

eBook and Enhanced eBook Conversions

The Firsty Group works with publishers and authors to convert InDesign, QuarkXPress, MSWord and PDF files into eBooks, either as ePub files or in Amazon Kindle (.azw) formats. An abbreviation of 'electronic publication', ePub is an open eBook format and is currently the standard format for the publishing industry. Amazon's .azw format is an eBook format used exclusively on the Amazon Kindle and compatible Kindle software on PCs and iPhones. All files are optimised for display on the most popular eReaders.

FirstyWork's advanced conversion process involves using both software and manual intervention to create market-leading eBooks. All conversions are done in-house by our team of conversion specialists, who conduct thorough testing and validation to ensure full compatibility with all leading eBookstores, including our own eBookstore, FirstyFish.

eBOOK CONVERSION

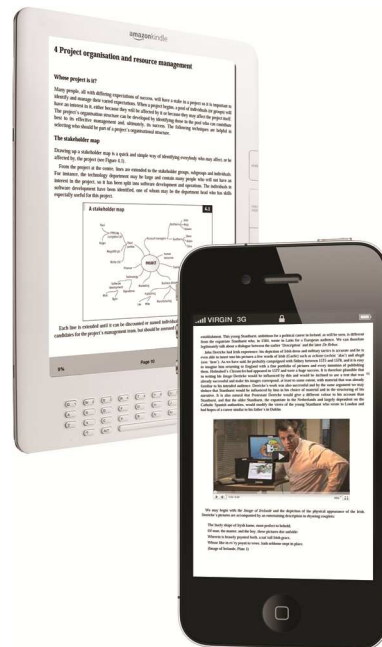
- All conversions are created in our UK office, as part of our aim to create high-quality conversions and to ensure ease of communication with our clients
- Swift turnaround of work and very competitive pricing
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- Dedicated account manager facilities
- Immediate distribution of converted titles via FirstyFish, if desired
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ENHANCED eBOOK CONVERSION

- Involves embedding videos, audio files and additional content into an eBook
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Helping publishers and authors take full advantage of the digital publishing revolution – it's what we do and what we love doing

FirstyWork: eBook conversion & app development
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Michael Bhaskar, Digital Publishing Manager, Profile Books, says: *"We wanted converters for highly specialised and technically difficult conversion. Firsty Work's professional approach and background in programming have served them – and us – extremely well."*

