

FlippingBook Publisher 2  
**PRODUCT GUIDE**

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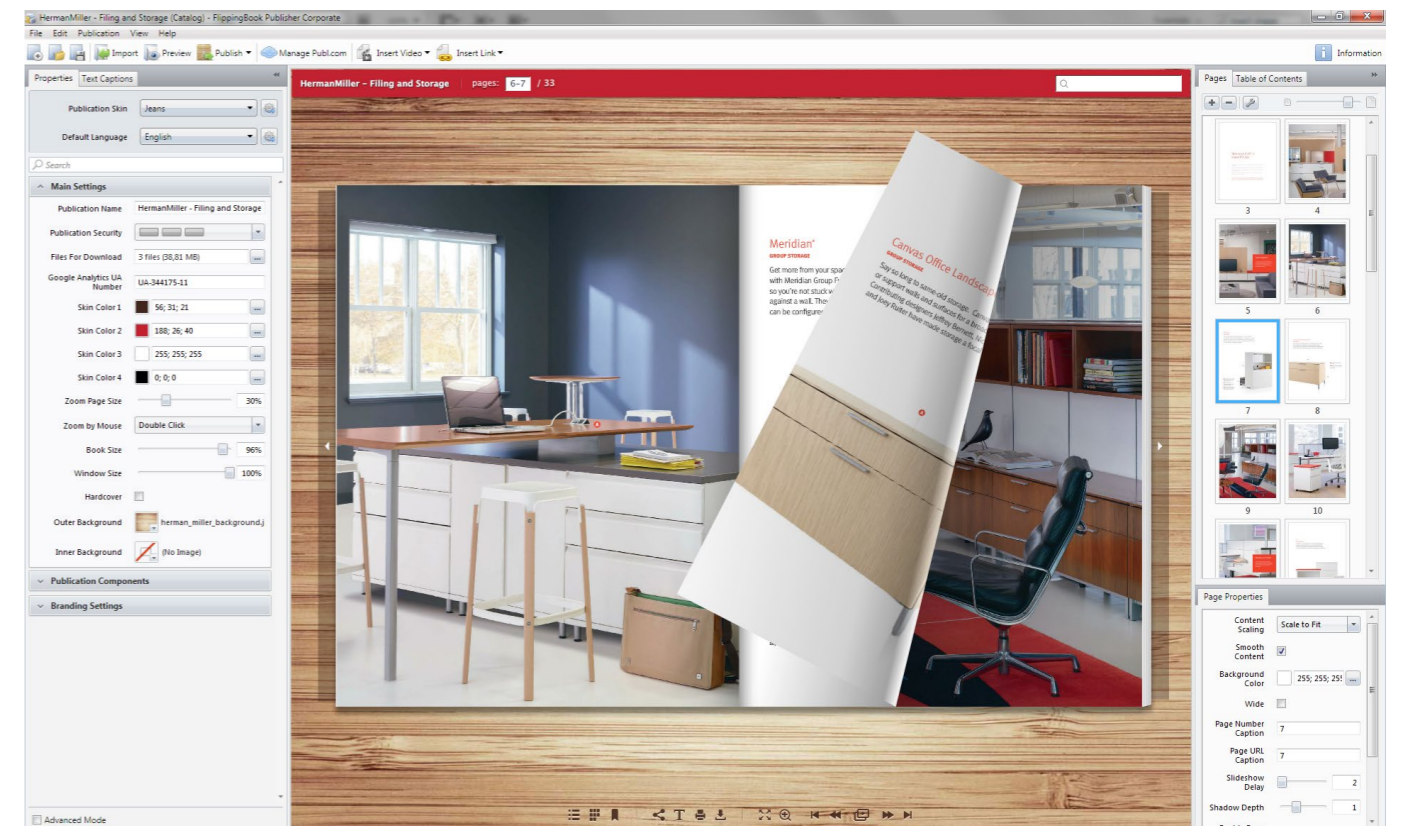
# Introduction

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, Business and Corporate 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 and Corporate editions support 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.



# Product Features

Several editions of Publisher 2 are available, with varying features and technical support options.

As of today, we offer the following product editions: Basic, Professional, Business and Corporate. The differences between the editions are given in the following table:

	Basic	Professional	Business/Corporate
Free support & updates	12 months	12 months	12 months
Number of seats	1	2	3, 10, 20 or 30
<b>PRODUCTION FEATURES</b>			
Publ.com	✓	✓	✓
Social Networks	✓	✓	✓
Smart Conversion	✓	✓	✓
Full-text Search	✓	✓	✓
Search Engine Optimization	✓	✓	✓
Mobile Devices Support	✓	✓	✓
Content Editor	✗	✓	✓
Bookshelf	✗	✓	✓
Publ.com Access Control	✗	✓	✓
Advanced Import	✗	✓	✓
Offline Publications	✗	✓	✓
Built-in FTP Client	✗	✓	✓
Google Analytics Integrated	✗	✓	✓
Powerful Skin Editor	✗	✓	✓
Publ.com Teamwork	✗	✗	✓
Publication Protection	✗	✗	✓
Multilingual Publications	✗	✗	✓
White Label	✗	✗	✓

## Technical Support & Updates

Each product edition includes a time-limited subscription to Publisher 2 free updates and access to Technical Support. All editions include a subscription for 12 months.

When the subscription expires, you will no longer receive these services. But Publisher 2 and all of your publications will continue to work. If necessary, you can renew your subscription for an extra charge.

