

Seminar on “Cross-media Publishing: Print and e-publishing” 「跨媒體出版：印刷及電子出版」研討會

- Date 日期 : 29/4/2013 (Monday 星期一)
 Time 時間 : 3:30pm – 4:30pm
 Venue 地點 : Seminar Room, Hall 6, AWE
 亞洲國際博覽館 6 號展館 論壇區
 Language 語言 : Cantonese (Simultaneous Interpretation service will not be provided)
 廣東話 (恕不設即時傳譯服務)
 Remarks 備註 : Free Admission 免費入座



Programme 程序表

3:15pm-3:30pm	Registration 登記
3:30pm-4:20pm	<p>Mr. Cheung Ming Yiu, Deputy Manager, APTEC 張銘堯先生 印刷科技研究中心 (APTEC) 副經理</p> <p>Dr. Chow King Wai, Principal Engineer, Enterprise & Consumer Electronics, Hong Kong Applied Science & Technology Research Institute 周經偉博士 香港應用科技研究院企業與消費電子群組移動多媒體通訊主任工程師</p> <p>Nowadays, printing and publishing practitioners as well as designers must understand the production for cross-media which is development trend for publishing, i.e. same contents published in print version and electronic version. But the production techniques for both versions are totally different. PDF is necessary for print version. What are the techniques for creating print-ready PDF? Electronic version is used in various smartphones and Tablets. How to produce the electronic file? What are the limitations and considerations? In this seminar, Mr. Cheung and Dr. Chow will introduce the keys for producing PDF, considerations for e-book production (especially for platforms and markets), preparing for e-book and e-book production techniques.</p> <p>現今的印刷、出版及設計同業，要懂得多媒體製作是必須的，因為出版物趨於走向多媒體，即是同一內容，發佈至印刷版和電子版，但在製作兩個版本中的要求有很大的分別。大部份的印刷版都會使用 PDF 檔，當中轉換成合適印刷的 PDF 有什麼地方需要注意？至於電子版，由於需要使用在不同的智能手機和平板電腦上，因此製作時需要有什麼技巧？有什麼限制和考慮因素？在此研討會上，張先生和周博士將會為大家講解轉換成印刷 PDF 的製作重點、印刷版轉換電子版的考慮因素（轉載媒體和市場的考慮）、預備電子書內容的要點以及製作電子書的技巧。</p>
4:20pm-4:30pm	Q&A Session 答問環節

About the Speakers 講者簡介:

Mr. Cheung Ming Yiu , Deputy Manager, APTEC

張銘堯先生 印刷科技研究中心 (APTEC) 副經理

Mr. Cheung has launched and developed the APTEC courses about e-book and Adobe. He is also the lecturer of PDF and e-book production.

張銘堯先生為 APTEC 開發電子書及 Adobe 的課程，亦是 PDF 及電子書製作的導師之一。



**Dr. Chow King Wai, Principal Engineer, Enterprise & Consumer Electronics,
Hong Kong Applied Science & Technology Research Institute**

周經偉博士 香港應用科技研究院 企業與消費電子群組移動多媒體通訊 主任工程師

In recent years, Dr. Chow is committed to production of e-books. Research projects include e-publishing technology and, human-machine interface technology. He represented ASTRI to participate in the drafting of the third edition of "ePUB" and the ePUB Working Group of International Digital Publishing Forum (IDPF).

周經偉博士近年主力以研究電子書的製作，研究項目包括電子出版技術和移動設備人機界面技術。他代表「應科院」參與「國際數位出版聯盟」(IDPF)「ePUB」工作組與及「ePUB」第三版起草工作。



Remarks 備註:

1. Free Admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。
2. Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上之業內人士進場。
3. The Organisers reserve the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通知。

Event Organisers 活動主辦機構:

