

INTRODUCING MetaPrep™

Content Conversion and Standards Preparation Services by TextCENTRIC™

TextCENTRIC's MetaPrep process is the first step in preparing digital content for use across the entire digital publishing value chain from creation to end use.

Our MetaPrep services will convert your content into flexible, standards-based digital files, including XML (Extended Markup Language), OEB (Open E-Book), SCORM (Shareable Content Object Reference Model) or other specific file types and standards for all downstream uses. We repurpose your content for multiple use via a variety of delivery channels, including the Internet, CD-ROM, DVD, PDAs and eBook readers.

This conversion process accurately retains the look of the original content.

We also provide services related to editorial and business strategies for effectively preparing and distributing digital content.

The value of MetaPrep lies in the “convert-once/use-many-times” philosophy for distributing digital content. Its singular, customizable conversion process is designed specifically to open access to new channels and markets.

SIX-STEP APPROACH TO 100% SATISFACTION

TextCENTRIC's six-step preparation and conversion process delivers extraordinary levels of content integrity and utility.

1. A comprehensive file confirmation process ensures that all original publisher files/images are received and the data is accurately captured.
2. Custom style sheets for publisher content are developed to ensure accurate and consistent meta-tagging, as well as for working within the publisher's specifications.
3. The publisher's files are converted to XML/OEB formats using proprietary technology and leading software converters.
4. “Two-way focus” conversion technology is applied to maintain the original look of the converted files, if desired.
5. Content integrity is assured by using superior proofreading and quality assurance methodology.
6. On-time delivery is guaranteed.

EDITORIAL CONSULTING SERVICES

Through our affiliation with Knowledge-Base, LLC (<http://www.eKnowing.com>), we provide professional editorial services to ensure that your digital content is pedagogically sound, coherent and focused on your desired direction and outcome.

Additionally, we provide meta-tagging services, which are important elements of effective information design. Meta-tags are essential for defining information to be referenced. Proper meta-tagging precisely defines what a specific document/book is all about. Our editorial experts will wrap your digital content into effective meta-tags for efficient referencing purposes.

BUSINESS CONSULTING SERVICES

TextCENTRIC allows you to expand your content into new delivery formats and channels, and into new markets. For example, parts of various editorial and pedagogical expertise can be converted into “learning objects,” which are components of information that can be easily moved, manipulated and reused inside different instructional contexts. This opens up a wider audience for content that may not have been so evident in the non-digitized world of publishing. In short, we work with you to maximize the value of your digitized content and assist you with determining the best approach for utilizing and refocusing your digital assets inside new arenas.

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.