

3D ISSUE LITE TUTORIAL



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www.3DIssue.com

Converting your press ready PDFs into the correct JPEG format

The 3D Issue software requires that each page is made available in jpeg 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.

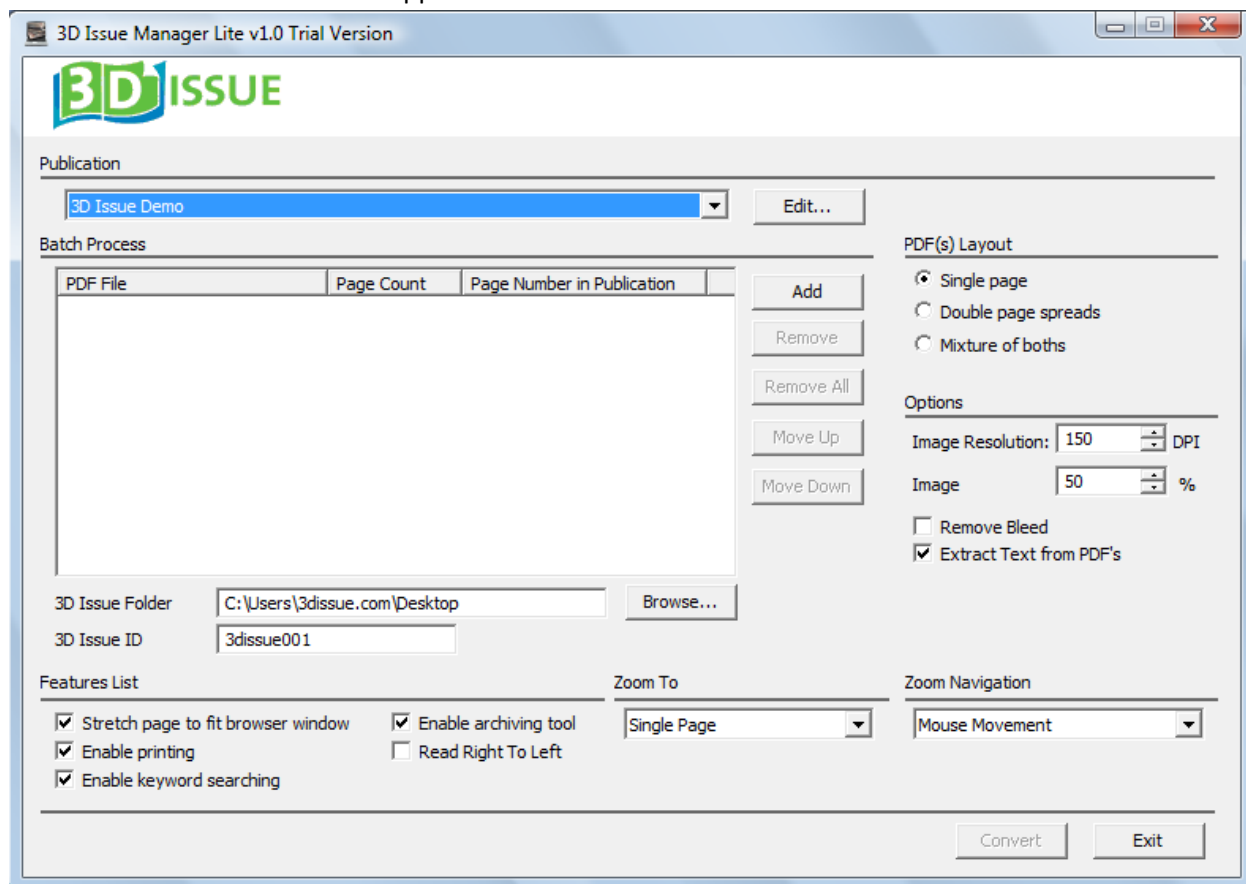
As newspapers and magazines come in a lot of different dimensions we only use the resolution to determine the size of the large jpegs. Press quality print is generally 300dpi. To read newspapers adequately in jpeg format, I find that changing the resolution to 130 -150 dpi is sufficient. Anything less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

Open “3D ISSUE LITE”

The 3D Converter tool will then appear.



There are several tabs to focus on during your conversion process. Let's take them one by one...

A) Publication

i) Drop down Box (Publication title selection)

Each software installation comes with one flash magazine template. This template is customized to include the client's logos and the online version is configured to play at their specified URL only. If you are managing multiple clients, then you will have a unique template for each client.