## Number of Seats

Each product edition is designed for a limited number of users, who can install and use Publisher 2 on their computers. Basic is a single-user edition. Professional edition can be used by two users simultaneously. Business edition is provided with three seats. Corporate edition has 10 and 20 seats versions. Each user is able to create unlimited publications with his license.

## FEATURES COMMON TO ALL EDITIONS

The following features are supported by all editions of Publisher

### Publ.com Cloud

Publ.com is an integrated service that allows you sharing any publication instantly, right from the FlippingBook Publisher program menu. Every FlippingBook Publisher account comes with a complimentary 200 MB of Publ.com online storage space.

### Social Networks Sharing

Send publications instantly by e-mail, or share them via popular social networks. You can let your readers do the same by adjusting the enabling and disabling features in your publication.

### Smart Conversion

During the conversion process, FlippingBook Publisher 2 not only creates the files for your pages, but also extracts the links, table of contents, and alphanumeric data and images in order to enable the full-text search and optimize your publications for search engines.

### Text Search

FlippingBook Publisher's exclusive indexing and search algorithms make the search process faster, even within very large publications.

### Search Engine Optimization

Publications created by FlippingBook Publisher are search engine-optimized. This means that your

### Mobile Device Support

Integrated support of the new HTML5 standard means that your publications are easily readable on almost any device, ranging from iPhones and Androids, to iPads, Tablets, and E-readers.

### Modern Design

Digital publications created by FlippingBook Publisher offer a professional and a well-crafted look. You can shape and design your publications with several preset skins, as well as various customization tools.

### Zooming

FlippingBook Publisher offers high-quality magnification features, which allow your readers to zoom in on desired photos and print with exceptional quality.

### Table Of Contents Editor

Create a multi-level table of contents directly in FlippingBook Publisher's user-friendly interface, or import one automatically from PDF documents.

## **Quick Preview**

Preview your publication before uploading. See it the way it will be viewed on various popular web devices, including iPhone, iPad and Android phones and tablets.

## **Localization Support**

FlippingBook Publisher by definition supports eleven languages (English, German, French, Italian, Spanish, Portuguese, Dutch, Swedish, Russian, Simplified Chinese and Japanese), in both the user interface and publications. Additional translation capabilities are available by adjusting the default text captions.

## **FEATURES OF THE PROFESSIONAL AND HIGHER EDITIONS**

The Professional edition includes the options listed below, as well as all features of the Basic edition described in the previous sections.

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### **Content Editor**

FlippingBook Publisher allows creating fully-featured rich-media publications containing YouTube and Vimeo videos. And the option of creating and editing links can help by making interactive product catalogs.

### **Bookshelf**

With this function, you can not only sort your publication in accordance to the topics, time and serialisation, but also to carry out distribution of the entire collection of your publications.

### **Publ.com Access Control**

You can adjust access to your publications – make it public or private with granted access.

### **Advanced Import**

From text to graphics to spreadsheets, FlippingBook Publisher allows you to import Adobe Acrobat PDFs, Microsoft Office Word, PowerPoint, and Excel documents, diagrams, bitmaps and much more. You can format them all into a platform-independent, page-flipping publication.

### **Offline Version**

Distribute your publication as a self-running off-line solution. FlippingBook Publisher can create a PC .exe file or a MAC .app file ready to be transferred on to a CD, DVD, flash-drive, or kiosk.

### **FTP Client**

FlippingBook Publisher's built-in FTP service allows you uploading your publications to your website with just one click. Enter your login details once and upload publications and revisions instantly.

### **Web Analytics Support**

Turn your publication into an efficient marketing tool. Link it directly to your Google Analytics account to examine the statistics about the popularity and the attendance.

### **Skin Editor**

FlippingBook Publisher's Skin Editor allows you to make extensive adjustments to publication skin features and attributes, including adjustments to very minor details.

## **FEATURES OF THE BUSINESS AND CORPORATE EDITIONS**

The Business and Corporate editions include the options listed below, as well as all features of the Basic and Professional editions described in the previous sections.

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### **Publ.com Teamwork**

Publ.com Teamwork offers a toolkit for cooperative work on publications. With the built-in access control tools each user gets an opportunity to work with his publications as well as those of his colleagues.

### **Publication Protection**

Protect your FlippingBook Publisher publication with several levels of security, from simple passwords and encryption, to restricting them to be displayed only on specific websites.

### **Multilingual Publications**

With this option enabled publication's interface language is detected automatically while a publication is loading.

### **White label**

This feature lets you customize your publications' branding, completely eliminating any references to FlippingBook, as if you developed it yourself without our software.

