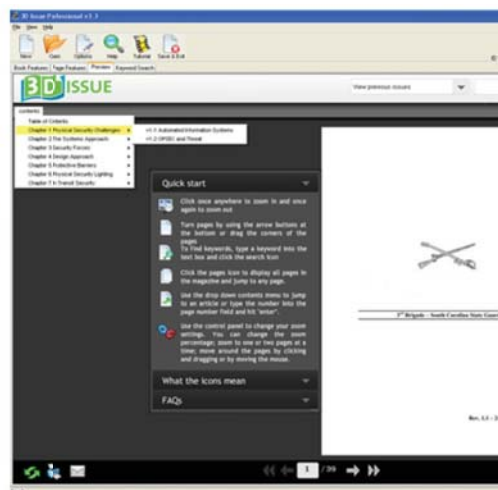
This option should always be selected as it is vital to a number of features within the digital edition such as keyword searches, SEO, and activating links for embedded URLs or email text.

11. Extract PDF Bookmarks

If you publish in PDF manuals or reports, its quite possible you will have a bookmark index. With 3D Issue you can have these bookmarks extracted and automatically included in a dynamic contents menu within the digital edition. *See image below*



Automatically extracts PDF bookmarks and adds the contents links to the digital edition



12. Detect URLs and emails

If you have url links and email addresses within the text of the PDF, 3D Issue can extract these links and have them added to the “Detection” toolbar in the page features section of 3D Issue Professional. By enabling this option, 3D issue will generate live links that are ready for activating on your page. All you have to do is place the links. You can also choose how you want these links displayed on a page, either as hotspots or buttons.

13. Begin the conversion

Once you are happy that you have chosen all the correct settings. Click on the “Convert” button to initiate the conversion process. Depending on the number of pages, this conversion can take a few minutes. As in the real publishing world, all pages of the main publications are the same size. If during the conversion 3D Issue notices that the pages are of different dimensions, it will prompt you to select the master size from the different specifications. Selecting the smaller page size is advised as it is easier to shrink and maintain page quality than it is to enlarge and maintain page quality.

14. Finishing the conversion

A timer bar will appear to the left of the “Convert” button. Once it has completed 100% of the conversion, click on “Continue”



NOTE: If you are using the trial version, each page that is produced will have watermarks embedded.

Once you have exited the converter you will return to the 3D ISSUE PROFESSIONAL interface. Before adding interactivity to the 3D Issue, a pop-up window will appear asking you to select the template that PDF is related to. If you have a single publication license, there will be only one option. If however your 3D ISSUE PROFESSIONAL controls many different publications you will have to select the template relevant to the sample selected.

Select the relevant template and click OK.

PART TWO

Adding Interactivity to 3D Issue

There are three tabs or sections in 3D ISSUE PROFESSIONAL version 3.4



A. Page Interactivity

This section is for adding extra options to the 3D Issue, such as the drop down menu, printing, keyword searching etc. Here also you add interactivity to each individual page. Here you can add hyperlink hotspots, preview rollovers, video & audio, and other interactive options.

B. Keyword Search

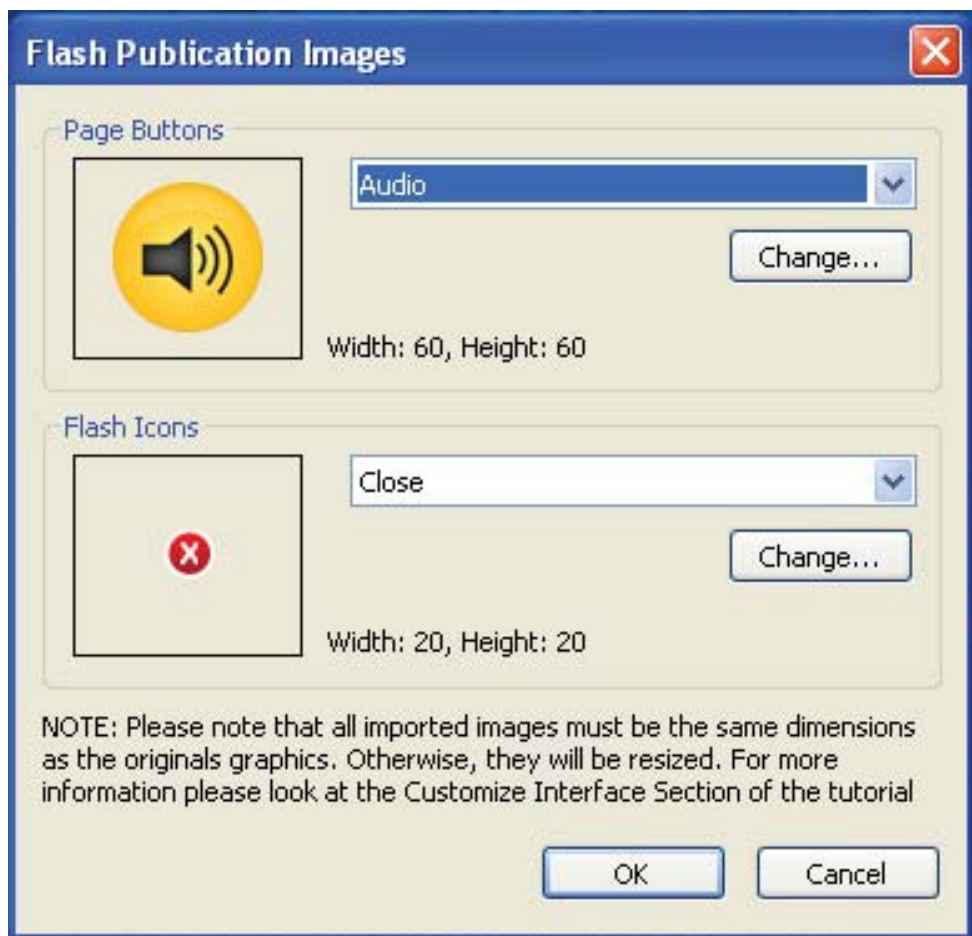
This option allows the users to find articles of interest very quickly by entering keywords and quickly jumping to pages and articles containing instances of that keyword.

