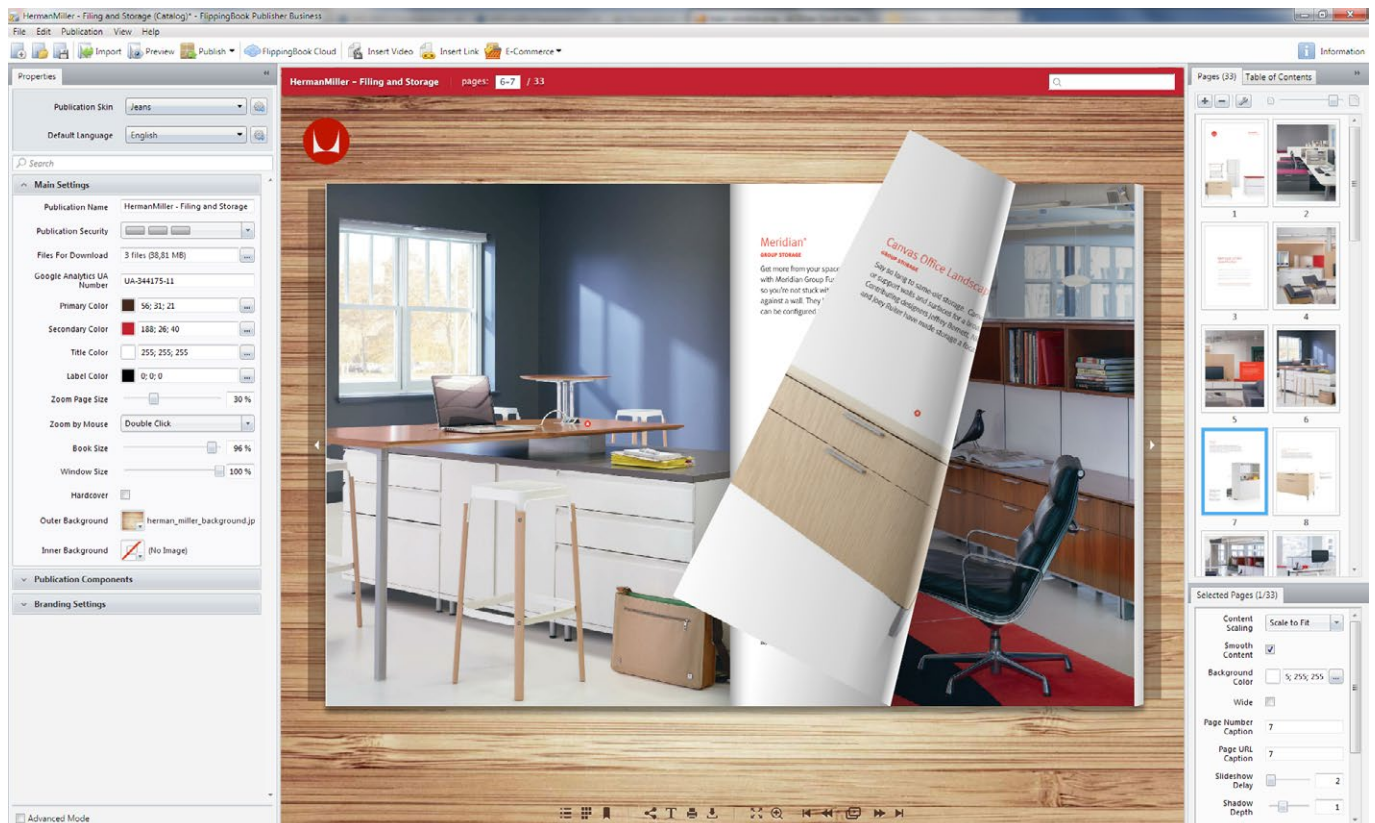FlippingBook **Publisher** 2
PRODUCT GUIDE

Contents

Introduction

Publisher 2 is a Windows application, designed to create modern, user-friendly and attractive publications from traditional documents.

With the help of Publisher 2, you will be able to create online publications for websites, offline publications for CD, DVD and Flash-drives (for Windows and Mac OS X), as well as online publications for mobile devices (iPad, iPhone, and Android devices). PDFs and images (JPEG, PNG, BMP, TIFF and SWF) can be used as source files.

With the Professional and Business editions you can import any documents stored on your computer, including your MS Word, Excel and PowerPoint files, into your publications. Also Publisher's Business edition supports several integrated methods of protecting your publications from unauthorized access and unwanted copying of content.

The new version integrates with popular social networks, supports very large publications (up to several thousand pages), and allows the creation of publications that will be optimized for search engines (SEO) and special publications for the increasingly popular mobile devices.

Quick Start

This chapter describes how to quickly create a publication from a PDF file and upload it to FlippingBook Cloud.

