Empowering bookstores – Who is TEA?

- empowers booksellers, distributors and online retailers to use their expertise in distribution, marketing and interacting with e-readers, giving them an innovative, ergonomic and competitively-priced solution
- Cultura and Decitre, > 60 brick and mortar stores
TeaBook open reader est notre vision du partage de la lecture de livres électroniques et tablettes. Plutôt que de créer une application native pour chaque appareil et chaque système d'exploitation, nous avons élaboré une unique application web partageable et utilisable dans un navigateur récent, sans prérequis à installer.

Parce que c'est notre vision du partage, nous ne croyons pas dans l'entité unique des lecteurs, nous partageons notre application et nous espérons qu'elle améliore, simplifie, et que de nombreux lecteurs l'approprieront.

TeaBook open reader est : 

- **une application web** permettant de lire en ligne depuis tous les appareils web, tablettes incluses, indépendamment de système d'exploitation, et offrant une expérience fidèle des livres numériques ePub

- **une application ouverte** permettant à des tiers d'enrichir les possibilités de lecture, de créer de nouveaux usages et de favoriser un écosystème ouvert, autour des livres numériques.

L'équipe TEA, The Ebook

L'application est partagée suivant le **licensing**, les conditions que nous avons définies avec les éditeurs.
The real comparaison

<table>
<thead>
<tr>
<th>Feature</th>
<th>iOS 6</th>
<th>HTML 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working off line</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Touch / mobile user interface</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Exceptional performance</td>
<td>✔</td>
<td>✖</td>
</tr>
<tr>
<td>Discoverable in the embedded app store</td>
<td>✔</td>
<td>✖</td>
</tr>
<tr>
<td>One application fits all devices</td>
<td>✖</td>
<td>✖</td>
</tr>
<tr>
<td>Play without prior installation</td>
<td>✖</td>
<td>✔</td>
</tr>
<tr>
<td>Connect with simple links</td>
<td>✖</td>
<td>✔</td>
</tr>
<tr>
<td>Updates instantly</td>
<td>✖</td>
<td>✔</td>
</tr>
<tr>
<td>No 30% fee to Apple/Amazon/Google</td>
<td>✖</td>
<td>✔</td>
</tr>
<tr>
<td>No censorship, no arbitrary rules</td>
<td>✖</td>
<td>✔</td>
</tr>
<tr>
<td>Conditions won’t change in future</td>
<td>✖</td>
<td>✔</td>
</tr>
</tbody>
</table>
EPUB is « web inside »

IDPF open standard
- Supported by every reader (except Amazon/Kindle)

A website inside a zip file
- HTML + CSS + Javascript + images and video
- Broken in chapters/files
- With XML metadata (toc, title, ...)

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No prior installation

No installation
- Installation *is* complex for most people
- Everyone already have a browser (even your fridge)

Simple link at the end of checkout
- From your bookseller account
- Follow a link, you’re started

Updatable many times a week
A big difference

No terms from a third party to agree upon

- No 30% commission to pay to Apple/Google
- No publication delay at each update
- No censorship, no arbitrary rules
- Being a direct concurrent of Apple? No problem
- Conditions won’t change in the future

“Today they censor nipples, tomorrow editorial content.”

this was yesterday …
All (web) devices

- PC, Mac, iPad, Android tablet...
  - iPad was the main problem, now OK
  - Smartphones in future
  - Even your fridge or your TV

« all modern browsers »

- iPad and Chrome are finished for this first demo
- Huge amount of work to support everyone
Reading offline

Open one time, read offline the next time

- Your web browser does not need Internet
- Thank you HTML 5 : appcache, localstorage, indexdb

Easy for user, complex for developers

- Storing data in browser is easy
- Storing linked content is not easy
- Dealing with the browser quota
- Preloading
Few things where/are very difficult

How to

- do reliable pagination?
- Have bookmarks?
- « Protect »/DRM content if the publisher ask for it?
- Ensure good performance?
- Ensure security (isolation between content and app)?
- Store very large video?

With

- Dynamic content (javascript, animation)
- Untrusted content
- Fast performance
Open source, Now

- GPL, now, on github
  - github.com/TEA-ebook/ - online demo available

- Next?
  - Better EPUB 3 support: Footnotes, comics, complex javascript, ...
  - Cross browser compatibility: Firefox, Opera, ...
  - Mozilla Market Place
  - [insert your contribution here]

- Waiting for you
  - Libraries, Universities, Companies
  - Help us opening the book world
‘tea’
the ebook alternative

TeaBook Open Reader

W3C Developer Meetup
29 October 2012 – Lyon
Reading digital – E-books

Reading ebooks, with ereaders

- Lighter, smaller, more easy to carry with you at all time
- No need to take 4 or 5 books in holidays
- Easy to buy, no need to find an open

Content

- Hypertext
- Animations
- Search
- ...
Open ecosystem

Building on the vision of an open and transparent book market

Let readers read, handle and comment on their digital books where they want, when they want, and how they want, independently of any distributor or reading device.

- the ebook reader's manifesto
  http://www.tea-ebook.com/manifeste
Same capacities

Today, with a web app

- Touch / mobile user interface
- Storing local data
- Working off line
- Using a database
- Using local files
- Geolocalization

Tomorrow (not yet)

- Notifications
- Contacts
- Calendar
- ... Firefox OS
Existing alternatives

Amazon cloud reader & Kobo instant reader
- For Amazon and Kobo books, walled gardens

Readium
- Project from IDPF
- Open Source
- Great EPUB 3 support
- Chrome extension, not device independant

Many other online readers
- No offline support
- Generally not « as designed by the publisher »
- Generally not open source
Digital reader manifesto
http://www.tea-ebook.com/manifeste

Readers shall have access to the most comprehensive catalogue possible (choice)

Ebooks shall be readable on any device (portability)

Readers shall buy books from the bookseller of their choice (interoperability)

Readers shall read in a way that suits them (ergonomics/usage)

Readers shall choose what they share and with whom (privacy)

Readers shall retain ownership of their work (research, literary criticism)

Readers shall organise their library to their own taste (and keep all their books with them, wherever they go)

Readers shall be guaranteed access to their own library

There shall be freedom to develop new usage modes