C. Preview

This section allows you to test the settings you have included so far. Something that has just been launched is the ability to change the icons and images that 3D Issue uses in the finalized digital magazine layout. If you would like, you may change the icons to suit your own company's look and feel by clicking "Options" and then "Images" on the top of the page as shown here;

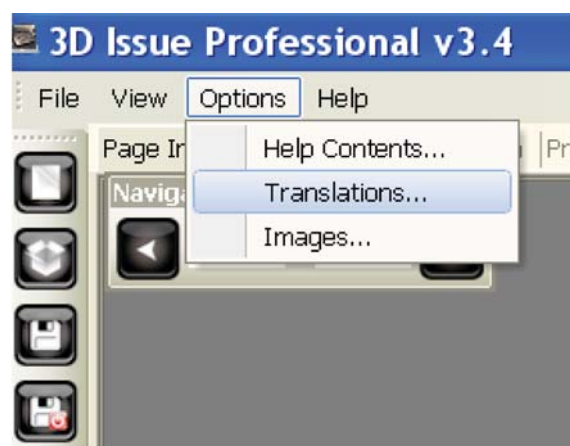


The window below then opens and allows you to change the images to suit the design of your publication or web site.

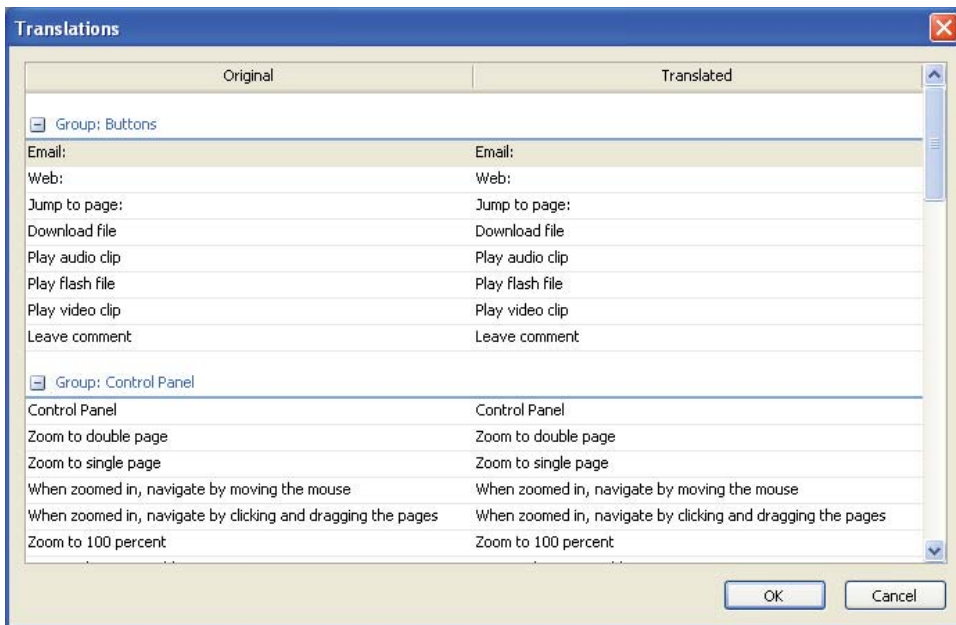


Simply choose the icon you wish to change from the drop down menus on the left hand side and then click "Change" and locate the new logo. Once you are done, click 'OK'.

From the same drop down you can use the new translation toolbar, which allows you to change the language used in the template itself.

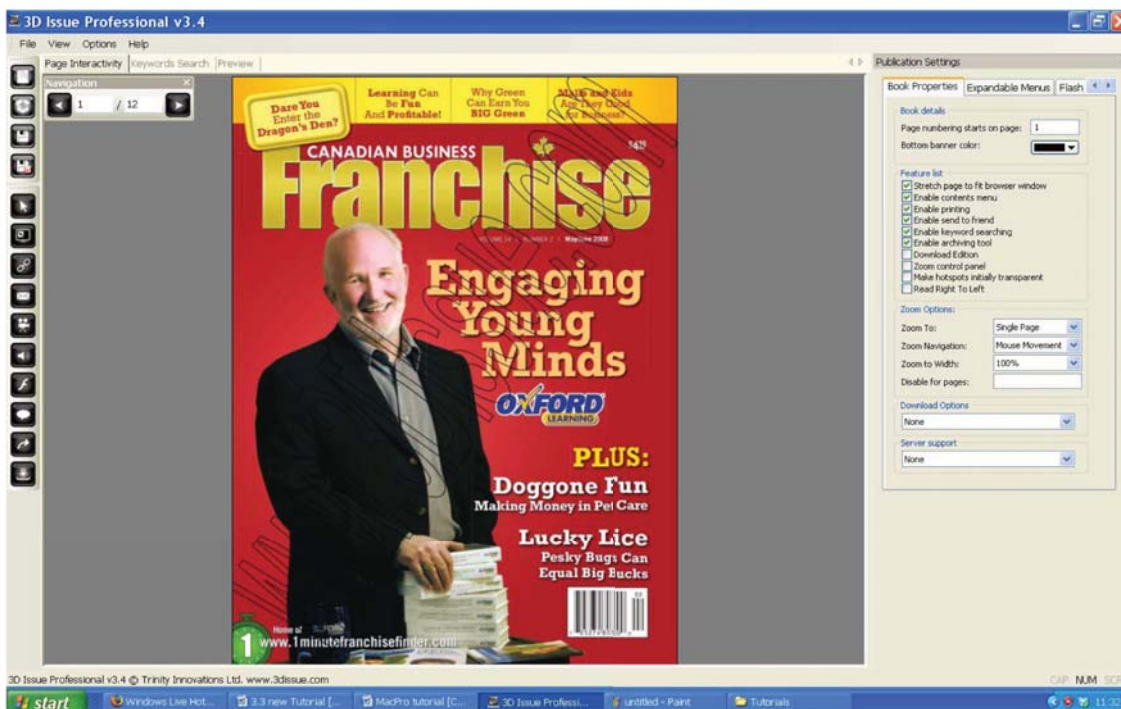


Once you hit 'Translations' the following box appears with the original language and the translated language.



