

TextCENTRIC's ADAPTIVE BOOKS™

At TextCENTRIC we convert your books into digitized eBook masterpieces that have intelligent functions for sharing information and fostering collaborative teaching and learning environments. In short, we give you the ability to add more meaningful and timely components to your original text.

We have created numerous intelligent functions inside our TextCENTRIC Book Reader, which is the user interface we have developed for displaying and navigating through digital content. The TextCENTRIC software inside our sophisticated Book Reader allows users to mark-up, highlight and annotate text; add active hyperlinks; attach files, including audio and video clips and learning objects; incorporate questions and answers; and basically build an abundant amount of interactive features around the core content of your eBook.

As groups or individuals review an eBook online, over a network or via a CD-ROM, DVD, PDA or special eBook reader device, the teaching and learning experience becomes a dynamic interaction and collaboration that promotes direct sharing of customized knowledge. For example, instructors and authors can upload meaningful files/instructional components to their students/readers while speaking to them on the phone or via a live chat room, providing educators with a totally new way of distributing valuable information and instruction.

OUR ADAPTIVE CONTENT TECHNOLOGY

TextCENTRIC has developed three patented "content intelligence" functions that provide the technological backbone for Adaptive Books:

- 1. Adaptive Menus** - Allows only content owners, and/or other approved users to customize content based on preset defaults. This also protects intellectual property.
- 2. Dynamic Resource Exchange** - Sets rules of engagement regarding how text can or cannot be manipulated by end-users.
- 3. Role-Based Profile Management** - Interacts with Adaptive Menus and the Dynamic Resource Exchange intelligence functions to determine the range of interaction that can be provided to various user roles.

TextCENTRIC Adaptive Content Technology has been developed for delivery via a client-side model or server-side model. The client-side model uses fixed media (CD, DVD, eBook Reader, download) to house digitized content while the Internet is utilized for exchanging profiles and linking to outside resources. The server-side model houses content and interactions on the network and delivers content via a client browser.

TextCENTRIC represents the next generation of content and knowledge exchange, building the bridge between traditional publishing and the new generation of standards-based, digital publishing.



FEATURES OF TextCENTRIC ADAPTIVE BOOKS™

For Publishers:

- Customizable Menus - Set the choice and sequence of chapters and sections within your book, while accurately retaining the look and feel of the original text.
- Index and Table of Contents - Create an interactive index and TOC for easy navigation, while preserving the layout of text and graphics and pagination of the original text.
- Built in utilities for integrating all Windows compatible external programs.

For Instructors and Authors:

- Customizable Buttons and Activities - Customize your books to allow for the addition of hyperlinks, information for labs or discussion groups and similar material.
- Document/Resource Integration: You can easily integrate documents within any point of the book, allowing for the insertion of text documents, spreadsheets, PowerPoint slides, audio files, graphics, and other resources that help clarify or illuminate your core content.
- Integrate Demos, Drills, and Other Resources: You can integrate animations, java applets, and other illustrations that take full advantage of the electronic medium to illustrate complex concepts. These can be developed by the publisher, instructor, or third-party source and incorporated into your core content.

For the Students/End-Users:

- Annotations: Created and controlled by the learner, with icons placed adjacent to the appropriate section of text.
- Highlighting: Allows the student to highlight text on any page in any of four different colors
- Bookmarking: Allows the student to easily reference pages for quick access later
- Note Taking: Notes can be associated with individual pages, allowing the student to record questions or comments associated with specific text.
- Easy Navigation: the user can move directly to a chapter, section, page, or specific word or object in the text. The user interface allows access to every activity in the text with the click of a button.

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