



April 18, 2011

## Transforming Content For Tomorrow

by Teri Tan

No other vendor has so much going on in the library space. With a clientele consisting of national libraries from around the globe, Planman offers end-to-end services ranging from microfilm scanning to data crunching. “We provide digital library support and portal development, metadata creation, and schema conversion, taxonomy, METS/ALTO output and even cataloguing services.

We will be launching consulting services in developing digital libraries soon,” says Vishal Salgotra, vice president of business development, adding that the demand for high quality content in different formats has increased two- to threefold in recent years. “Traditional book publishers are now more open to technology and are making strategic moves into the digital space in order to maintain their market leadership. At the same time, there are niche digital publishers that are seeing double-digit growth within just a few years of operation.” Naturally, Planman is investing heavily in crucial new technologies and software knowledge.

Among the new technologies thrown into focus are HTML5 and Flex. “There is huge interest from the U.K. and U.S. markets in these. We have done several interactive whiteboards [IWBs] and e-book projects using Flash/Flex in which our team handled everything from storyboarding, content writing, animating, illustrating, to programming. Developing mobile and tablet apps is another area that we are working on aggressively,” says vice president of sales Amit Vohra. One recent project, Learn & Draw, aimed at eight- to 10-year-olds, effectively illustrates Planman's capabilities. The team developed digital components such as IWBs with interactive videos, background music, and animation to give kids a fun-filled experience as basic facts about various subjects from the print product were included.

Last July, Planman opened a new office in Cincinnati, Ohio, with a strong and experienced editorial and project management team to provide full-service support to American publishing clients. One recent project in literature for grades six-12 fully illustrates the team's expertise. “For this project, our Cincinnati editorial team worked with the Delhi production team using a K4 InCopy workflow,” says Orville Dykes, director of publishing services. “We will expand our Cincinnati office, enhance editorial development expertise in core subject areas, and continue building technology development capabilities, in our ongoing effort to be a valued partner to our clients.”