# Quick Start

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

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

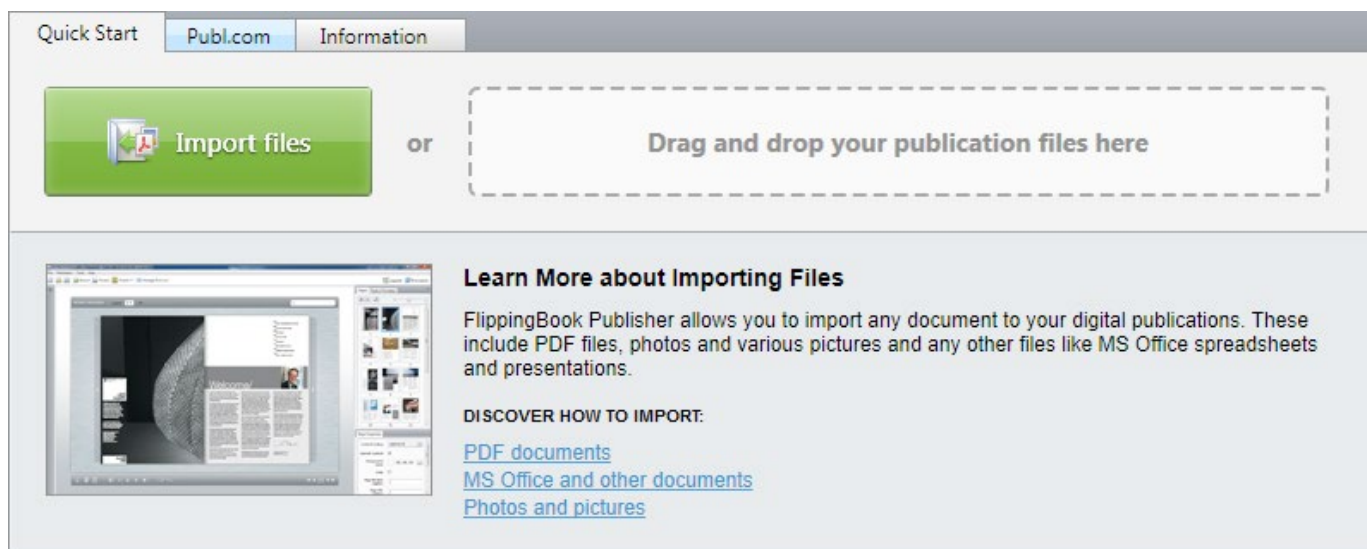
## IMPORTING PDF FILES

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

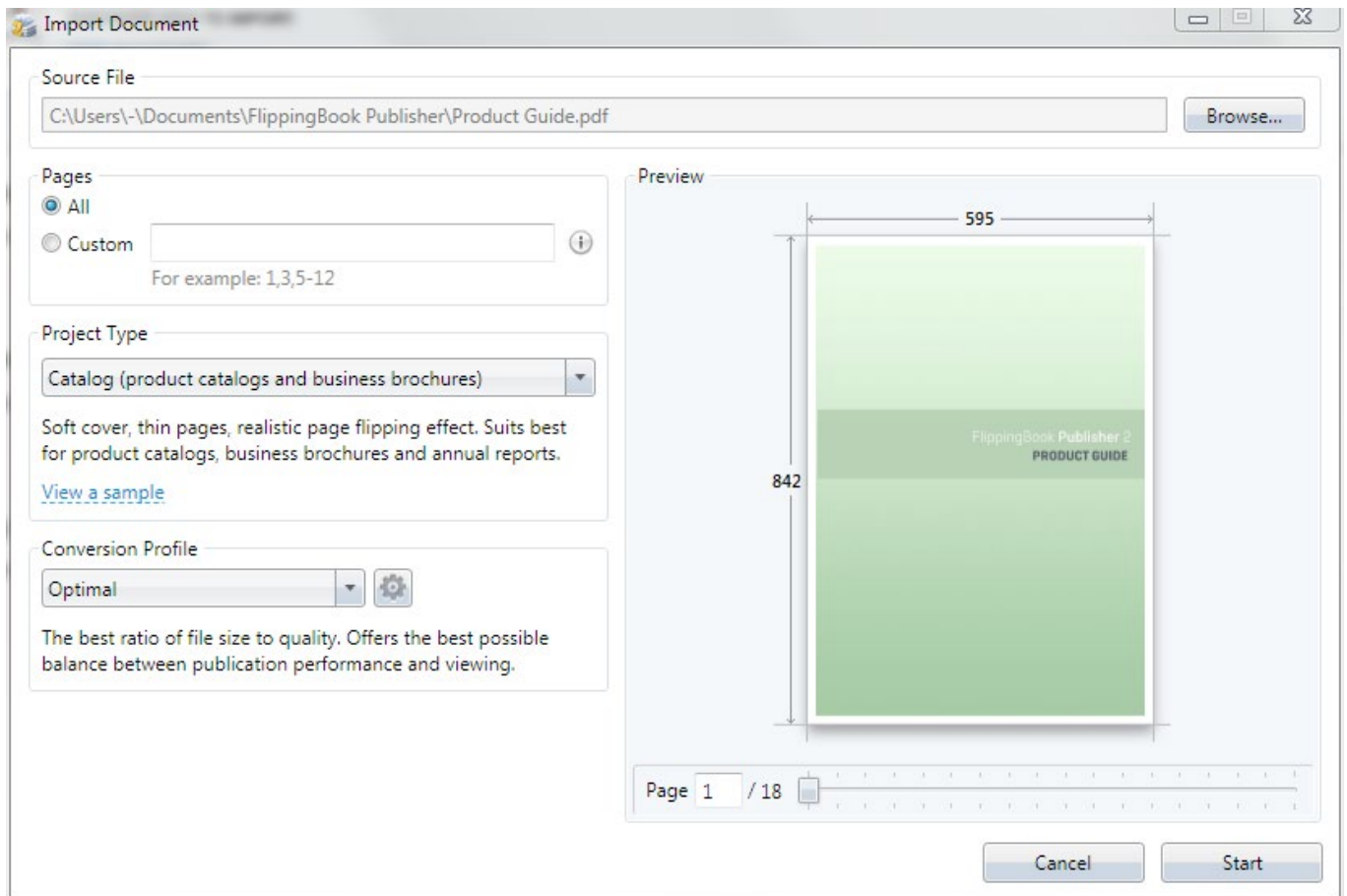
The easiest way to import PDF files is to use the "Import Files" button on the FlippingBook Publisher start page or drag and drop a file from a folder directly to the marked field.