Page Interactivity

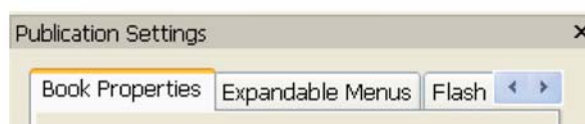
1. Upon exiting the “3D Converter”, 3D ISSUE PROFESSIONAL will automatically calculate the number of pages in this issue, the page width and page height. When a new book is being created, 3D ISSUE PROFESSIONAL checks all 3 folders (large, small, thumbs) to ensure that all files are present and named accordingly.



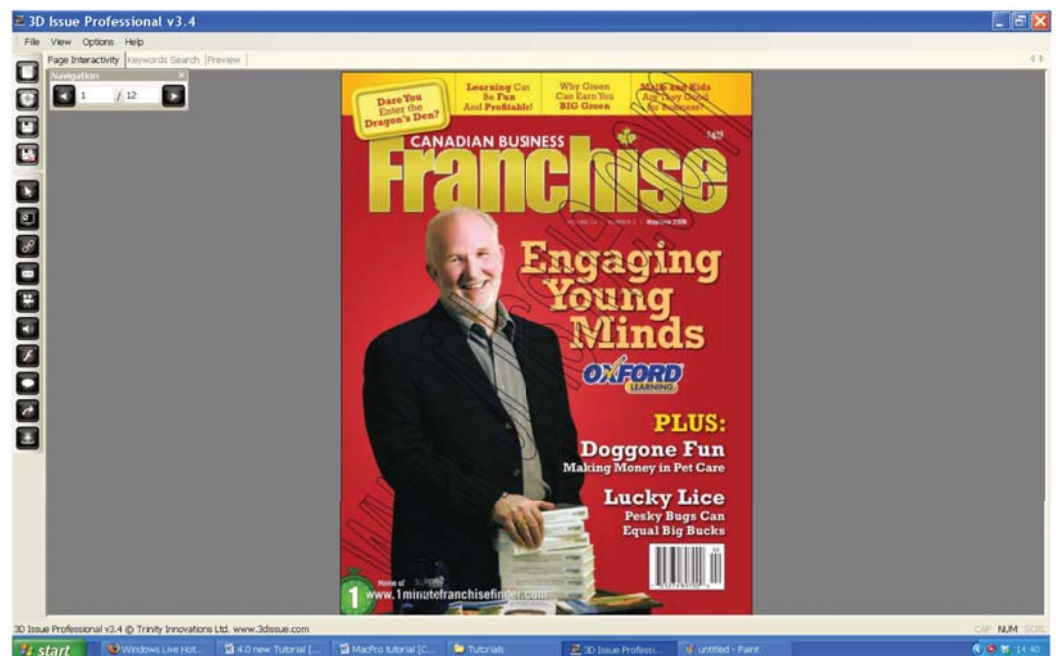
2. On the right hand side of the “Page Interactivity” tab, you can adjust the “Publication Settings”.

This section is split into 3 tabs;

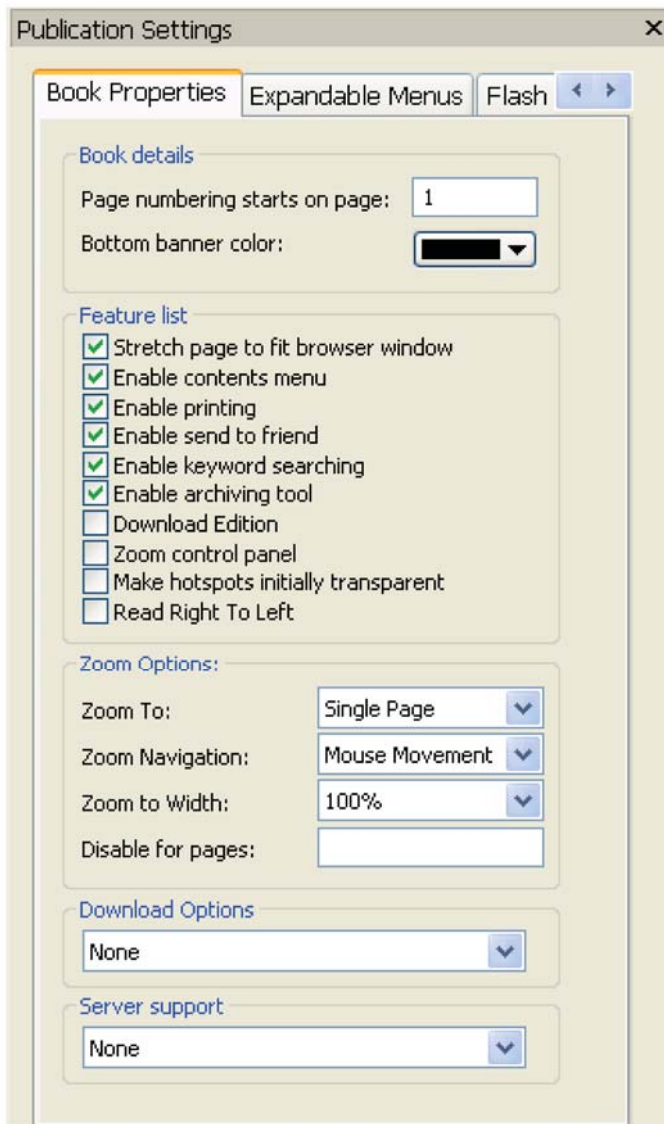
- Book Properties
- Expandable Menus and
- Flash Properties



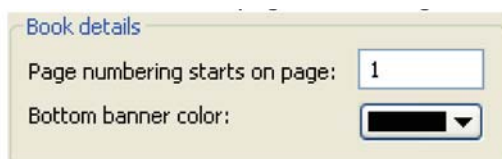
You can navigate through these tabs using the blue buttons on the right hand side. If you, at any time, wish to hide this toolbar you may select 'Hide Publication Settings' from the 'View' option at the top of the page as shown below.



We will focus on 'Book Properties' first.



Not all publications start their numbering on the cover page. Therefore with the 3D Issue software you can set the correct page numbering so that your contents menus etc will act accordingly.