Let's assume that you have already installed and run your copy of Publisher 2.
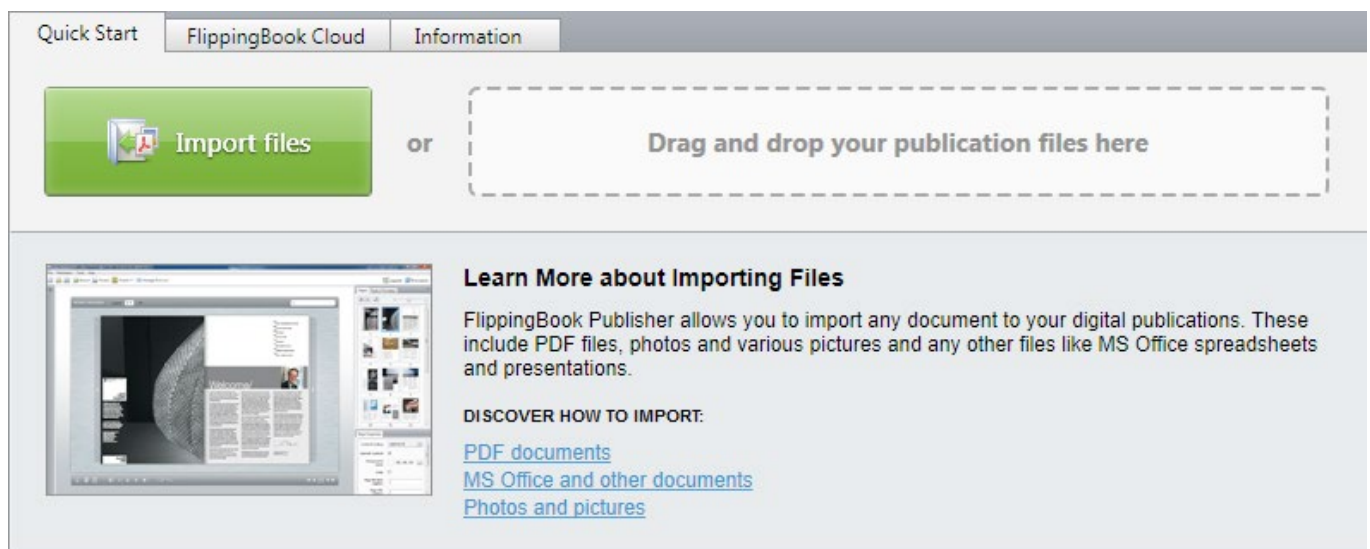
IMPORTING PDF FILES

FlippingBook Publisher offers users the greatest and most powerful options for the importing of PDF files in the whole world market of e-publishing. Users can import documents of any type including magazines, books, catalogues, brochures, presentations. FlippingBook Publisher provides users with the best means of conversion so that all materials easily become great digital publications.
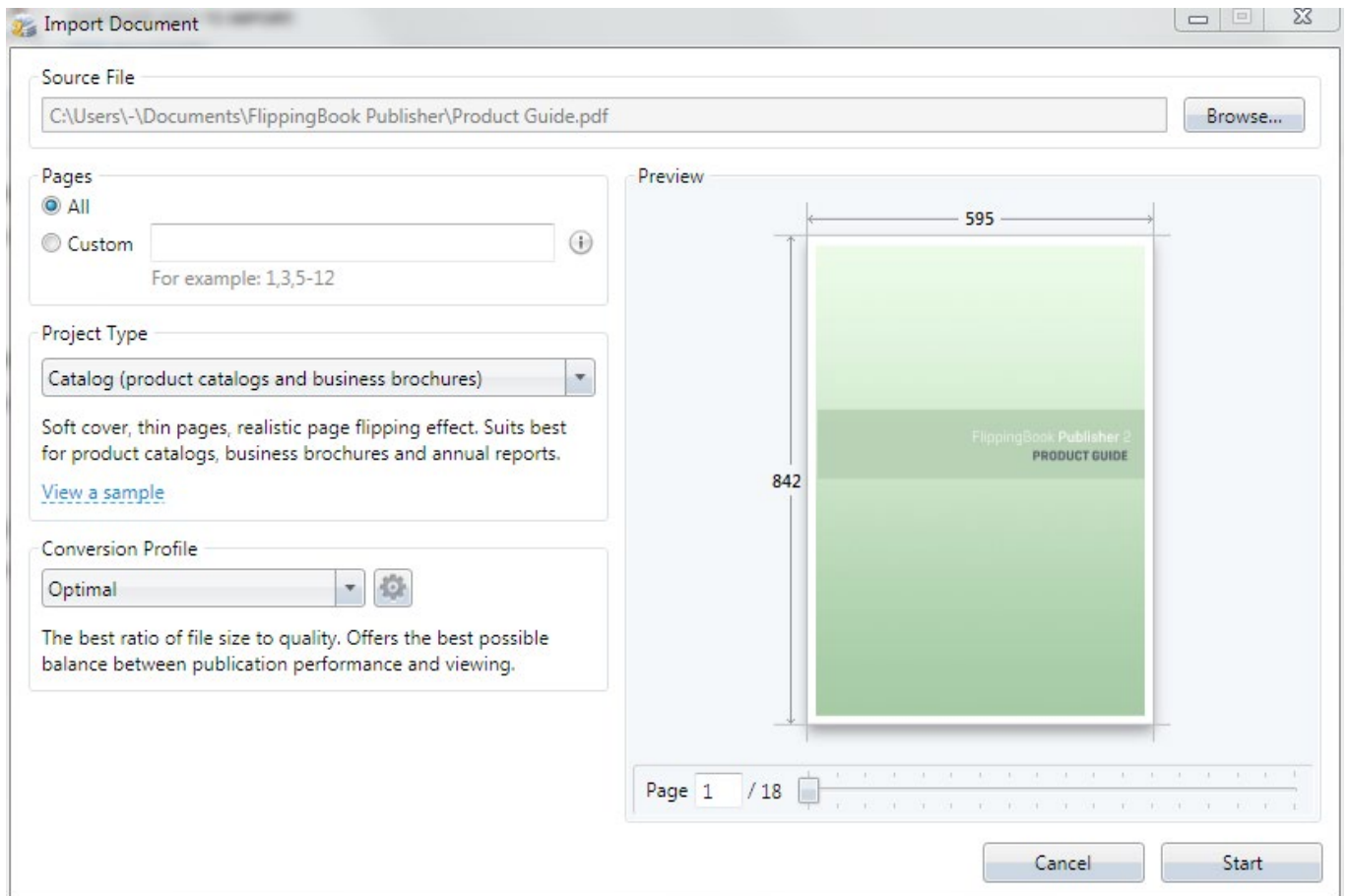
Choosing the source file

The easiest way to import PDF files is to use the "Import Files" button on the FlippingBook Publisher start page or drag and drop a file from a folder directly to the marked field.