Therefore, when you are creating a new issue, it is important to select the correct template to be associated with this conversion by clicking on the drop down box and selecting the correct client. If you only have one template you can skip this feature.

ii) Adding SEO data

We have added a new feature to our online flash magazine component that will allow you to record every action of a user and have the details posted to the new "event tracking" section of your google

analytics. Giving you free authenticated market validated stats on your digital readers.

To add this to your digital edition please click on the “Edit” button, which prompts the SEO information dialog box below;

The image shows a 'Publication' dialog box with a title bar containing a close button (X). The dialog is divided into four sections, each with a text input field and an 'Apply' button to its right:

- Analytics:** The first section, with an empty text input field.
- Publication Title (Your title should be no more than 50):** The second section, with an empty text input field.
- Publication Description (Your meta description should be no more than 150):** The third section, with an empty text input field.
- Publication Keywords (keep the keywords to 10 or less):** The fourth section, with an empty text input field.

At the bottom right of the dialog are 'OK' and 'Cancel' buttons.

Here you can customise these html pages by your Google analytics adding other meta tag information such as the title, description and keywords. Note that each time you enter the information, you must click Apply to activate this information. Once complete, click OK to return to the converter.

B) BATCH PROCESS

i) Adding PDFs for conversion

To select your PDFs, click on the 'Add' button (as shown below). You must then navigate to the folder

and select all the PDFs that you wish to add for conversion.

You can add a publication as one file or as multiple PDFs. You will see in the figure above that we selected a few different PDF files consisting of multiple pages. There are two important columns that you must pay attention to before converting.

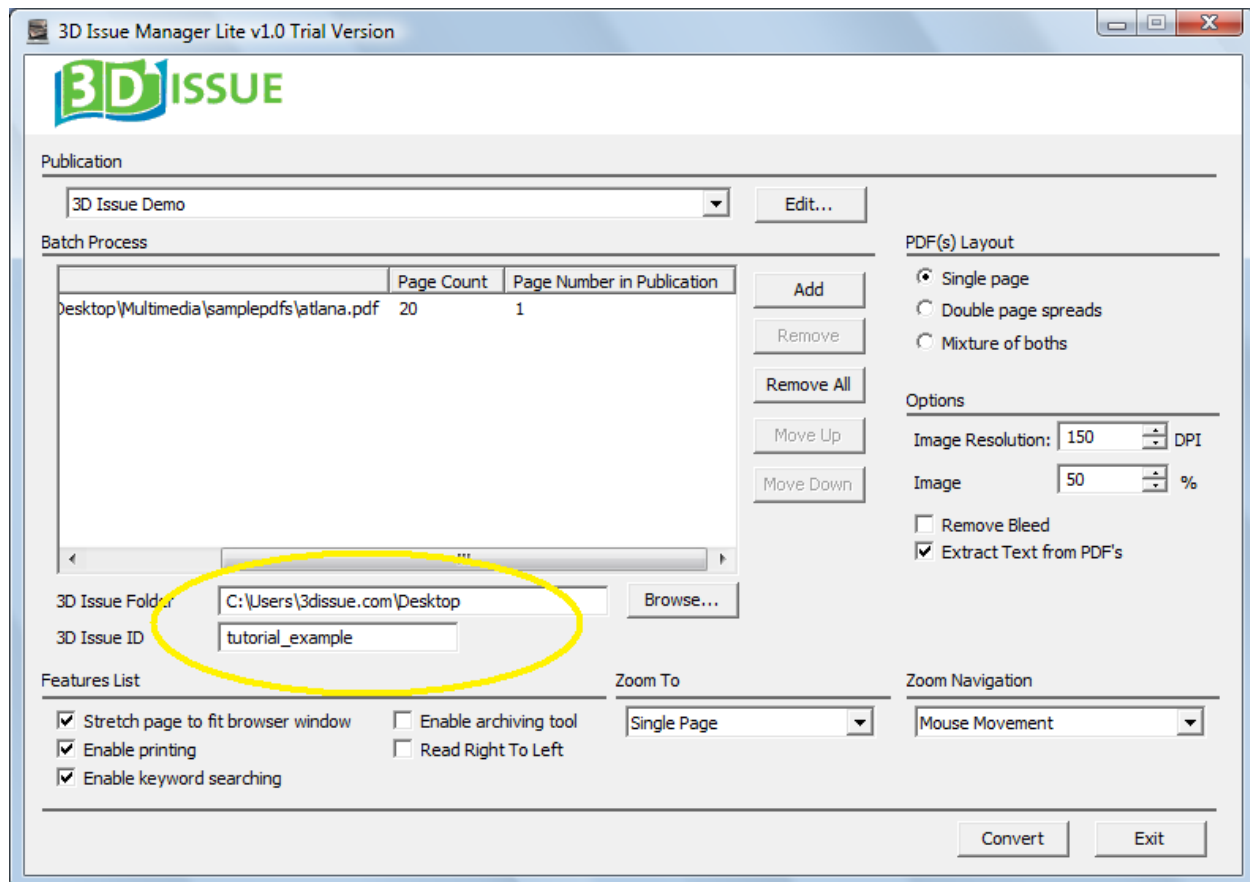
- a. “Page Count”, which displays the amount of pages in that PDF file
- b. “Page Number in Publication” which displays the page number that this PDF will have in the 3D Issue.