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



The screenshot shows the top navigation bar with 'Quick Start', 'Publ.com', and 'Information' tabs. Below the navigation bar, there is a green 'Import files' button with a folder icon and a dashed box labeled 'Drag and drop your publication files here'. Below this, there is a section titled 'Learn More about Importing Files' which includes a small image of a digital publication and a list of links: 'PDF documents', 'MS Office and other documents', and 'Photos and pictures'.

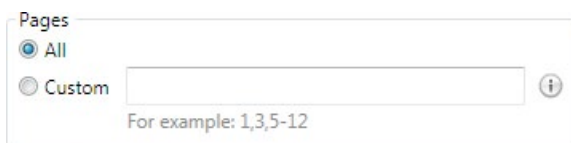
## Preparing PDF files for importing



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

### Choosing pages for importing

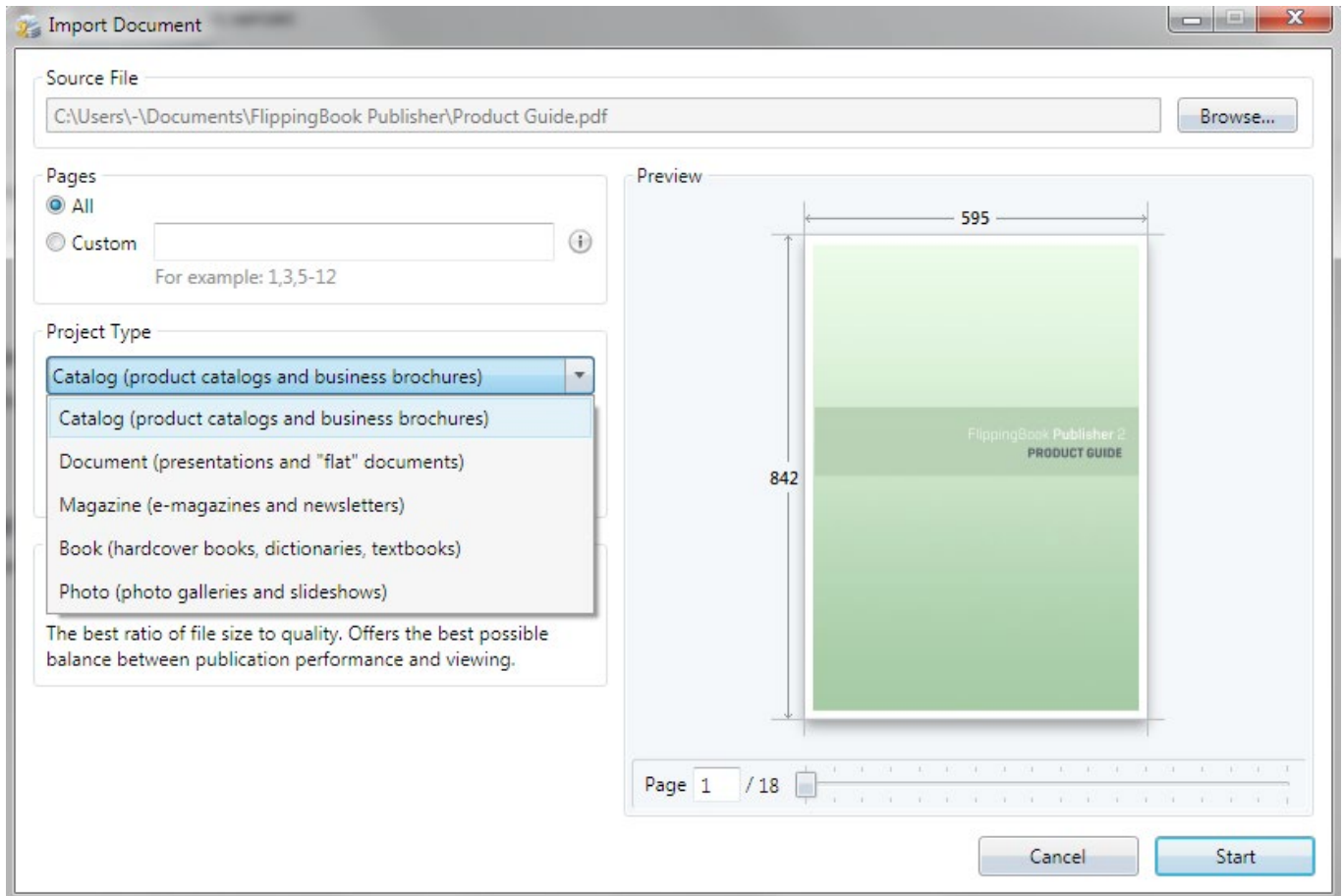
Users can either import a whole file or select pages for importing by specifying their numbers in the corresponding field.



