

Apple iBooks author can create iBooks textbooks

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In late January, Apple announced a fascinating new app for the iPad, iBooks 2. It can be used to create and maintain interactive textbooks. For this community which is tied very closely to education, there are many opportunities for local authors to quickly and efficiently create, maintain and publish electronic textbooks on virtually any subject. Below is Apple's news release.

NEW YORK—January 19, 2012—Apple today announced iBooks 2 for iPad, featuring iBooks textbooks, an entirely new kind of textbook that's dynamic, engaging and truly interactive. iBooks textbooks offer iPad users gorgeous, fullscreen textbooks with interactive animations, diagrams, photos, videos, unrivaled navigation and much more. iBooks textbooks can be kept up to date, don't weigh down a backpack and never have to be returned. Leading education services companies including Houghton Mifflin Harcourt, McGraw-Hill and Pearson will deliver educational titles on the iBookstore with most priced at \$14.99 or less, and with the new iBooks Author, a free authoring tool available today, anyone with a Mac can create stunning iBooks textbooks.

“Education is deep in Apple’s DNA and iPad may be our most exciting education product yet. With 1.5 million iPads already in use in education institutions, including over 1,000 one-to-one deployments, iPad is rapidly being adopted by schools across the US and around the world,” said Philip Schiller, Apple’s senior vice president of Worldwide Marketing. “Now with iBooks 2 for iPad, students have a more dynamic, engaging and truly interactive way to read and learn, using the device they already love.”

The new iBooks 2 app is available today as a free download from the App Store™. With support for great new features including gorgeous, fullscreen books, interactive 3D objects, diagrams, videos and photos, the iBooks 2 app will let students learn about the solar system or the physics of a skyscraper with amazing new interactive textbooks that come to life with just a tap or swipe of the finger. With its fast, fluid navigation, easy highlighting and note-taking, searching and definitions, plus lesson reviews and study cards, the new iBooks 2 app lets students study and learn in more efficient and effective ways than ever before.

iBooks Author is also available today as a free download from the Mac App Store and lets

anyone with a Mac create stunning iBooks textbooks, cookbooks, history books, picture books and more, and publish them to Apple's iBookstore. Authors and publishers of any size can start creating with Apple-designed templates that feature a wide variety of page layouts. iBooks Author lets you add your own text and images by simply dragging and dropping, and with the Multi-Touch™ widgets you can easily add interactive photo galleries, movies, Keynote® presentations and 3D objects.

Apple today also announced an all-new iTunes U app giving educators and students everything they need on their iPad, iPhone and iPod touch to teach and take entire courses. With the new iTunes U app, students using iPads have access to the world's largest catalog of free educational content, along with over 20,000 education apps at their fingertips and hundreds of thousands of books in the iBookstore that can be used in their school curriculum, such as novels for English or Social Studies.* The iTunes U app is available today as a free download from the App Store.

*Some content is available only for iPad.

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