e-books
old wine in new bottles
ConTeXT Meeting 2011
Some observations

I. Most ebooks are just books (or try to be).
II. Only a small portion has (or needs) design.
III. To what extent appreciation matters is hard to measure.
IV. Vendor locking is spoiling much.
V. 10 years of low res screens have made readers tolerant.
VI. Publishers already lost the edge.
VII. Eventually authors will publish themselves.
What is an ebook

I. Nicest is it being a pdf (some design).
II. Easiest is it being an xhtml file (with some css).
III. Pointless it is being a frozen app.
IV. We can already provide a pdf for paper and screen for quite a while.
V. We can consider providing an xhtml alongside as reflowable variant.
VI. Who knows what we can provide in the future.
The starting point
Implementation

Some users have to produce tagged PDF (to satisfy validators).

It helps that many commands in ConTeXt are built upon a relatively small
generic set.

So, given some basic structure, supporting tags is easy.

It integrates in the core.

And as a side effect an export was equally easy to support.

The overhead is not that large (upto 10%).

Instead of going for freaky solutions (no need for challenges) we assume proper
structure.

It's not too hard to extend the current features.
Consequence for users

I

Use `\startchapter` instead of `\chapter`.

II

Preferable use `\startitem` instead of `\item`.

III

Playing safe means tagging paragraphs with `\startparagraph`.

IV

Use style environments instead of font switches.

V

Just use whatever structural markup that ConTeXt already provides for ages.
An example