You may also change the colour of the bottom banner of the digital edition to suit your own colour scheme.



In the Features list there are a variety of functions that can be enabled or disabled for this issue, such as:

- Stretch to fit browser window

This is a setting that allows for more optimal viewing. The digital publication will be expanded to the maximum size allowable within the window given. If your publication, however, is more than 200 pages then we recommend you deselect this option, to keep the file size down and to keep the download time to a minimum.

- Enable Contents Menu

This is pretty self-explanatory, it allows for a customizable drop down menu system within the flash magazine template. You can link to pages within the publication and also create menus linking to different URLs.

- Printing

Readers will be able to view all pages within your digital edition and choose the range of pages -which they wish to print. You can decide whether you wish to allow your readers the ability to print pages from within your digital edition. By simply un-checking the print option you can remove this ability.

- Enable send to friend

Allow your readers to be your promoters by allowing them to forward articles of interest to their friends. If a reader comes across an article they think would be of interest to a friend they can forward a direct link to that friend by simply clicking on the "Send to friend" feature.

- Keyword Searching

Allow readers to search your digital edition is essential as it allows them to easily find articles of interest. Simply by selecting the "Extract Text" option during the conversion process, 3D Issue will automatically integrate the keyword searching ability.

- Archiving

You can easily allow users to jump to other publications from within your digital edition. This is done by simply editing & updating an XML file on your site. If you wish to enhance this offering by allowing readers to search through the full archive of your digital edition, this is also possible.

During the conversion process an html page is created for each page within your digital edition. Each of these html pages contains the text of its respective PDF page. So for example if you have a 12 page brochure, 12 html pages, 1.html to 12.html.

If a users clicks on these html pages they do not see this list of text. When opened these html pages open the flash magazine at that page.

As each of these html pages contains the text its respective PDF page, your webmasters can now use these html files to set up a simple search tool that will allow users to search through all text stored in these files and then when clicking on each result the reader is brought to the page of interest.

- Download offline edition

These digital editions can be created for not only online use but can also be generated for distribution via CD-ROM or DVD. The offline versions have all the same functionality as the online digital editions. Offline editions are great for allowing readers to download and view in their own time, portable marketing material or for a low cost way of distributing back issues.

Depending on your license type, you can initiate this option by simply clicking the "Download Edition" option.

- Make hotspots initially transparent

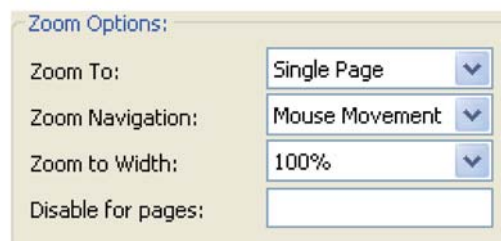
Here you are deciding on how your hotspots are going to look on the page. Some might want to make the hotspots very visible to the end-reader. By deselecting this option the hotspots will appear as a red/orange color on the page. By selecting this option the hotspots will only become live when the end reader scrolls over them.

- Reading right to left

This feature is to cater to international clients such as Arabic or Hebrew publications, who first page would be the back cover of the publication and the last page would be what we would classify as the front cover. Simply by clicking the “read right to left” button in Professional, the digital edition is completely reconfigured to handle this publication type. Along with reordering the pages, it will also change all page numbering, keyword search and contents menus to suit the configuration of the publication.

You have the power to enable these settings or disable them as you see fit.

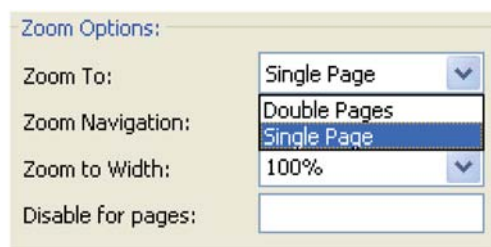
Next we will look at setting default zoom settings;



Zoom Options:

Zoom To:	Single Page
Zoom Navigation:	Mouse Movement
Zoom to Width:	100%
Disable for pages:	

Select whether the end reader will zoom to ‘Single Page’ or to ‘Doubles Pages’



Zoom Options:

Zoom To:	Single Page
Zoom Navigation:	Double Pages
Zoom to Width:	100%
Disable for pages:	

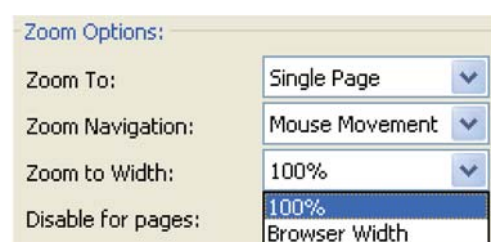
...and when zoomed-in, either navigate by ‘Mouse Movement’ or ‘Click and Drag’.



Zoom Options:

Zoom To:	Single Page
Zoom Navigation:	Mouse Movement
Zoom to Width:	Click and Drag
Disable for pages:	

You can select whether the user will zoom to 100% or to the browser width allowed.



Zoom Options:

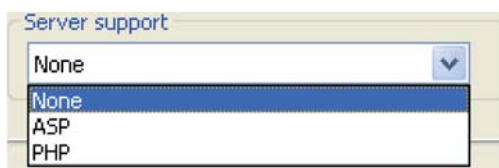
Zoom To:	Single Page
Zoom Navigation:	Mouse Movement
Zoom to Width:	100%
Disable for pages:	Browser Width

You can also disable the zoom for certain pages if you wish.

You can also select if you want to attach an offline edition. Will this be available in a PDF format only or as a fully customised digital page-flipping edition?



