

Grimm Press

Introduces Adobe publishing solutions
Establishes new standards for interactive content, expands into global digital picture book market



While actively promoting digital content and cultural innovation industries in Taiwan, the traditional print publishing industry is undergoing a major technological revolution toward the introduction of digital publishing. In 2008, Taiwan's largest and most well-known children's picture book publishing company - Grimm Press - announced its expansion into the field of digital publishing by combining advanced digital publishing technologies and concepts with its extensive content assets from its print business.

Grimm Press Publisher Hao said that he believes the publishing industry's main asset is its content, and that publishing paper books is not the only choice. Diversified publishing through different delivery methods is the future for the industry.



“Using Adobe technologies, we were able to quickly achieve our goals and make the ‘Dynamic Picture Books’ project a reality, building advantages for our company’s continued growth in the publishing industry.”

Grimm Press Publisher, Hao Guangcai

Creative innovation in digital publishing

Grimm Press launched several innovative programs to provide digital content to readers, including two major initiatives called the “Dynamic Picture Books” project and the “Rumbling Bear Cooperative Reading Network.” These groundbreaking interactive projects have set a new standard for the Taiwan digital publishing and e-book industry.

The traditional publishing industry faces major challenges as digital technology grows increasingly prevalent and more readers turn to online and digital content rather than print. Therefore, as a traditional print publisher, Grimm Press aims to build its business by expanding into global publishing markets and introducing a variety of digital content options for readers to choose from. To achieve this goal, Grimm introduced a range of advanced creative solutions from Adobe, including Adobe Creative Suite and Adobe Flash Media Server. These initiatives helped Grimm successfully develop an innovative model for digital publishing and proactively address the challenges facing the publishing industry in the age of digital content.

Grimm Publishing refuses to view new technologies as obstacles to success. By carefully evaluating the most appropriate solutions, the traditional publishing industry can achieve a smooth transition toward

providing digital content by leveraging its most valuable asset - its huge stock of traditional content. Therefore, Grimm Press worked with Adobe to convert its existing print content to interactive digital content, and achieved remarkable results that will become a model for the Taiwan publishing industry.

A professional picture book publisher expands into global markets

Established in 1993, Grimm Press possesses over 15 years of experience in picture book publishing with over 600 volumes published to date. Grimm Press is the largest children’s book publisher in Taiwan with over 100 writers and illustrators from more than 30 countries creating high quality children’s books, including numerous Nobel Prize winners for literature and world-renowned illustrators.

Nurturing children’s ability to appreciate art by publishing beautiful children’s picture books has been Grimm’s goal since its inception. With a constant focus on the global market, Grimm Press publishes in over a dozen languages and exports to countries around the world. It has won numerous international awards for illustration and publishing. Grimm Press has won the most award nominations at the Bologna Children’s Book Fair for three years running, and won the “Best Publisher” award at the 1995 Bratislava International Picture Book Exhibition.

In Taiwan, Grimm Press is a frequent winner of publishing awards including the China Times Children’s Book Awards, United Daily Reader’s Award, Taiwan Government Information Office’s “Little Sun” awards, the Golden Bell award and other elementary school picture book awards.



Hao said as the publishing industry digitizes, children's picture books are facing revolutionary changes. By combining visual and audio components, they will completely change the static book model and the reading behavior of their readers.

A cross-industry digital content creation model

The traditional publishing industry today faces challenges due to changing trends in reading habits and technology, and digitization is an important direction for the industry's continued growth. Grimm Press Publisher Hao Guangcai said, "As the publishing industry digitizes, children's picture books are facing revolutionary changes. By combining visual and audio components, we will completely change the static book model and the reading behavior of our readers."

Hao said that he believes the publishing industry's main asset is its content, and that publishing paper books is not the only choice. Diversified publishing through different delivery methods is the future for the industry. Grimm's goal of expanding into the international publishing market entails leveraging its accumulated content from both Taiwan and international artists and writers and rapidly expanding into global markets using digital methods, which are more convenient than traditional models.

In March 2008, Grimm formally established the animated picture book department and launched a technology planning project to complete the first stage of converting content from hard cover books to digital format. The first stage involved turning Grimm's many popular picture books into digital versions.

Although the first stage was converting existing assets into digital format, Grimm's objective was not only purely to convert paper books to digital. Rather, it was to achieve digital recreation and interactive reading capabilities. Therefore, Grimm established an extremely deliberate digital publishing procedure - first to take graphic materials and compile text scripts, then carry

out structure planning by the animation team before the editing team and animation team worked together to create the style of the presentation. The entire process is a cross-disciplinary cooperative digital content creation model, which defines a totally new aesthetic for digital publishing.