For user convenience, there are alternative ways of importing MS Office and other non-PDF documents.
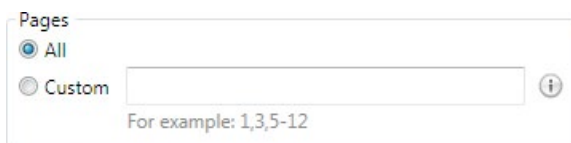
Preparing PDF files for importing

Simply specify a file and FlippingBook Publisher will offer users the most suitable publication type and other import settings.

Choosing pages for importing

Users can either import a whole file or select pages for importing by specifying their numbers in the corresponding field.

Choosing the publication type

Select the most suitable publication type using the "Publication Type" panel and FlippingBook Publisher will automatically adjust the look and behavior of the subsequent publication.

FlippingBook Publisher provides users with a short description and a preview option, available via the "View a Sample Publication" link, for each type.
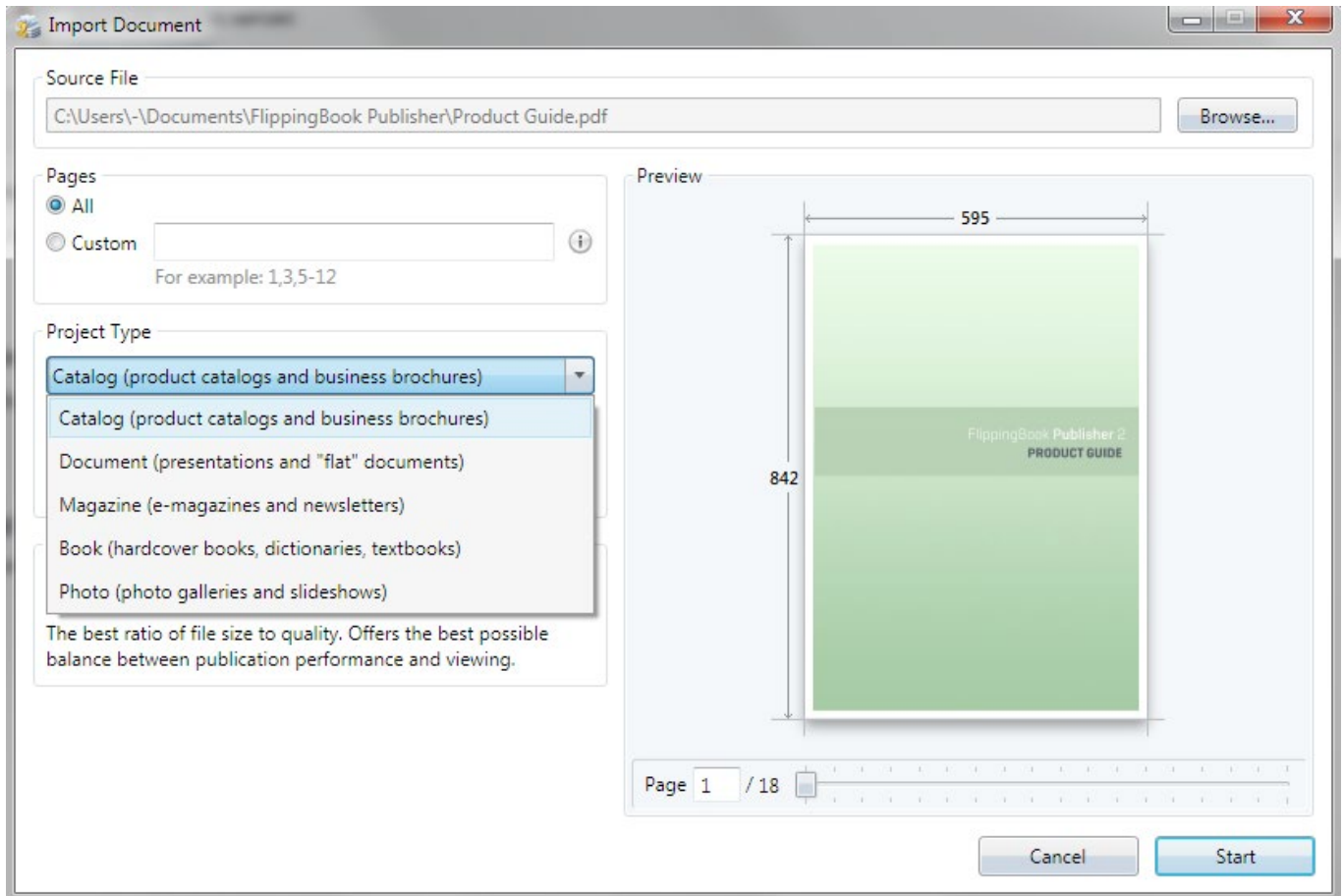
Please note: Choosing the publication type is only available whilst importing PDF files into a new project. If users wish to add pages to an existing project, there is no way to adjust the publication type settings. To change the publication type, users must create a new project.