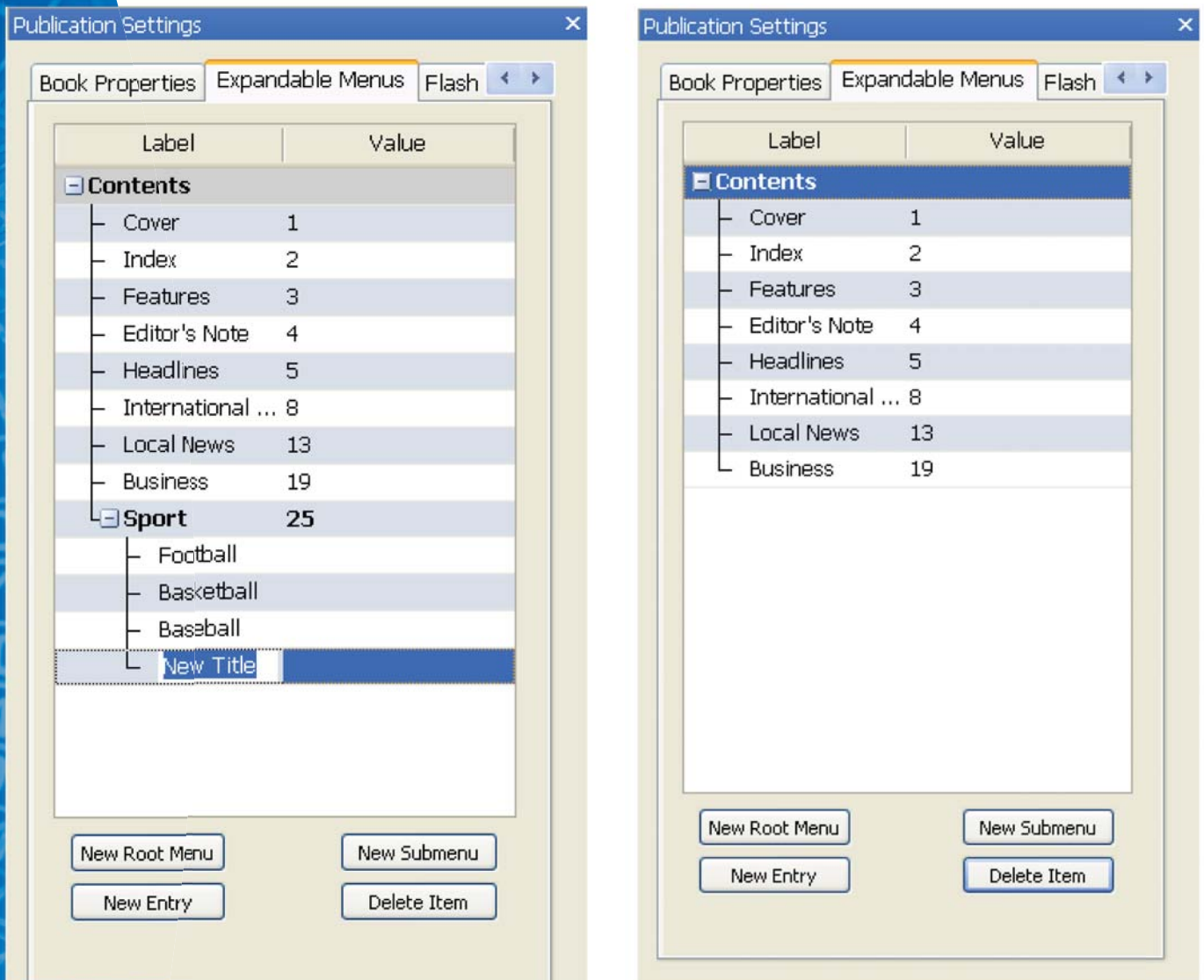
3D ISSUE PROFESSIONAL uses dynamic script only for the 'Send to Friend' feature. For this the software will recognise for both ASP and PHP support. Choose which is recommended for your site.



Next we will look at the "Expandable Menus" part of the "Publication Settings" tab. This is for adding content options to the drop down menu options. 'Contents' will appear as a default in the first tab, however, you can edit the name by double clicking on it (this is the first Root Menu).



You can create a simple one-columned contents system as shown below by simply clicking on the 'Contents' menu once and then clicking 'New Title' at the bottom. Simply fill in the name that will appear in the drop down menu on the left hand side and then the page number on the publication they will correspond to.



If you wanted to create a sub contents system for additional drop-down options within the Root menu, click "New Submenu". Let's use 'Sport' as an example here. Click 'New Submenu' and enter 'Sport'. This will now appear in bold format to highlight it being a submenu. Then simply click "New Entry" each time you wish to enter a new title to the submenu. This will give you the ability to categorize your contents system and keep it as tidy and efficient as possible.

The new entries are going to be the extra drop down menu that appear when I click on Sport from the main contents tab. So the first is football, second is basketball, third is baseball, and so on.

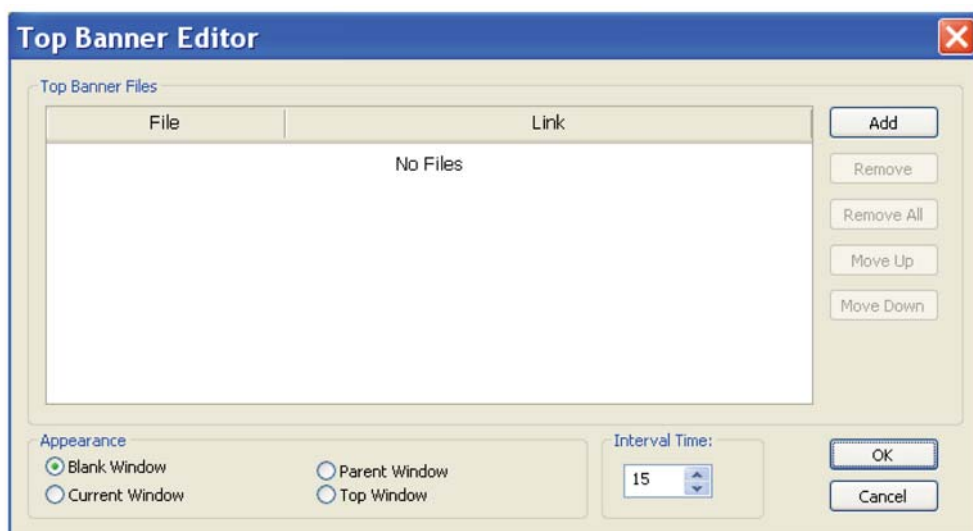
At anytime you may select “New Root Menu”. This will allow you to set up a new contents tab. You might want to create a list of your ‘Advertisers’, ‘Suppliers’, ‘Partners’, ‘Associates’ etc. To do this simply click “New Root Menu” and add your ‘Titles’ and ‘Submenus’ accordingly.