### 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.

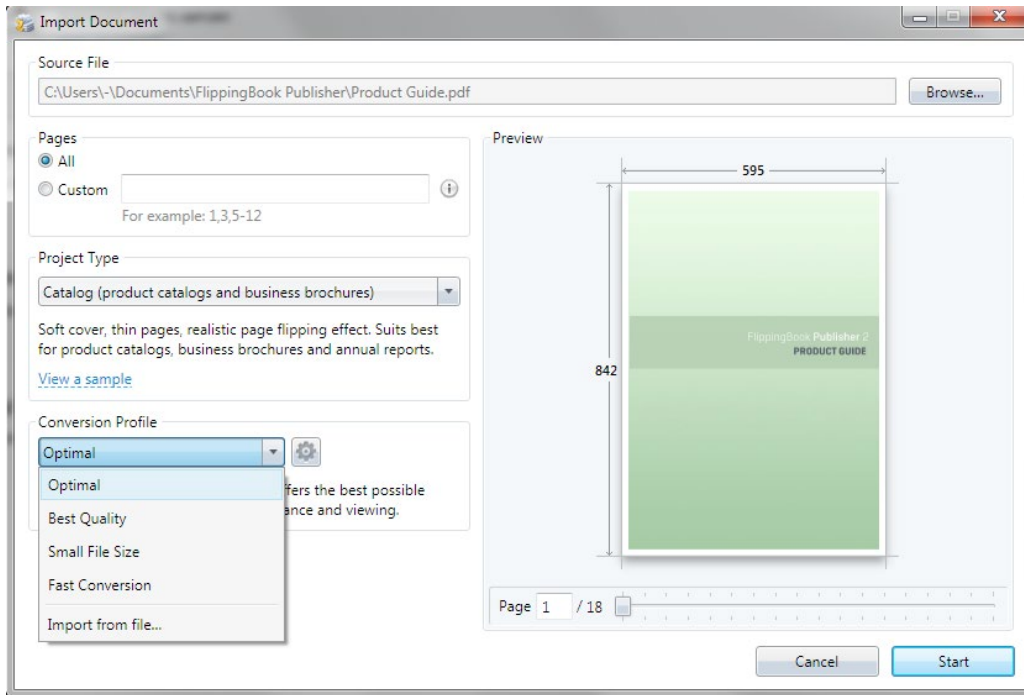


Please note: Choosing the publication type is only available whilst importing PDF files into a new project. If users wish to add pages to an existing project, there is no way to adjust the publication type settings. To change the publication type, users must create a new project.

### 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.



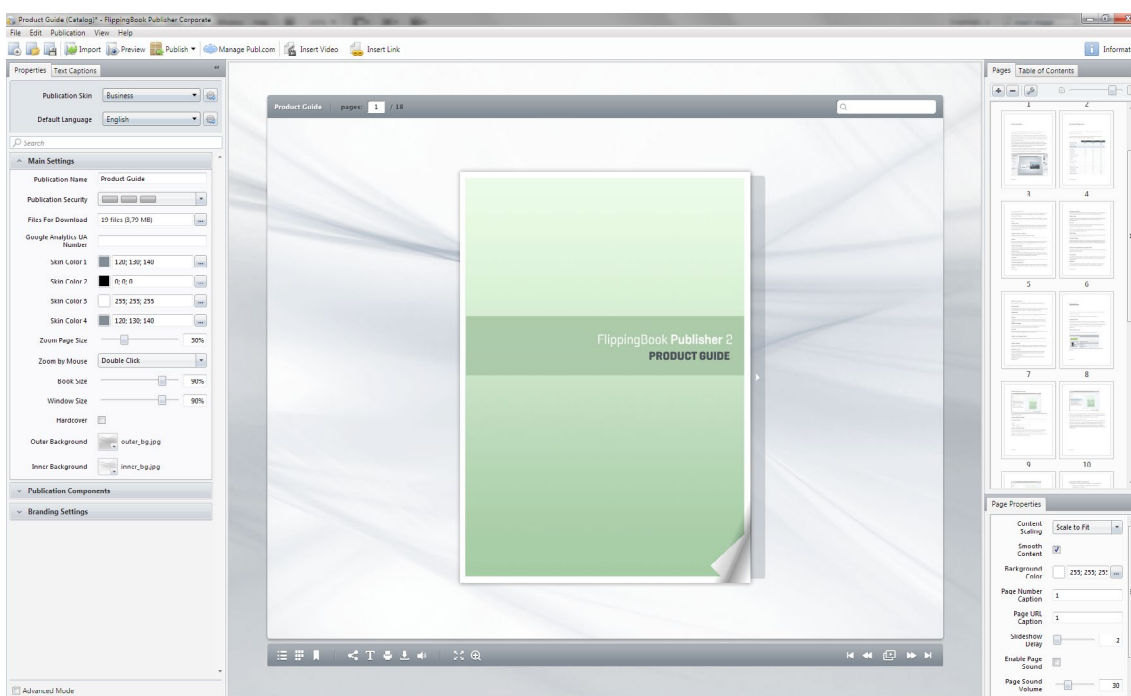


## Importing

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.

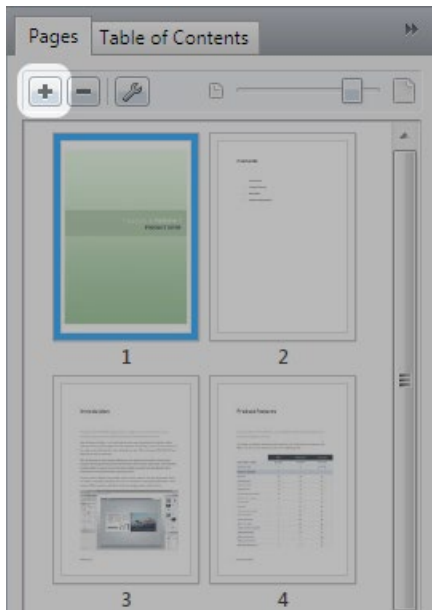


## Possible ways of MS Office and other file types

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.