Settings of PDF file content extracting

FlippingBook Publisher offers you a really wide range of settings for content extracting. In order to allow users to set the extraction, we have created different import profiles, which contain an array of useful preset functions to allow different users to reach different goals. Users can choose between the highest quality and the minimal size of a future publication. Users can select the maximal speed profile or use the optimal profile, which offers a perfect balance of quality, size and creation speed.
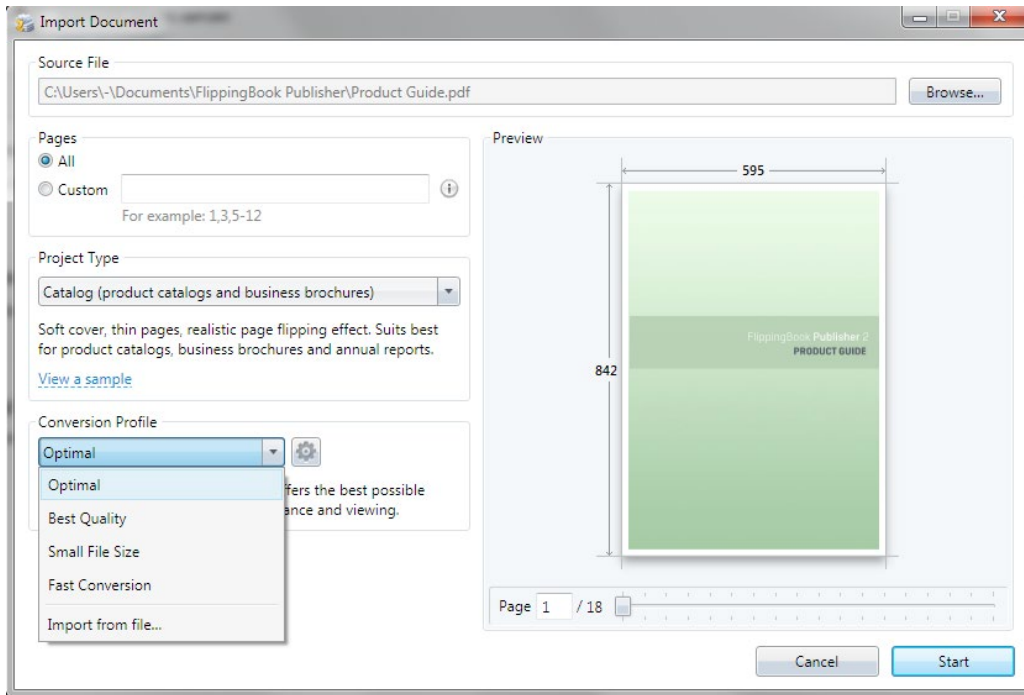
Importing

To start importing and converting files into a modern publication, press the start button. FlippingBook Publisher will start extracting and converting texts, images and other data. The look of the pages remains the same. FlippingBook Publisher parses the data and adds new interactive options, which differentiates a real e-publication from a traditional document.

While importing FlippingBook Publisher creates vector page copies optimized for quick online browsing, extracts text data for enabling full-text search, creates pages for viewing on mobile devices and HTML page versions for indexing in search engines.

When the importing process is complete, the content will appear inside the design mode window of FlippingBook Publisher. Users can then adjust it and publish online or offline.
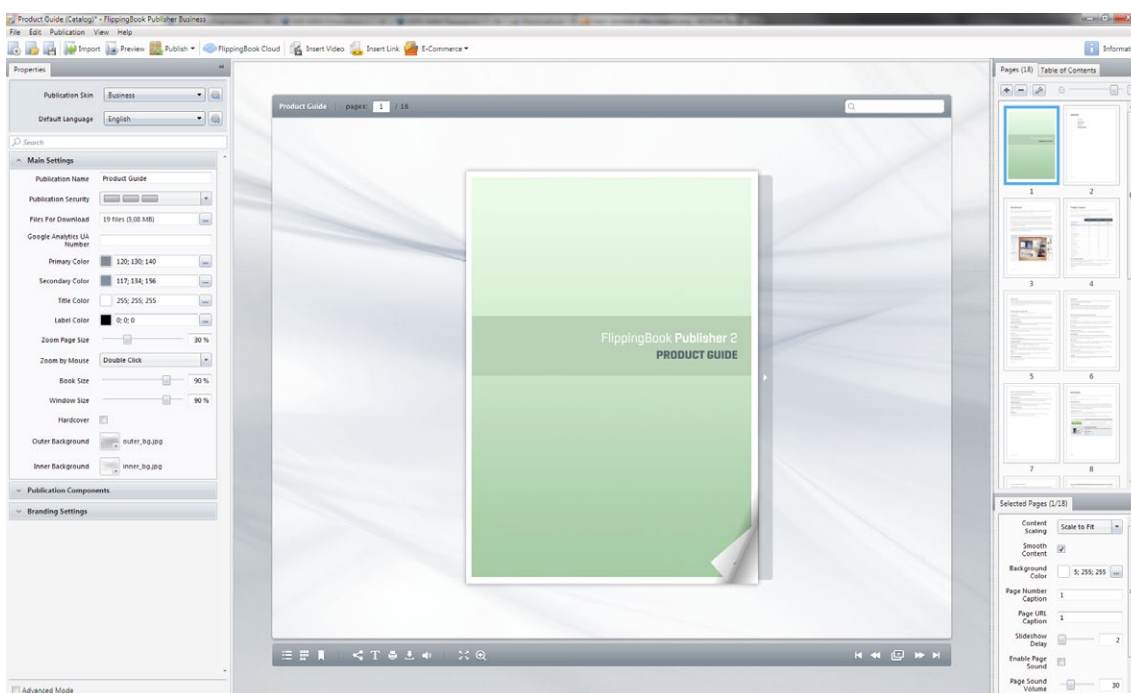
Possible ways of MS Office and other file types