Note: We mentioned earlier if the PDF as has bookmarks in it, 3D ISSUE PROFESSIONAL will automatically add these to the contents menu for you provided that you selected the “Check for Bookmarks” and add them to the “Contents Menu” option in the converter field previous.

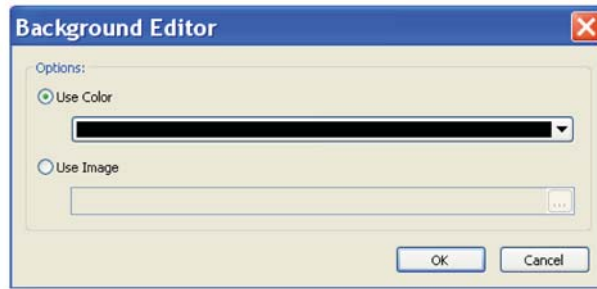
A new feature to the 3D Issue Software is the next tab where we can adjust the Flash properties of the digital magazine.



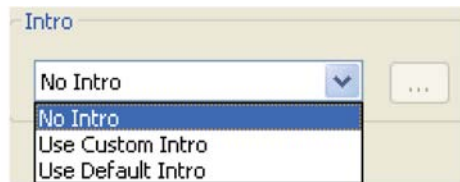
You can enable and disable the top banner. If you enable this setting you must select the banner you wish to use.



If this was to be used as for example a rolling ad display, you can add multiple files and select different interval times for the appearance onto the screen. You may also customise the background to your liking by selecting a different colour or inserting an image.



The software will also allow you to have no introduction or if you would like to have an introduction play on the starting of your digital publication you may use the default intro or choose your own customised intro.



Once you have completed choosing your settings and populating your menu options we can look at the options that will let us add interactivity to each page.

NOTE: You should also save your changes at regular intervals so that you safe guard yourself from any computer crashes etc. Simply refer to the 'Save' button on the left hand side of the page.



With these options you can add a variety of features to each page. Scroll through each page using the 'Navigation' bar.



On certain pages at the bottom of the page you will see 'Detected Emails and URLs; You will notice on this page 3D ISSUE PROFESSIONAL 3.4 has automatically detected and added 3 URL and e-mail addresses to the digital edition. All you have to do is drag and drop these links in the appropriate spot as shown below. (Clicking each button will indicate the identity of the link)

Another way to add hotspots and hyperlinks is by using the "Objects" toolbar. Using these functionalities we can add an unlimited amount of interactivity to our pages. We will look at all the buttons individually now;

- First we have the 'Selector Tool



This is for selecting hotspots and buttons that you might have on the page. You can click this button to have the cursor as an arrow. Then click or double click on the button or hotspot depending on how you want to edit it.

- Second we look at what is probably our most versatile tool; the 'Hotspot' tool

This will let you create a hotspot over a certain area on the page. Click this once. Then go to the page and click and drag over your desired area to create the hotspot. Once you have released the mouse the "Hotspot Information" box appears.



Hotspot information

Static

X: 298 Width: 334

Y: 227 Height: 311

Navigation Options:

Page

URL

E-mail

Flash

Audio

Video

Options:

Switch to button Move to page:

OK Cancel

The width, height, x and y values is info used by 3D Issue to ensure that the hotspot is correctly placed in the flash application. Therefore there is no need to change these values.

So when the end reader clicks on the Hotspot you created you can choose whether they will be taken to a different page in the publication, to any URL, to write an e-mail or to play a flash, audio or video file that you have on your computer.

The 'Hotspot information' dialog box is shown with the following settings:

- Static:** X: 298, Y: 227, Width: 334, Height: 311
- Navigation Options:** Page: 17; URL; E-mail; Flash; Audio; Video
- Options:** Switch to button; Move to page: [empty]

Buttons: OK, Cancel

The 'Hotspot information' dialog box is shown with the following settings:

- Static:** X: 298, Y: 227, Width: 334, Height: 311
- Navigation Options:** Page; URL: <http://www.3dissue.com>; E-mail; Flash; Audio; Video
- Options:** Switch to button; Move to page: [empty]

Buttons: OK, Cancel

The 'Hotspot information' dialog box is shown with the following settings:

- Static:** X: 298, Y: 227, Width: 334, Height: 311
- Navigation Options:** Page; URL; E-mail: sales@3dissue.com; Flash; Audio; Video
- Options:** Switch to button; Move to page: [empty]

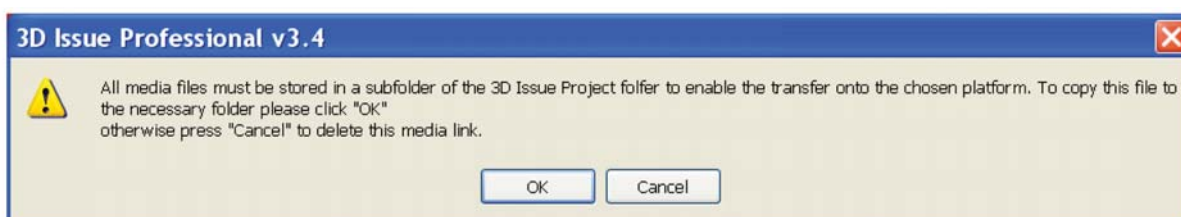
Buttons: OK, Cancel

There are certain conditions for entering values in each of these fields:

- a. You must enter a numeric value only for page**
- b. The URL must contain the prefix 'http://'**
- c. The audio clip must be an .mp3 file and the video clip must be an .flv file.**

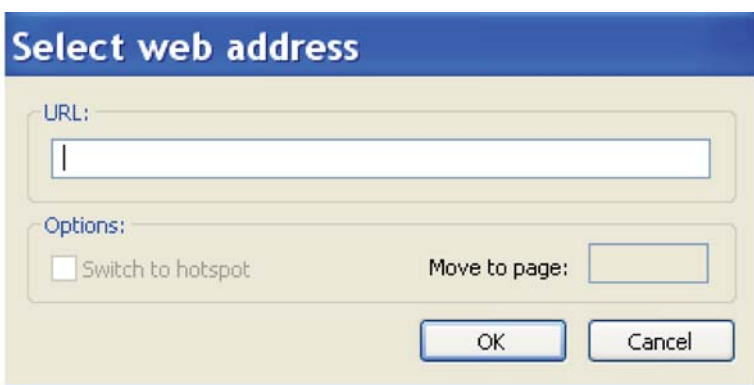
Once you have entered the required info, click "OK" to add the hotspot.