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

ii) Choose Project Folder

Now you must choose the “3D Issue Folder”, 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 look at my example below;

My ‘3D Issue Folder’ will be located on the desktop and my ‘3D Issue ID’ is ‘tutorial_example’.



This means when I have converted everything and clicked exit, I go to my FTP website manager, find 'tutorial_example' and simply drag it into my website!!!!

C) PDF(s) LAYOUT

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 is 88 pages. In order to output the digital edition to the true page count. We must select the "mixture of both" option.



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.

D) **OPTIONS**

i) **Choosing output quality and Size**

Image Resolution: DPI Image Quality: %

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.

ii) **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).

iii) **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 etc.

E) **FEATURES LIST**

i) **Stretch Page to Fit Browser Window**

By selecting “*Stretch page to fit browser window*” 3D Issue Manager will check the resolution of the end-users browser and stretch that page to suit their browser. It will stretch the online edition to use the maximum height and width on the end-user’s window.

ii) **Enable Printing**

Not all publishers wish to have their publication available to the end-user as a printed version due to digital rights management (DRM). You may select/deselect as you see fit.

iii) Enable Keyword Searching

This option allows the 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.

iv) Enable Archiving Tool

This feature enables end-users to jump to previous issues of these online publications. This feature reads in an XML file that is stored on a fixed location on your site. Each time you create a new digital edition and post it online, you must update this file and update it online. A copy of this file, pageflip_archive.xml can be found in the root folder of your 3D Issue Manager Installation folder.

v) Read Right to Left

The "*Read Right to Left*" feature is to cater for publications printed in Arabic or Hebrew who obviously read from right to left, therefore the digital edition would be completely reconfigured to handle and reverse the publication totally.

F) ZOOM TO

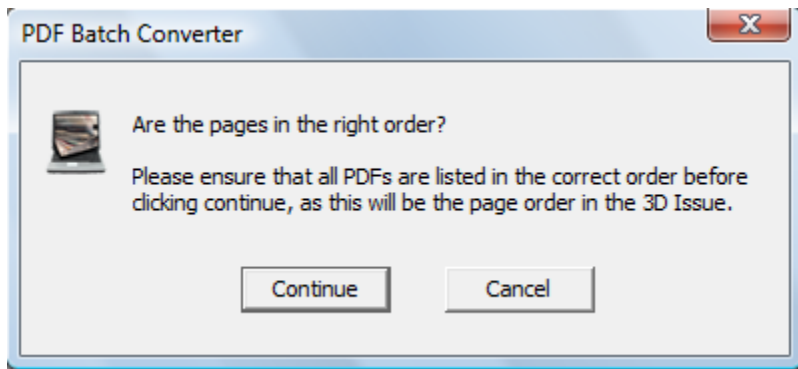
Here you have two options; for the end-user to be able to view a single page when they zoom into the online edition or to view the double page.

G) ZOOM NAVIGATION

Again two options for when the end-user when they are zoomed in; do they navigate around the page by simply moving the mouse, or will they click and drag the page to view different parts.

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. If you have selected multiple PDF files, our software will ask you if you are sure they are all in the correct order, as this is the order they will appear in the live edition.



Click "Continue" if you are happy to proceed.

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.

