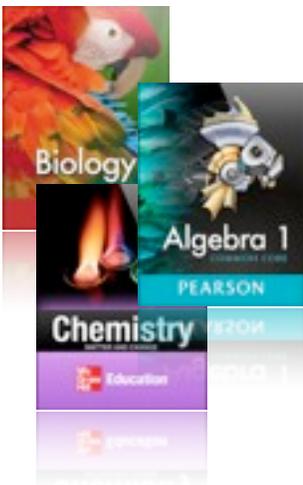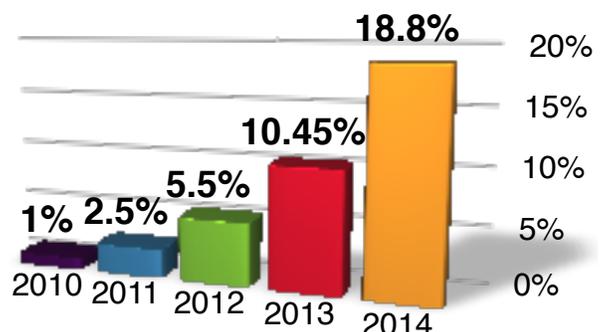Introducing
Textbooks
The Next Chapter in Learning

## Interactive Textbooks for the iPad

✦ Interactive experience, include: audio, video, interactive 3D modeling, multi-touch gestures, photo galleries, VoiceOver reading, and more

✦ Students will be able to highlight passages, take notes, look up words online, and view glossary definitions in context

✦ iBooks will automatically create study flashcards from glossary terms and from student notes

✦ Major publishers: Pearson, McGraw-Hill, and Houghton Mifflin Harcourt have announced deals with Apple to produce K-12 interactive textbooks

✦ 8 textbooks are currently available in the fields of: Algebra I, Biology, Chemistry, Geometry, Physics, and Environmental Science

✦ K-12 Textbooks will cost $14.99

✦ Digital textbooks are expected to account for almost 20% of all U.S. textbook sales by 2014

✦ 82% of MORIC districts are interested in using some form of digital textbook within the next 3 years

✦ Apple recorded 350,000 downloads of interactive textbooks within 3 days of their release



**Digital Textbooks - Projected Growth**

## iBooks Author for Interactive Books

✦ Anyone can create Multi-Touch interactive textbooks, or any other type of book, for use on iPads

✦ Users can drag and drop various types of content into iBooks Author to create their books, including: Word or Pages documents, photos, videos, audio files, 3D diagrams, and more

✦ Available widgets allow users to create interactive diagrams, review questions, glossary terms, charts, 3D interaction, animations, and more

✦ Users can use one of 6 included templates or create completely custom templates from scratch

✦ Additional templates are available from third-party vendors

✦ Available for Free from the Apple app store

✦ Requires an Apple laptop or desktop running Mac OS X Lion

✦ Books can be published to the iBookstore, iTunes U, or pushed to select iPads