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## USING THE BUILT-IN SKINS

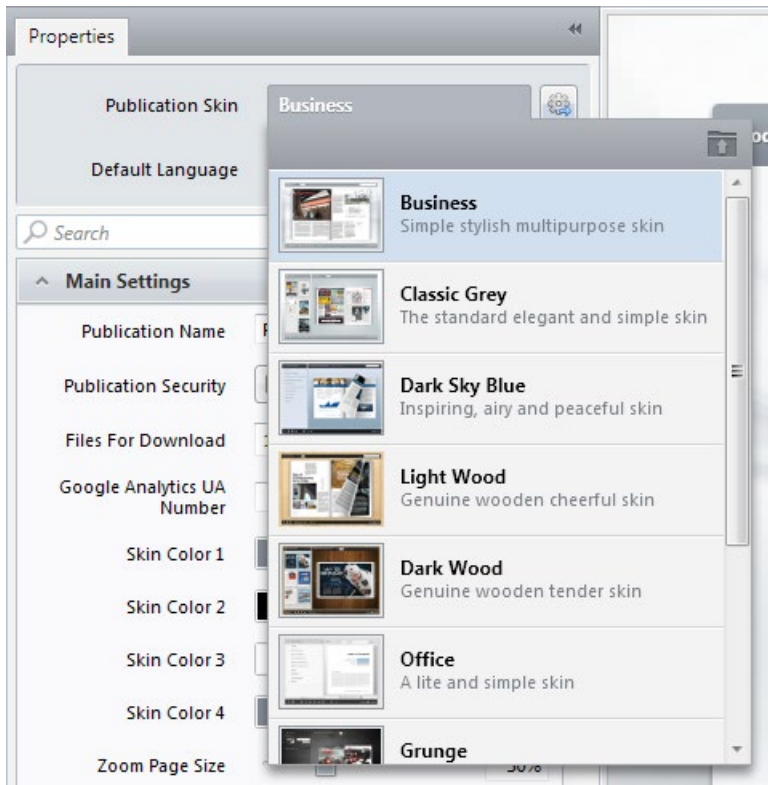
### Choosing a skin

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:

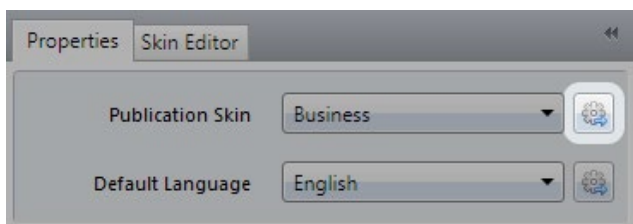
- For Catalog the Business skin is applied,
- the Dark Wood for Book projects,
- the Light Wood for Magazines,
- the Office skin for Documents,
- and the Jeans for Photos.



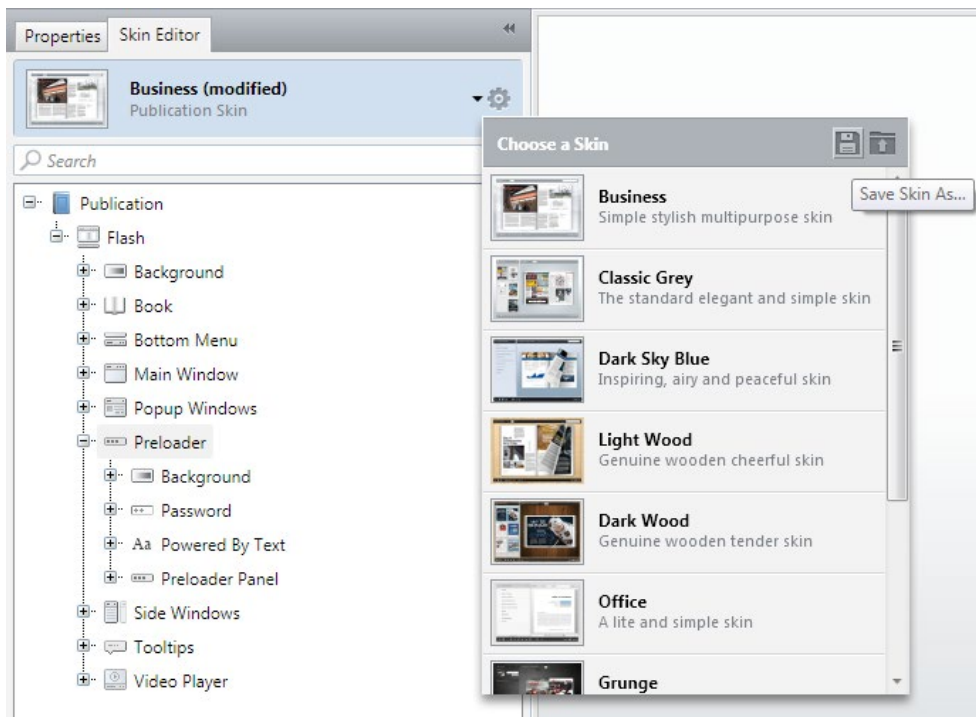
Please note: Skin settings not only include the skin parameters, but also other settings including panel positioning, bottom menu buttons (activating/deactivating) etc. However, if the skin is changed, these settings will be lost.

### 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 Corporate 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.