MS Office and other non-PDF files can be imported using one of the following options:

- Using the "Import Files" button on the FlippingBook Publisher start page
- By dragging files to the start page
- Whilst creating a new project
- From the main menu (File / Import PDF, DOC, PPT and other files)
- When printing on FlippingBook Printer from the native application

In addition, users can add pages to existing publications using the "+" button in the page browser.
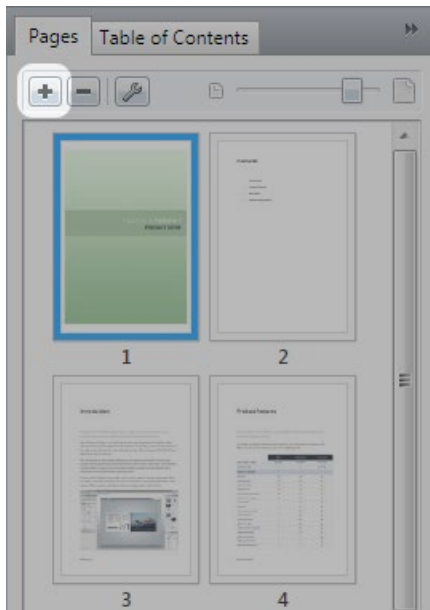
## USING THE BUILT-IN SKINS

Choosing a skin

FlippingBook Publisher automatically provides users with a choice of several excellent skins

(themes) for publication. The skin can be changed or modified using the corresponding button on

the panel to the left.

Depending on the project type you've chosen, one of the following skins is automatically applied:

- For Catalog the Business skin is applied,
- the Dark Wood for Book projects,
- the Light Wood for Magazines,
- the Office skin for Documents,
- and the Jeans for Photos.
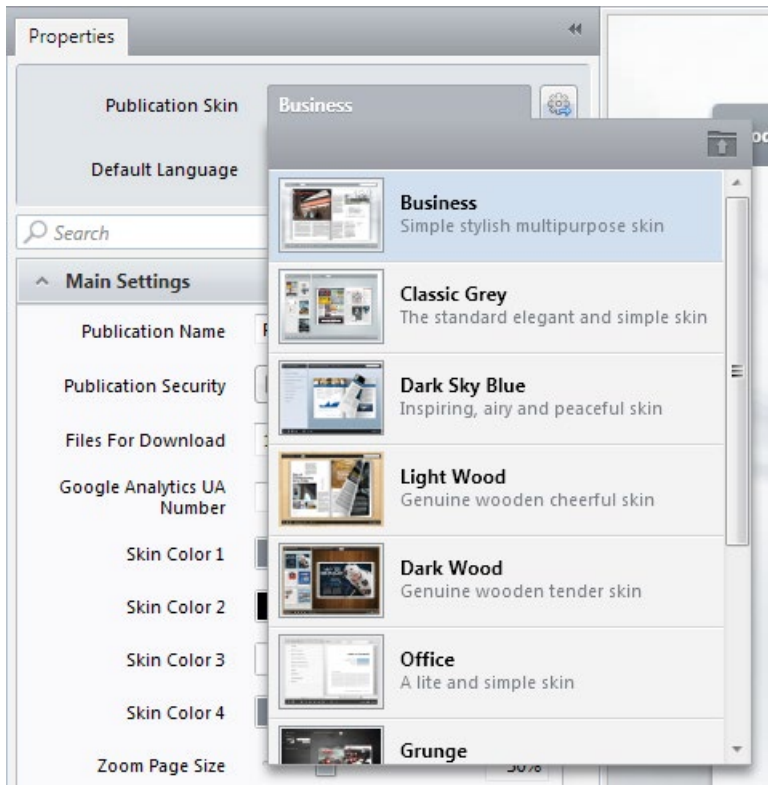
Please note: Skin settings not only include the skin parameters, but also other settings including panel positioning, bottom menu buttons (activating/deactivating) etc. However, if the skin is changed, these settings will be lost.