Grimm's digital publishing model incorporates a wide range of different picture book styles along with all types of digital animation technologies plus voice and audio effects utilizing 2D and 3D techniques together. This gives Grimm's "Dynamic Picture Books" an entirely different reading experience compared to paper books. "We hoped to use technology to give the reader a different kind of experience and enjoyment," said Hao. "Using Adobe technologies, we were able to quickly achieve our goals and make the 'Dynamic Picture Books' project a reality, building advantages for our company's continued growth in the publishing industry."

Creating diversified digital content using Adobe solutions

Whether in print or electronic publishing, Adobe solutions have always been important tools for innovation in the publishing industry. Grimm Press has relied on Adobe graphic and layout tools for many years, and they used even more Adobe technologies in their digital publishing project to recreate their colorful children's picture books in digital formats.

Grimm's editorial team uses Adobe Creative Suite Production Premium software to complete many of the tasks of converting their existing visual and printed materials to digital - from drawing to layout to image processing. They also use Adobe Flash technology for large-volume animated

Grimm Press

www.gurubear.com.tw

Industry

Publishing

Challenges

- Breaking through the bottlenecks of the traditional publishing industry
- Finding new ways to leverage the extensive content assets of the publishing business
- Establishing an innovative digital publishing process
- Creating an advanced interactive reading platform
- Expanding into international digital publishing markets

Solution

- Consultations with Adobe to acquire technical support and installation project advice
- Installation of Adobe Creative Suite 3 Production Premium
- Installation of Adobe Flash Media Server

Using Adobe creative solutions and Adobe Flash Media Server, Grimm Press has been able to build an innovative model for the publishing industry. Grimm's "Dynamic Picture Books" and "Rumble Bear Cooperative Reading Network" projects take full advantage of the benefits of Adobe solutions, and have already achieved the company's goal of combining traditional publishing with digital content to build a new business model for the industry.



Results

- Launched an innovative digital content network, the "Dynamic Picture Books" program
- Established the "Rumble Bear Cooperative Reading Network"
- Established a comprehensive digital content management, distribution and sales platform
- Successfully expanded into the Greater China digital publishing market

Systems At A Glance

- Adobe Creative Suite Production Premium
- Adobe Flash Media Server

content production. At the same time, Grimm introduced Adobe Flash Media Server streaming media servers to publish, distribute and manage the back end of their online content distribution service, which provides Grimm with an additional distribution channel along with its existing CD-ROM distribution method and creating a new business model for the publisher.

Hao said, "Web pages, mobile phones and all kinds of new electronic devices allow digital content to be viewed on a wide range of formats. Therefore the publishing industry can not focus only on a single type of media distribution; it must consider all possible reading venues. Adobe can provide back end platform solutions from print media to online animation. Using Adobe solutions, Grimm is better able to maintain control of all future development possibilities."

The future of digital reading

In addition to continuously releasing its "Dynamic Picture Books," Grimm also announced the formation of the "Rumble Bear Cooperative Reading Network," which provides an online environment for parents and children to enjoy reading together.

Grimm also built an online sales platform for all of its digital materials, including "Dynamic Picture Books," e-books and interactive English textbooks.

Adobe Flash Media Server's comprehensive content protection and management features allow Grimm to provide readers with online reading samples, personal bookshelves, download purchased content and other related services. The combination of Adobe solutions has helped Grimm Press expand its presence into the Greater China market as well as European and American markets. In the near future, Grimm plans to establish a simplified Chinese version of the "Rumble Bear Cooperative Reading Network" to target the mainland China market.

Using Adobe creative solutions and Adobe Flash Media Server, Grimm Press has been able to build an innovative model for the publishing industry. Grimm's "Dynamic Picture Books" and "Rumble Bear Cooperative Reading Network" projects take full advantage of the benefits of Adobe solutions, and have already achieved the company's goal of combining traditional publishing with digital content to build a new business model for the industry.



Adobe Systems Benelux B.V.,
Taiwan Branch

19 Floor, Tun-Hwa South Road,
Sec 2, 106,
Taiwan
www.adobe.com.tw

Legal: Adobe, the Adobe logo, and InDesign are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2008 Adobe Systems Incorporated. All rights reserved. Printed in the USA.
9501XXXX 04/09 X