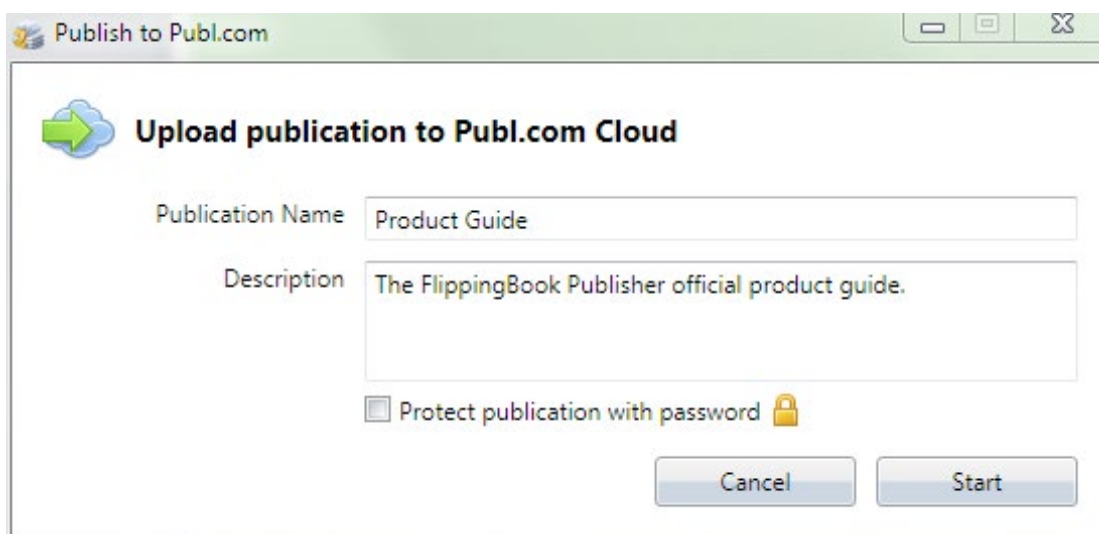
## UPLOADING YOUR PUBLICATIONS TO PUBL.COM CLOUD

FlippingBook Publisher gives users a wonderful opportunity to upload their publications to the web in just a few clicks. In purchasing FlippingBook Publisher, users automatically receive a basic subscription to Publ.com, an online service designed for storing digital publications. This allows users to reduce their server load and to guarantee the highest level of stability and a great running speed for their publications.

A publication uploaded to Publ.com can be easily embedded into a website, blog or social network page as quickly as a Youtube video.

### Publishing to Publ.com Cloud

To upload a publication to Publ.com Cloud, users simply need to select the "Publish" button and select the "To Publ.com 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.

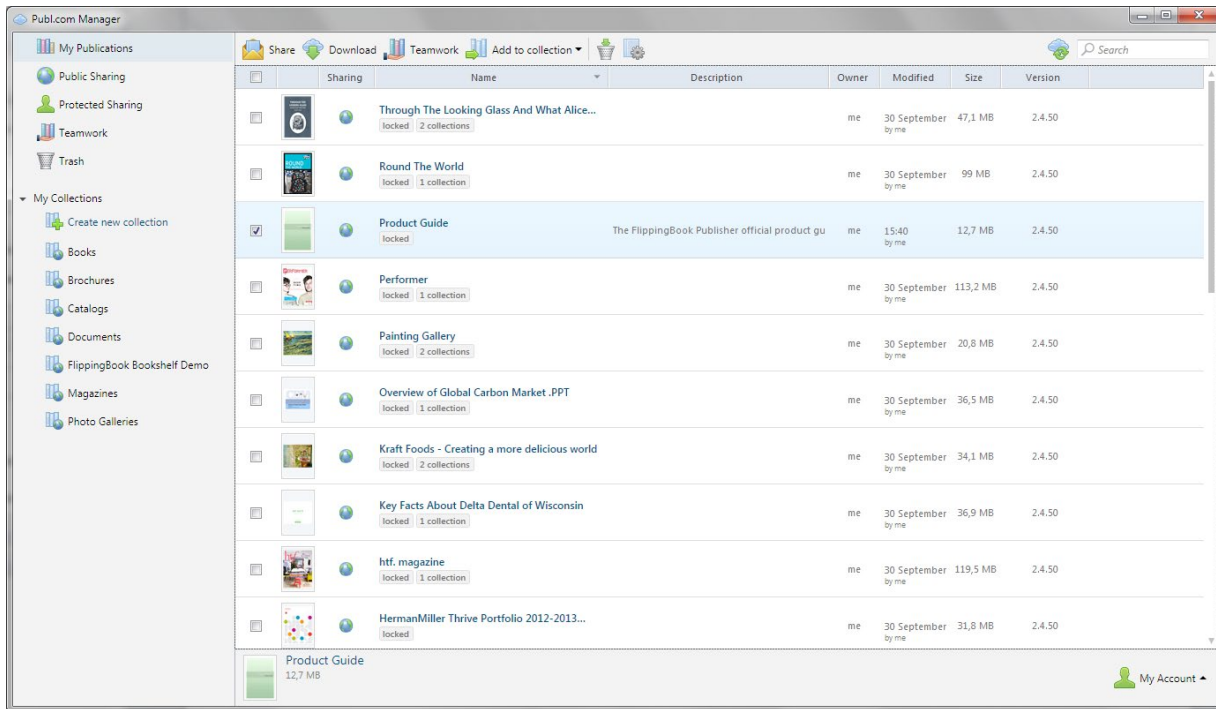
The screenshot shows a window titled "Share Publications" with a close button in the top right corner. The main content area is divided into several sections:

- Link to share:** A text input field containing the URL `http://flippingbook.publ.com/product-guide`. To the right of the field is a gear icon for settings and a "Copy" button with a dropdown arrow.
- Sharing options:** A row of buttons: "Send by Mail" (with an envelope icon), "Share" (with Facebook and Twitter icons), and "Insert to site" (with a code icon).
- Email form:** A section with the instruction: "Use this form for sending your publication to one or several addresses. Just type e-mails and edit the text of the message below:". It contains four input fields:
  - To:** A field with an "@" icon on the right.
  - From:** A field with the placeholder text "(For example, your company name)".
  - Subject:** A field with the text "Product Guide".
  - Message:** A larger text area with the placeholder text "(Write your comment here)".
- Send button:** A button labeled "Send" located below the message field.

