

# Manhattan Press

Adobe® Digital Publishing Suite enables Manhattan Press users to learn at their own pace



## Manhattan Press

HKSAR, China  
[www.manhattanpress.com.hk](http://www.manhattanpress.com.hk)

## Industry

Education and Publishing

## Challenges

- Shrinking printed education material market
- Teaching materials that fit different standards of students
- Streamlining workflow in programming print and electronic copies
- Providing more teaching resources to students

## Solution

- Adobe® Digital Publishing Suite (Beta Version) streamlines workflow
- Interactive digital content caters to students with different learning speeds

## Results

- Aligns with eLearning initiative promoted by HKSAR Government
- Interactive learning and enhanced learning initiatives
- Reduce 30% of time required to programme electronic version

## Systems At A Glance

- Adobe® InDesign®
- Adobe® Digital Publishing Suite (Beta Version)

## Learning 'E'volution

Hong Kong's Manhattan-Marshall Cavendish Education (Manhattan Press) is a member of Times Publishing Group and specialises in publishing and printing. Manhattan Press' mission is to provide primary and secondary school teachers and students with quality educational materials that contribute to the promotion of teaching and learning effectiveness.

Manhattan Press published their first textbook series - New Geography - in 1985 and has since published over 1,000 titles, ranging from printed books to electronic publications covering 18 subjects in areas such as Chinese, English, Arts, Science and Technology.

Over the last decade, classroom education is evolving from old-fashioned blackboards to electronic whiteboards to flat-screen LCD monitors and tablet PCs. More interactive and engaging education materials are required to keep up with students' learning initiatives.

Fuelling the development of digital books, Manhattan Press launched an eLearning pilot scheme in schools in conjunction with the HKSAR Government's Education and Development Bureau. This pilot scheme explored how eLearning should be implemented in different schools to address learner diversity, students' pursuit of self-directed learning and life-long education.

"Traditional printed textbooks limit the teaching and learning pace because the process is controlled and adjusted by the teacher. Digital textbooks, however, help address the learning differences of students and give them an opportunity to learn at their own pace," says Mick Wong, I.T. and Production Manager, Educational Publishing Division, Manhattan Press. "Learners can explore additional information, watch videos on demand, learn through guided questions. They can always dive deeper in areas of interest through the Internet."

Manhattan Press started getting involved in the multimedia production of school textbook materials back in 2000 and gradually moved to web-based learning websites before turning to Adobe Systems for the beta version of the Adobe® Digital Publishing Suite to launch a digital book series. Their first foray into the digital format included the creation of four supplementary reference books giving students multi-platform access on Android tablet, iPad and PC.

The first digital book of the series, Our Scientist – Communication, is now available on Apple Store for download to the iPad. This digital edition provides students a truly dynamic reading experience as they explore the embedded rich media and movie clips throughout the text. Students can interactively write and highlight text, jot notes, answer questions and check answers instantly on the tablet.

## Moving From Desktop Publishing to e-Publishing

Adobe® Digital Publishing Suite allows publishers to cost-effectively author, produce and distribute groundbreaking content to a broad audience across a wide variety of digital devices. Built on a foundation of Adobe® Creative Suite® and Adobe InDesign® CS5 software, Adobe Digital Publishing Suite enables the design and delivery of innovative publisher-branded reading experiences, paired with flexible commerce models and support for deep analytical reporting.

Using Adobe Digital Publishing Suite, publishers will be able to efficiently author both fixed and adaptive layouts, natively build new interactivity levels directly in InDesign, distribute and monetise their digital editions, and optimise their editorial and advertising content for complete end-to-end digital publishing workflow.



*"Adobe Digital Publishing Suite allows us to add interactive elements to teaching materials directly, it helps us save considerable time and reduces duplicated efforts by 30%."*

Mick Wong  
IT and Production Manager  
Educational Publishing Division  
Manhattan Press

## Streamline Workflow and Increase Productivity

All Manhattan Press teaching materials used to be developed in print using Adobe InDesign for layout and then sent to another team for digital formatting. The entire process was quite lengthy and required double efforts and time.

Manhattan Press found the Adobe Digital Publishing Suite was the most cost effective solution for extending their desktop publishing to digital publication platforms by optimising existing workflows. By using existing resources including staff, skills and Adobe Creative Suite publishing tools, engaging content is quickly produced and delivered to a wide audience on an extensive array of mobile devices.

The Adobe Digital Publishing Suite provides a one-stop solution that allows parallel content development and programming, to streamline workflows. By adding interactive elements to teaching materials directly, Manhattan Press saves considerable time and reduces duplicated efforts by an estimated 30%.

## Benefits

When Manhattan Press launched their digital books in the presence of over 70 teachers, the response was overwhelming - lots of positive feedback and many orders placed. By including graphics and interactive elements, students now have a stimulating learning experience that helps improve their memory and enhances the effectiveness of learning.

The eBook launch also helped Manhattan Press further promote their brand in the education sector enabling new revenue streams and establishing partnerships for new education projects. "Though in its beta version, the Adobe Digital Publishing Suite dramatically reduced duplicated efforts on every project and this is clearly demonstrated through the eBook launch that elevated our profile and put Manhattan Press firmly on the map of the education sector," says Mr. Wong. "The education sector was very enthusiastic about the initiative. Our next step will be to look at how we centralise content using an on-demand access model."

"Adobe provided professional consultation and gave useful insights on industry trends during the entire transition process. The printing industry as a whole will be able to benefit from the Adobe Digital Publishing Suite," said Mr. Wong.

"The publishing industry continues to adapt and reinvent itself by embracing technologies and innovation enabling greater reader engagement across multi-mobile platforms," said Yew Hwee Ng, Country Manager, Greater China at Adobe Systems. "Adobe is at the forefront in helping publishers revolutionise how they create and deliver digital content."

**For more information**  
[www.adobe.com/products/digitalpublishingsuite/](http://www.adobe.com/products/digitalpublishingsuite/)



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