Editing a skin

If adjustments to a skin are required in order to match, for example, the image or style of a site, the Skin editor, located on a setting button next to the skin menu dropdown (available only in Professional and Business Editions), can be used.
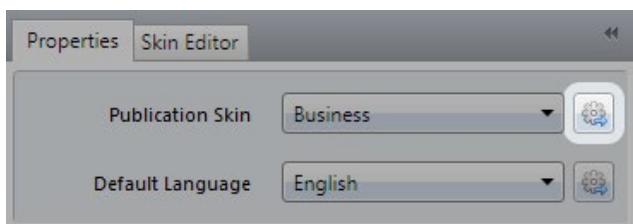
In the skin editing panel users can see an overview of the elements of a publication. Each of these can be selected and adjusted as required. Users can apply different background images, colours as well as windows and a bottom menu. Users can also change the text color and style and modify the gradients for buttons. To save a modified skin for future projects, users should save it as a separate file.
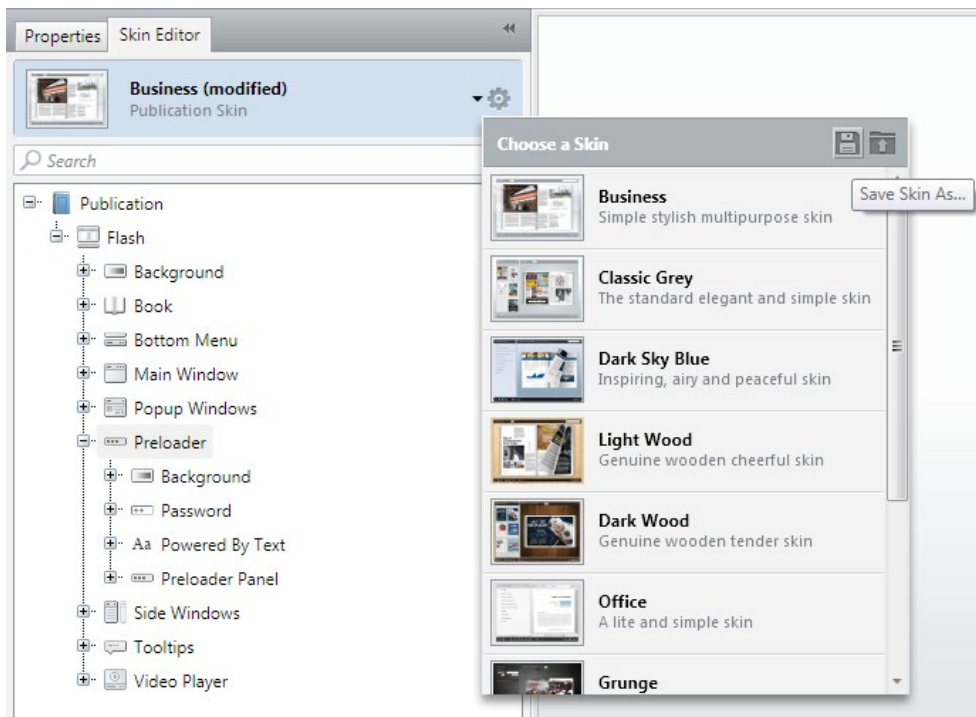
UPLOADING YOUR PUBLICATIONS TO FLIPPINGBOOK CLOUD

Upon purchasing the license for FlippingBook Publisher, you get a free 12-month Standard Subscription to FlippingBook Services which allows you to store up to 3 publications on FlippingBook Cloud. If you want to publish unlimited number of publications please purchase a Premium Subscription.

A publication uploaded to FlippingBook Cloud can be easily shared with a web link or embedded into your website, blog or social network page as quickly as a YouTube video.

Publishing to FlippingBook Cloud

To upload a publication to FlippingBook Cloud, users simply need to click the "Publish" button and select the "To FlippingBook Cloud..." option. Users can then specify simple settings for their online publication in the corresponding window and start uploading.
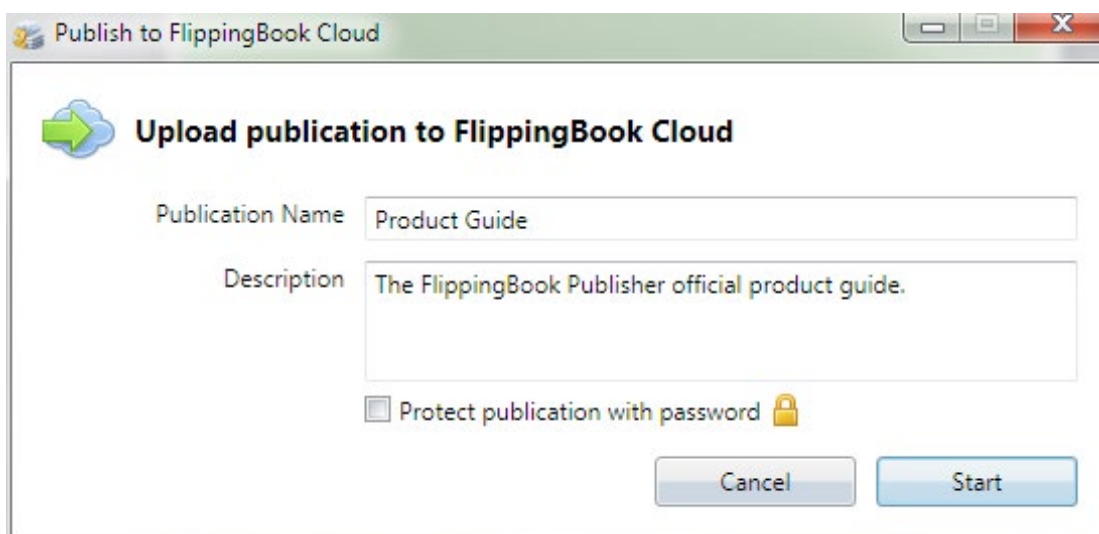
Immediately after the uploading process, users can open the publication in their browser and, if desired, share the publication link with colleagues, clients or business-partners. The link can be sent by e-mail, copied to the clipboard or the publication can be shared on Facebook or Twitter.
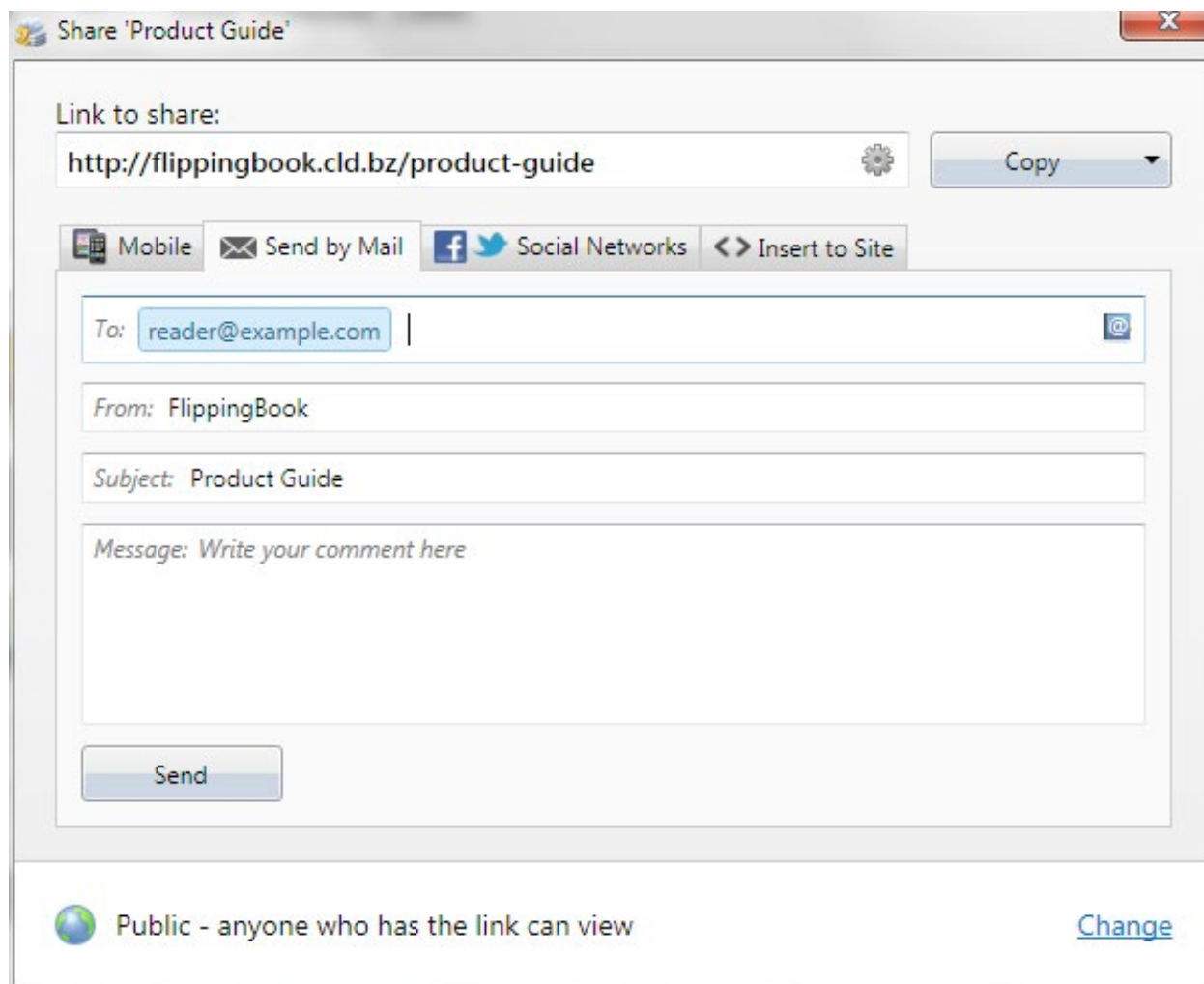
Managing publications on FlippingBook Cloud