In the case of the flash, audio and video files you will be asked to find the file on your hard drive and click "Open". Then the Alert mentioned above will appear as follows;



You simply click 'OK' to allow the software to copy the file in question into the project folder.

- The "Web Link" button; , lets you place a button on the page that your end reader can click to be diverted to another URL. Click and drag the button onto the page, and enter the URL you want loaded when this button is pressed;



- The 'email' button, , works similarly to the Web Link button were you can drag this onto the page and allow the end reader to write an email to your chosen email address.



Select e-Mail

e-Mail:

Options:

Switch to hotspot Move to page:

- Another way to add videos, audio and flash files to the pages is by using the 'Video', 'Audio' and 'Flash' buttons. Again, just 'click and drag' these buttons onto the page. You will be asked to find the file on your system and click 'Open'. You will also receive this notification again;



3D Issue Professional v3.4

All media files must be stored in a subfolder of the 3D Issue Project folder to enable the transfer onto the chosen platform. To copy this file to the necessary folder please click "OK" otherwise press "Cancel" to delete this media link.

These videos can be played in two ways; either when the reader clicks the button, or as you will notice in each instance once you have dragged the icon onto the page you will have the option to select a box that says 'Auto Start on Page'. By selecting this then the file will be played once that particular page is opened, rather than having to be clicked.

Select video

Video File:

Options:

Switch to hotspot Move to page:

Auto Start on Page

- The 'Comment' tool is a feature that allows users to add feedback functionality to their 3D Issue. This option allows you to create a topic / board that will allow users to add comments / feedback on particular articles or products.



After you click and drag the button onto the page you will be asked to enter a topic heading. EG (article1), and an email address. All comments and feedback on that particular topic will be sent to that email address.

- The 'Go To Page', allows you to jump to particular pages in the 3D Issue. Click and drag the button onto the page, and enter the page number you want to go to when this button is clicked.



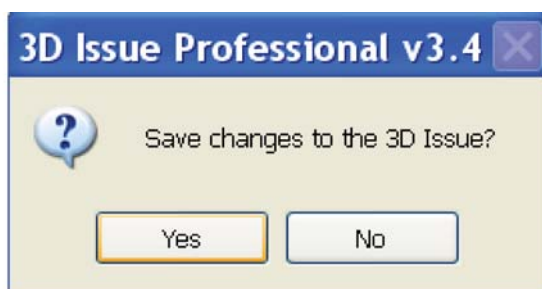
- The 'Download' option, , allows users to download files, simply click and drag this button onto the page and enter the URL location of the file when requested. It may be another study or story related to the article on that page.



If at any time you wish to edit the values that you entered for any button, simply click on the "Selector Tool", double-click on the button/hotspot and edit the value entered, single click allows you to alter the hotspots dimensions. To delete a hotspot or button then use the "Selector Tool", click on the hotspot and press the 'Backspace' on your keyboard.

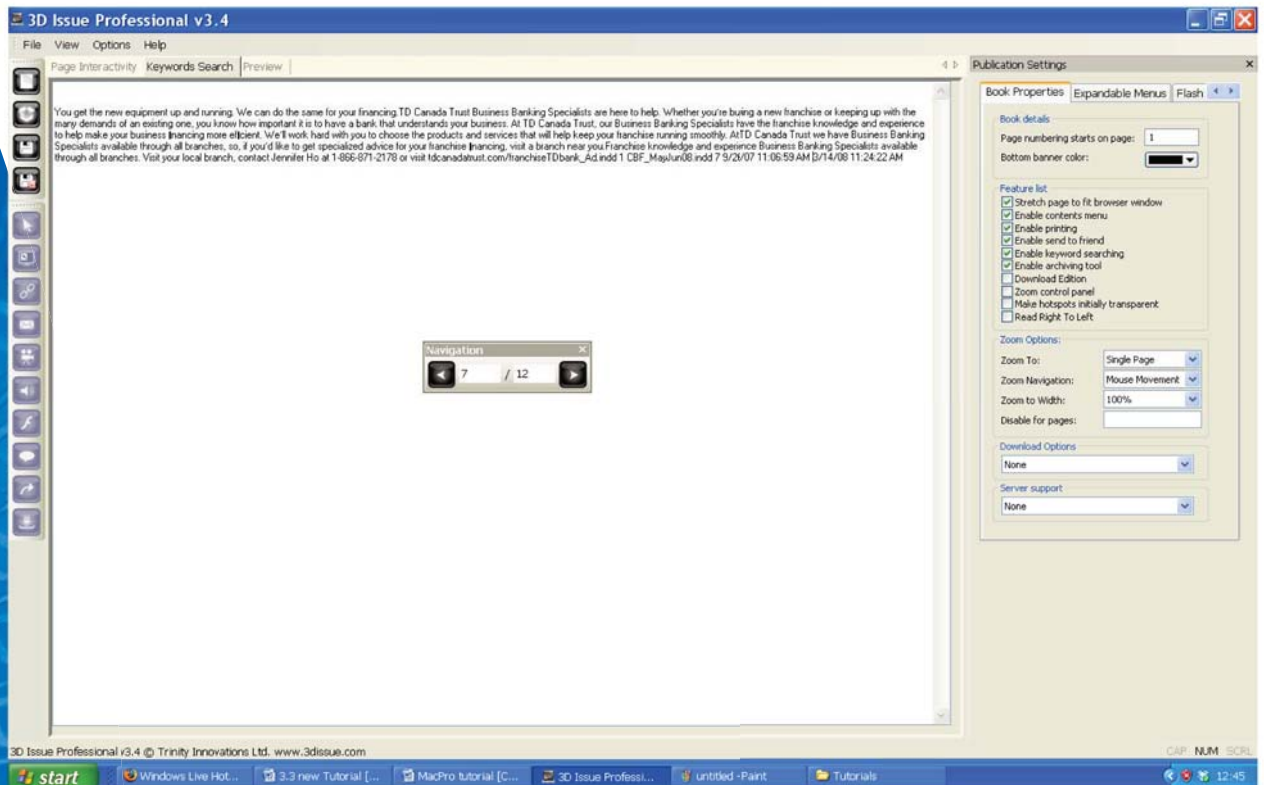


Now we can move onto the next tab of the editing suite which is "Keyword Searching". Before you are allowed to do this, you will be prompted to save the changes you made to the digital publication.



