

# **Publishing and the Open Web Platform**

## **A W3C Workshop on Publishing using the Open Web Platform**

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**ARCHICOL**

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### **Introduction**

Founded in 2012, Archicol is a young, innovative company specializing in the development of tools for conversion and digital production for e-publishing. Archicol puts ePub and print on demand as the heart of its technology.

Archicol working with actors of the press, the book but also the companies.

Archicol is a member of the IDPF, Le Labo de l'Édition (Incubateur de la Ville de Paris) and Cap Digital.

### **Point of view**

The digital book is much more than the scaled version of the printed book. An e-book is essentially based on HTML and CSS. The ebook should bring usability, interactivity, and be closer with practical / uses the web to facilitate reading and access to content for the user. It's important to use existing Web technology as much as possible, because there is no need to reinvent the existing and what's already works.

We want to provide our users with a single ePub file, full of quality and truly compatible with all devices and stores. Today, it is unfortunately impossible.

We want to support the players who put the contents to the root of their value chain, content will be two forms of return: the digital one with the physical paper.

We believe in the need to define the norms and standards of e-publishing, with actors such as the W3C and IDPF, in order to anticipate and meet the expectations of end users.