To manage publications on FlippingBook Cloud, users can easily use the FlippingBook Cloud Manager window. It can be opened using the "FlippingBook Cloud" button or on the "Publication" menu.
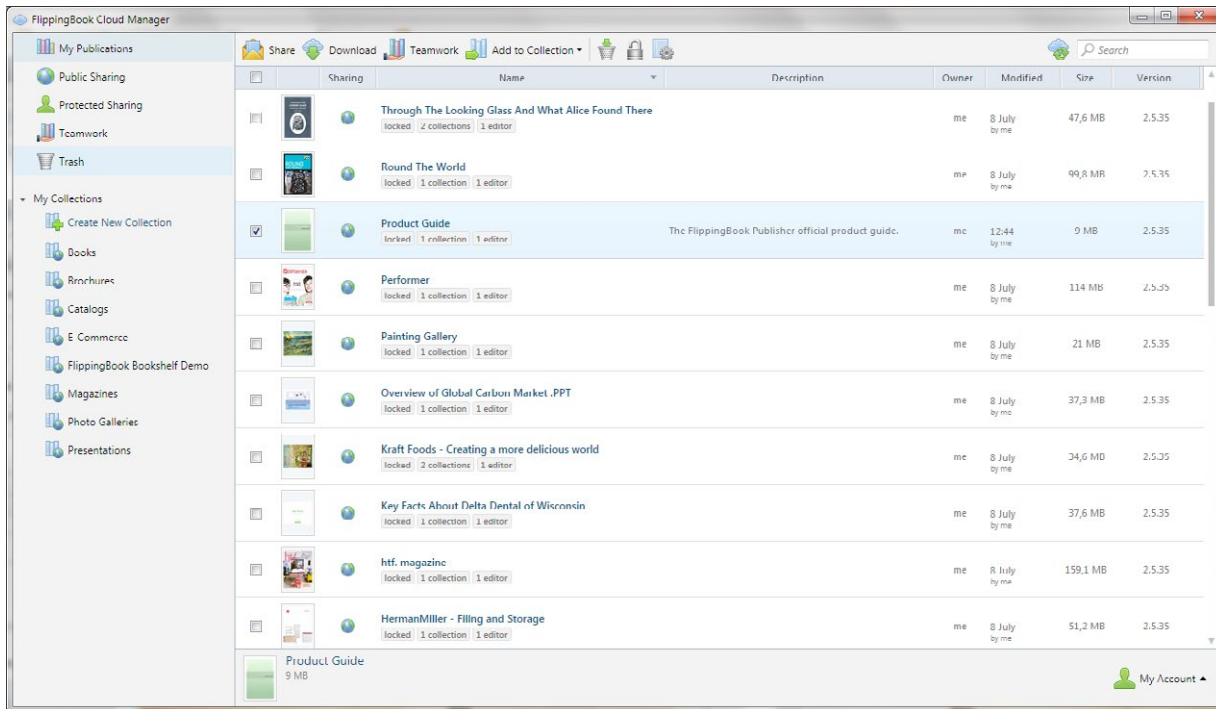
The FlippingBook Cloud Manager allows you to delete publications from the Cloud, adjust their settings, organize publications using collections and share links using e-mail or social networks.