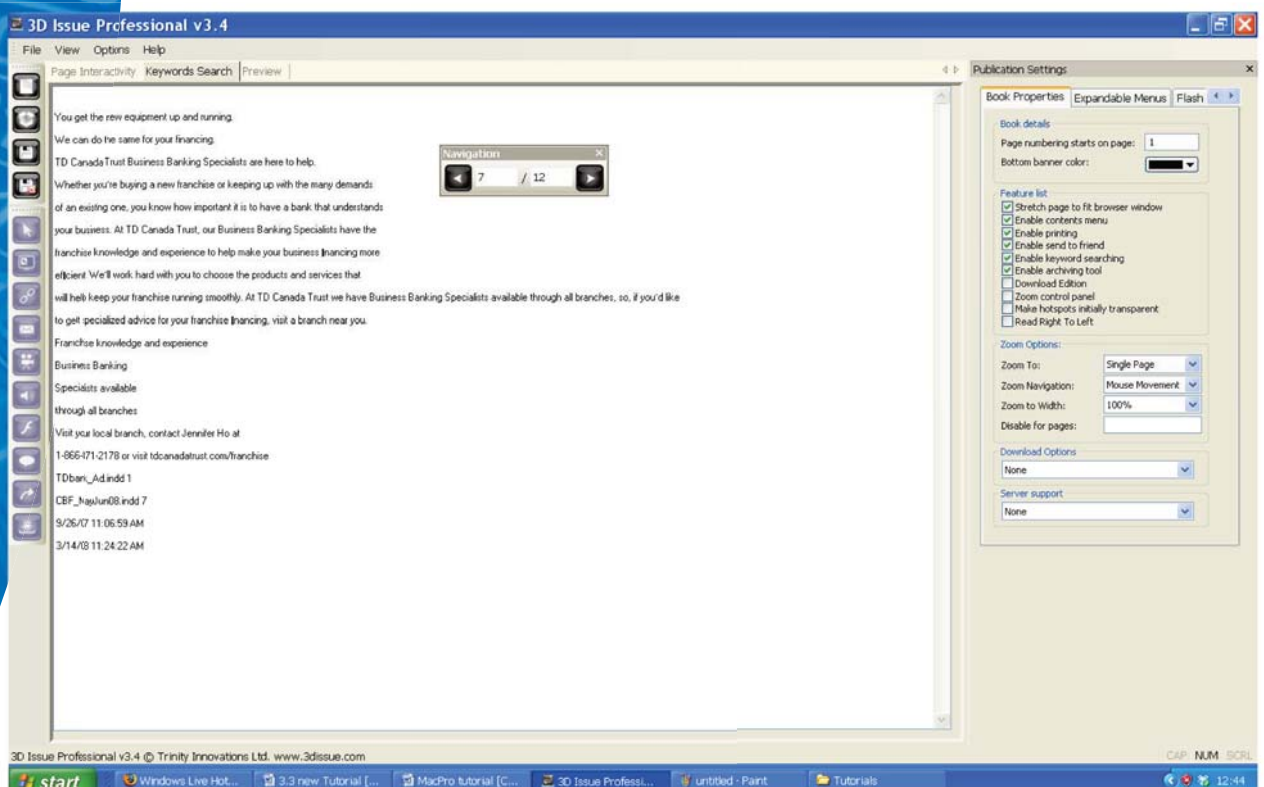
Keyword Searching allows users to find articles of interest on the live version very quickly by simply entering keywords and quickly jumping to pages and articles containing instances of that keyword.

By default when 3D ISSUE PROFESSIONAL extracts all the text from your PDFs it only divides it into one entry per page. What this means is that when you are doing a keyword search in the live 3D Issue the results will only tell you the page that word appears on. In 3D ISSUE PROFESSIONAL this is denoted by the removal of any spaces between different paragraphs (i.e. no empty white lines).



You can however, split the text from each page into paragraphs to assist users in finding the keywords. To do this, all you have to do is go to the end of each paragraph and hit "enter" on your keyboard.

See image below. This page is now split into five paragraphs and when you do a keyword search in the live 3D Issue you will now notice that it doesn't just tell you the page the keyword appears in but also the paragraph number.



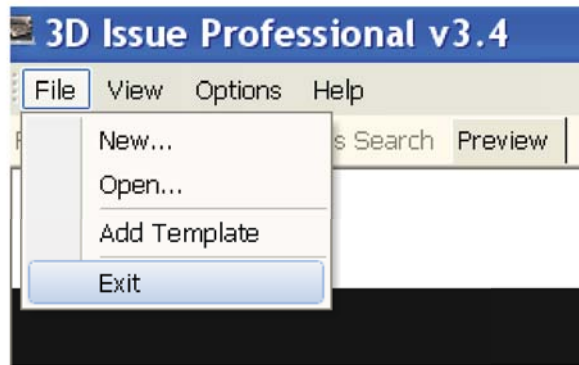
So this means that in the live version (which you may also view in the "Preview" tab), when you search for example the term 'road-user', you are alerted that it shows up 5 times in the publication, what pages it shows up on and also which paragraph it appears. See below.



Simply click on link to be brought to that page.



Once you are satisfied with your work you may click "File' & 'Exit'".



You are able to edit the publication as much as you want;
Simply open 3D Issue Manager and choose 'Open 3D Issue' rather
than 'New 3D Issue'