At the bottom of the window, there is a status bar with a globe icon, the text "Public - anyone who has the link can view", and a "Change" link.

### Managing publications on Publ.com

To manage publications on Publ.com, users can easily use the Publ.com manager window. It can be opened using the "Manage Publ.com" button or on the "Publication" menu.

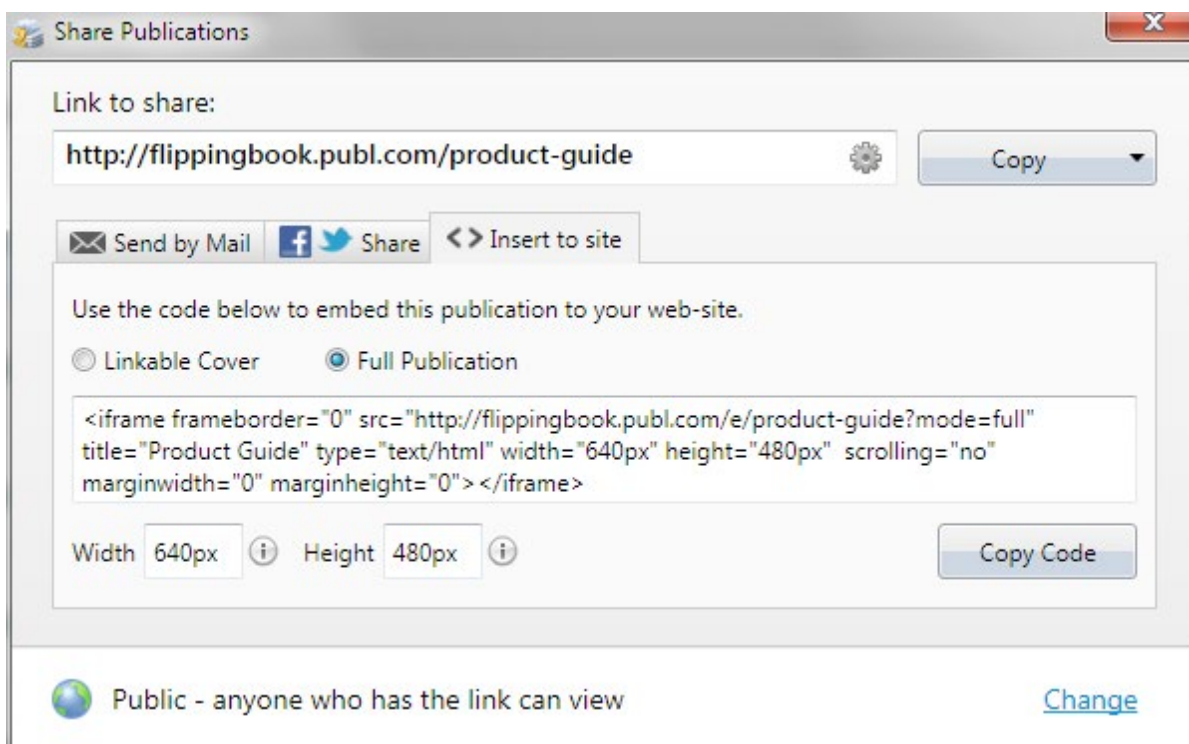


The Publ.com Manager allows you to delete publications from the service, adjust their settings and share links using e-mail or social networks.

Users of FlippingBook Publisher Corporate and FlippingBook Publisher Pro can also work with collections of publications and have extended sharing options.

### Embedding publication to your site or blog

To embed a publication on a website or blog, select the desired publication in the Publ.com 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	
<b>PUBLISHER 2 EDITOR REQUIREMENTS</b>	
<b>Operating System</b>	Windows 8, Windows 7, Windows Vista SP1 or later, Windows XP 32 bit SP3, Windows XP 64 bit SP2, Windows Server 2012, Windows Server 2008 R2, Windows Server 2008, Windows Server 2003 SP2
<b>.NET</b>	Microsoft .NET Framework 4.0 Client Profile
<b>Adobe Flash Player</b>	Adobe Flash Player: 10.3 or later
<b>RAM</b>	1 GB or more
<b>Network</b>	Internet connection
<b>Disk Space</b>	200 MB or more
<b>CPU</b>	Intel Pentium 4.3 GHz or Core 2 Duo 2 GHz (recommended) or higher
<b>Display</b>	1024x768 or higher
<b>ONLINE FLASH PUBLICATION REQUIREMENTS</b>	
<b>Adobe Flash Player</b>	Adobe Flash Player: 10.3 or later
<b>Operating System</b>	Any operating system with a supported browser and a Adobe Flash Player
<b>RAM</b>	512 MB or more
<b>Network</b>	Internet connection
<b>HDD</b>	Depending on the specific publication
<b>CPU</b>	Single Core CPU 2.0 GHz, or Dual Core CPU 1.5 GHz or higher
<b>Display</b>	1024x768 or higher
<b>OFFLINE FLASH PUBLICATION REQUIREMENTS</b>	
<b>Operating System (Windows)</b>	Microsoft Window XP or later
<b>Operating System (Mac OS X)</b>	Mac OS X 10.6 or later

## System Requirements

### SOURCE CONTENT REQUIREMENTS

<b>PDF Files</b>	500 MB (larger files require additional RAM)
<b>Number of Pages</b>	Up to 2000-2400 pages
<b>JPEG, TIFF, BMP and PNG Images</b>	Up to 4000x4000 pixels.
<b>SWF Files</b>	ActionScript 3.0 SWFs