Users of Professional and Business editions also have extended sharing options.

Embedding publication into your website or blog

To embed a publication into a website or blog, select the desired publication in the FlippingBook Cloud Manager and open the menu by right-clicking on it and selecting "Share". In the subsequent window, select the "Embed" tab, copy the publication code and insert it into the code of the HTML page for the site or blog.
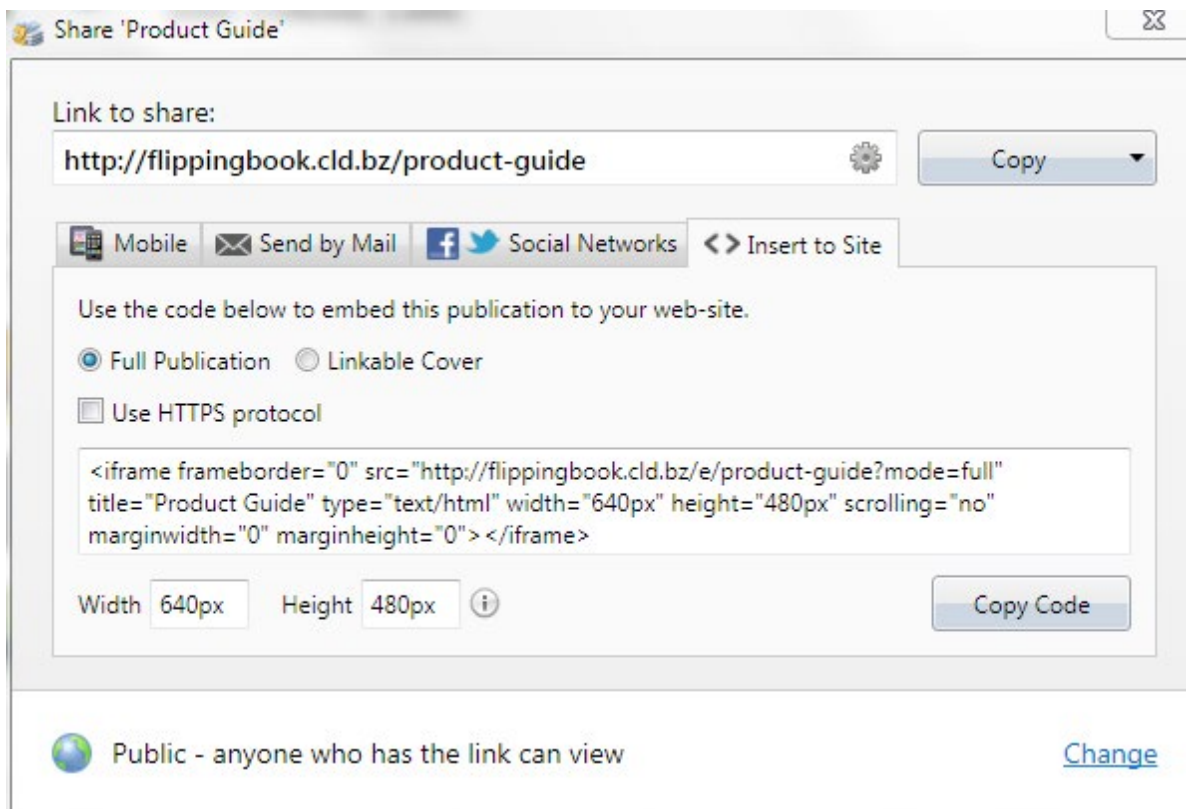
System Requirements

This section describes the particular system requirements for users of Publisher 2 and its publications.

	System Requirements
PUBLISHER 2 EDITOR REQUIREMENTS	
Operating System	Windows 8.1, Windows 8, Windows 7, Windows Vista SP1 or later, Windows XP 32 bit SP3, Windows XP 64 bit SP2, Windows Server 2012 R2, Windows Server 2012, Windows Server 2008 R2, Windows Server 2008, Windows Server 2003 SP2
.NET	Microsoft .NET Framework 4.0 Client Profile
Adobe Flash Player	Adobe Flash Player: 10.3 or later
RAM	4 GB or more
Network	Internet connection
Disk Space	500 MB or more
CPU	Core 2 Duo or higher (recommended)
Display	1024x768 or higher
ONLINE FLASH PUBLICATION REQUIREMENTS	
Adobe Flash Player	Adobe Flash Player: 10.3 or later
Operating System	Any operating system with a supported browser and a Adobe Flash Player
RAM	512 MB or more
Network	Internet connection
HDD	Depending on the specific publication
CPU	Single Core CPU 2.0 GHz, or Dual Core CPU 1.5 GHz or higher
Display	1024x768 or higher
OFFLINE FLASH PUBLICATION REQUIREMENTS	
Operating System (Windows)	Microsoft Window XP or later
Operating System (Mac OS X)	Mac OS X 10.6 or later

System Requirements	
SOURCE CONTENT REQUIREMENTS	
PDF Files	Any (larger files require additional RAM)
Number of Pages	Up to 2000-2400 pages
JPEG, TIFF, BMP and PNG Images	Up to 4000x4000 pixels.
SWF FIles	ActionScript 3.0 SWFs

SOURCE CONTENT REQUIREMENTS