Finishing the conversion

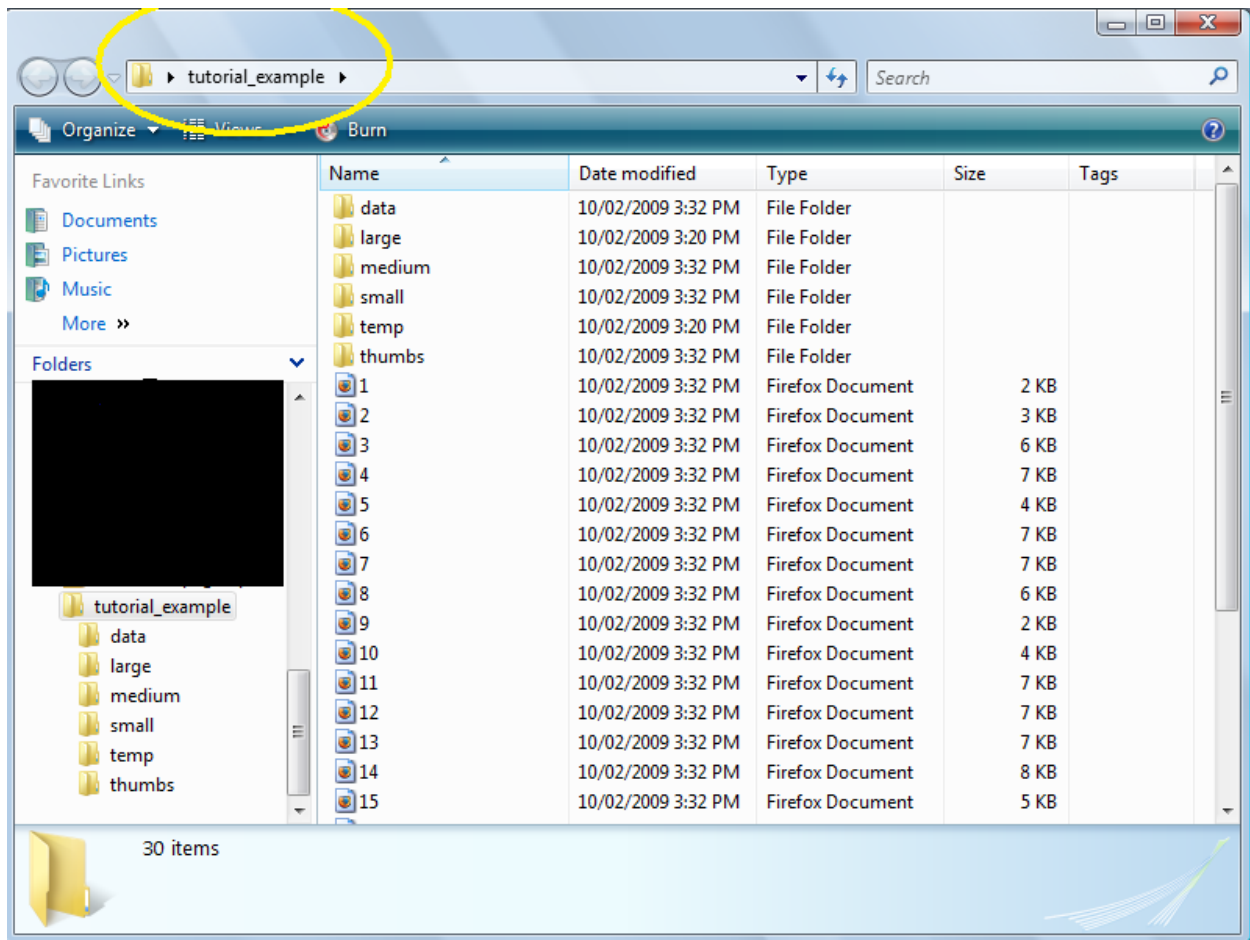
A timer bar will appear to the left of the "Convert" button. Once it has completed 100% of the conversion, click on "Exit" unless you want to start work on a "New" edition.



NOTE:

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

Once you have finished the conversion that's it, hit 'Exit' and your project folder will automatically open.



This project folder is now ready to be transferred into your website....easy!!!!

SHOULD YOU HAVE ANY QUERIES RELATING TO THE ABOVE INFORMATION OR ANY RELATED THEN PLEASE CONTACT US AT support@3dissue.com or customerservice@3dissue.com.