

# BookMobile

Driving Books Forward

## eBOOK CONVERSION SERVICES

BookMobile can convert your books to high quality eBooks at a moderate cost. Our service includes both the base conversion and our Comprehensive Quality Check. You wouldn't send pages from a typesetter to the printer at first page proofs—why would you send eBooks directly to a reseller from an offshore conversion house?

### Types of Conversions

We convert from three sources:



- Normal PDFs
- Printed books
- Adobe InDesign files produced in our own book composition department

We convert to three target formats:

- **ePub**

*The industry standard, ePub reflowable eBooks are used natively by all resellers except Amazon. If you send an ePub to Amazon, they will convert it to their own proprietary format for use on the Kindle and Kindle reading apps.*

- **mobi**

*This is the format used by Amazon. We convert to mobi in-house so we can do quality checks prior to sending to Amazon.*

- **Web-ready PDFs**

*Web-ready PDFs are used by some library eBook services.*

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### How We Do ePub Conversions

We strive to produce the best possible eBook conversions at prices that won't break the bank. First, we have a base ePub file produced overseas. Then we bring that ePub file in-house and our skilled people, trained in current technologies, perform a suite of checks and tests on the ePub file.

### How We Do Kindle Conversions

For Amazon's Kindle we convert to the mobi format in-house so we can do additional quality checks prior to providing the file to Amazon. Once we have produced a clean, validated ePub file, we convert the ePub to mobi. Then we test the mobi file on the Kindle to ensure that the converted file renders in a high quality fashion. If it doesn't, we make the appropriate coding changes in the ePub master and reconvert: repeating as necessary to result in a good reading experience. (Whenever we tweak an ePub master, we also check to make sure the changes do not affect its rendering on native ePub devices.)

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## An Important Caveat

Making eBooks from PDF files created with different page layout software by different designers with different fonts inherently creates a real challenge: conversions are almost never perfect. The only way to ensure a perfect conversion is to do a line-by-line proofreading of the converted file against the original. While we perform a long list of quality checks on each title converted, we do not proofread line-for-line unless specifically requested by the publisher. We highly recommend that eBooks created from printed originals be proofread line-for-line, because those conversions have much higher error rates. Books that we typeset here at BookMobile will have fewer conversion errors because of the way we've set up our workflow. Line-for-line proofreading services are charged additional to our base conversion and Comprehensive Quality Check services.

## Samples and Our Guarantee

We are happy to do samples for projects involving at least ten title conversions. We are happy to provide guidance and to work with any formatting expectations you have that are compatible with reflowable eBook formats—ePub and mobi. We guarantee that the content of the eBooks we produce will match the original you supply, and will fix any deviations from the original at no charge. If you choose to make editorial changes to the eBook, we will charge for those at our hourly rate.

## Turnaround

Typical turnaround from the time we receive book materials to the time we deliver Comprehensively Checked ePub and mobi files is about four weeks. Line-for-line proofreading will add to the turnaround time.

### Jeanne Weinkle

National Sales Manager  
[jweinkle@bookmobile.com](mailto:jweinkle@bookmobile.com)  
1600 S. Prairie Avenue, Unit 1609  
Chicago, IL 60616  
312-330-8036  
fax 312-341-9535

## BookMobile

5120 Cedar Lake Road  
Minneapolis, MN 55416  
[www.BookMobile.com](http://www.BookMobile.com)  
[ftp.BookMobile.com](ftp://BookMobile.com)

## OUR COMPREHENSIVE QUALITY CHECK

- Check link, footnote, and Table of Contents functionality
- Review all formatting against the original PDF
- Scan for character conversion and diacritical issues
- Evaluate charts, graphs, and images for quality
- Ensure treatment of tables is optimal
- Ensure thumbnail cover images render properly
- Check eISBNs
- Verify the metadata is included in ePub
- Review the ePub in Adobe Digital Editions and on the iPad
- Run through a checklist of issues that cause problems with particular eBook resellers
- Validate with multiple ePub checking tools—essential for distribution to resellers!
- Implement any special checking requests from the publisher
- Fix any issues discovered during the processes listed above