

# IconLogic



## IconLogic

[www.iconlogic.com](http://www.iconlogic.com)

## Industry

Publishing

## Challenges

- Creating electronic publications accessible on portable digital readers
- Reducing time and costs associated with converting files to EPUBs
- Improving delivery of services to international and domestic customers

## Solution

- Electronic publication development

IconLogic is using the Adobe Technical Communication Suite 2.5—particularly Adobe FrameMaker 9 and RoboHelp 8—to convert digital technical documents into portable, easily accessible electronic publications that can be viewed across a variety of hand-held digital readers.

## Results

- Brought EPUB development process in-house
- Saved thousands of dollars and untold man hours on EPUB production per year
- Accelerated delivery of EPUBs to international and domestic customers
- Enabled text reflow around rich graphical content for improved quality of EPUBs

## Systems at a glance

- Adobe Technical Communication Suite 2.5. Components used include:

Adobe FrameMaker 9  
Adobe RoboHelp 8

Publisher delivers helpful how-to training books to digital reader users with Adobe® Technical Communication Suite 2.5

## The true meaning of Do-It-Yourself

Do-It-Yourself guides have historically been great sellers. From home improvement to car repair to building a communications network, the business of creating books that instruct individuals how to accomplish a task or goal in a step-by-step manner has been healthy and vibrant.

Over time, instructional books have evolved from hardback book form to more compact digital documents that are easily available from virtually any computer. In recent years, there has been yet another evolution, this time to portable electronic publications.

For publishers such as IconLogic, which operate on smaller budgets than traditional, large-scale publishers, the emergence of electronic publications (EPUBs) for hand-held portable readers has made it challenging to get instructional guides in front of readers who really need them. "Converting long digital technical documents—such as guides on web page development and desktop publishing—to a useable EPUB file can take several days and cost hundreds of dollars if we have to outsource the process," says Kevin Siegel, president of IconLogic.

To bring the process of creating EPUB files in-house and save time and money, IconLogic adopted Adobe Technical Communication Suite 2.5—particularly Adobe FrameMaker® 9 and RoboHelp® 8—to publish all of its books and convert them to usable, high-quality EPUB files for use on portable digital reader devices.

## Bringing EPUB in house

For years, IconLogic used Adobe FrameMaker to publish its electronic books because of FrameMaker's powerful features such as cross-referencing, running headers and footers, and the ease of combining multiple documents into a single book. Taken together, these FrameMaker features help to make it easy for readers to navigate longer documents. However, converting files so content is accessible on portable devices such as the iPhone, the Kindle, or the Nook was more complex.

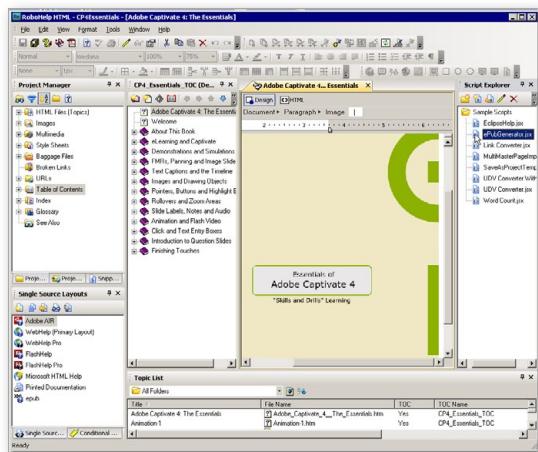
Given the differences in screen sizes and presentations among the various portable devices, converting FrameMaker files needed to be swift and easy to optimize for use across a variety of screens. "Some of the things that can make delivery of content to portable readers difficult are that the text is either too small to read because of the size of the screen, or users find themselves scrolling left, right, up, and down excessively. That's not a great way to read information," says Siegel.

Thanks to a free EPUB script that can be imported into Adobe RoboHelp 8, Siegel and his team can easily transform publications created in Adobe FrameMaker 9 into high-quality EPUB files that can be viewed on virtually any device. Using ExtendScript—the solution's free scripting language and the same scripting language found in other Adobe software such as Adobe Photoshop®—IconLogic can support XML-compatible workflows that enable text to reflow for optimal viewing.

The solution enables readers to resize the text, change the font, or view an EPUB on different screen sizes, and the text will reflow to fill the available viewing area. Even rich graphics and animation are seamlessly woven into the digital content, with text reflowing automatically around images for a richer, more engaging reader experience.

"Converting documents to EPUBs with FrameMaker 9 and RoboHelp 8 was a cinch and the results were simply stunning," says Siegel. "Letting the customer pick and choose how to view the content creates an experience light years beyond what was previously available."

With Adobe Technical Communication Suite 2.5 software like FrameMaker 9 and RoboHelp 8, IconLogic can accelerate the creation of rich-media, high-quality electronic publications that readers can access across a variety of handheld portable devices.



*"We've seen a significant increase in our international sales, an increase in demand for our publications domestically, and we expect that growth to continue. It's a direct result of our ability to produce and deliver high-quality EPUBs faster and more cost-effectively than ever because of the Adobe Technical Communication Suite 2.5."*

Kevin Siegel  
President, IconLogic

Once an EPUB is released, IconLogic can quickly and easily update and reissue content to make sure readers have the freshest, most up-to-date information. Unlike in the past when an author needed to make manual edits in both FrameMaker and RoboHelp, Adobe Technical Communication Suite 2.5 provides a single source layout where updates and edits are made automatically and simultaneously across all versions of the document.

"With Adobe Technical Communication Suite 2.5, we can take any book—even one that is 400 pages and full of rich-media—and in five minutes, push it to RoboHelp and, from RoboHelp, create an EPUB file," Siegel says.

### **Giving customers what they want**

For IconLogic, Adobe Technical Communication Suite 2.5 has helped reduce production costs and deliver high-quality electronic publications to customers domestically and internationally. While in the past, IconLogic needed to outsource the conversion of its FrameMaker publications to EPUBs—a process that frequently took up to ten days and cost hundreds of dollars—Adobe Technical Communication Suite 2.5 allows the company to produce and distribute its own content in house, at a fraction of the cost and in less time.

IconLogic has created a standard FrameMaker template—leveraging the scripting language in RoboHelp and cascading style sheets—enabling anyone in the office to publish an EPUB.

"The EPUBs we have historically had to pay for were good enough to pass EPUB standards tests. But for the amount of money it cost us, outsourcing simply wasn't worth it," says Siegel. "With Adobe FrameMaker 9 and the free scripting language in RoboHelp 8, we have all the resources we need to produce very high-quality EPUBs in house, while saving thousands of dollars and untold man hours per year."

The cost-effective and efficient Adobe solution enables IconLogic to bolster sales both domestically and internationally. For customers abroad, the portable digital versions of the books mean that they no longer have to pay for expensive shipping costs, which frequently exceeded the purchase price of the book itself. And, for domestic customers, the accelerated production and turn-around time means that new books can be available for instant download.

"We've seen a significant increase in our international sales, an increase in demand for our publications domestically, and we expect that growth to continue," says Siegel. "It's a direct result of our ability to produce and deliver high-quality EPUBs faster and more cost-effectively than ever because of Adobe Technical Communication Suite 2.5."

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