

## Glossary

**Italics indicate a cross-reference.**

**Agency pricing.** Publishers fix the price of a publication with the retailer receiving a predetermined percentage of sales.

**Alexa.** The name assigned to both Amazon's web metrics website and the voice-activated service equivalent to Siri or Cortana.

**Amazon Standard Identification Number (ASIN).** Amazon's proprietary cataloging system that incorporates *ISBN-10* while accounting for nonbook products.

**Amazon Web Services (AWS).** Amazon's suite of "cloud computing" services, where users can rent parts of Amazon's large data centers to avoid large start-up costs.

**Android.** An open-source mobile phone operating system maintained by Google and based on Linux.

**ASCII.** A *character map* developed for the telegraph with a focus on the Latin alphabet and common punctuation.

**Audible.** Audiobook company acquired by Amazon in 2008.

**AZW.** Amazon's original file format for Kindle ebooks.

**Backlist.** Books in the publisher's back catalog that can be reprinted or converted into ebooks if they continue to be profitable.

**Book Industry Standards and Communications (BISAC).** Categories relating to the genres of books, maintained by the Book Industry Study Group (BISG).

**Cascading Style Sheets (CSS).** A markup language for the presentation of *HTML*.

**Character map.** A standard for converting binary or hexadecimal numbers into text through conversion tables. Examples include *ASCII*, *Unicode*, and *Latin-1*.

**DAISY (Digital Accessible Information System).** A consortium founded in 1996 to create standards for accessible digital publications, primarily through *text-to-speech*.

**Digital rights management (DRM).** Software installed alongside media content to protect the material from being shared.

**Digitization.** The process of converting analog material to a digital format.

**Electronic paper.** A screen that attempts to replicate the affordances of print without backlighting or high-power consumption. Electronic paper is the generic name; E Ink is the name of the most prominent company, although the terms are often used interchangeably.

**EPUB.** An open-source ebook format maintained by the *World Wide Web Consortium* and a rival to the Kindle's file format. EPUB is an industry standard for all major ebook platforms except the Kindle.

**Fiona.** The code name for the first-generation Kindle, released in 2007.

**Format.** The guidelines for presenting and interpreting files, codified in format names such as *AZW*, *EPUB*, and *PDF*.

**Frontlist.** A publisher's new titles that receive promotion. A book may only be considered frontlist for a couple of months before entering the backlist.

**Functional Requirements for Bibliographic Records (FRBR).** A library-developed standard for identifying conceptual links between different editions or adaptations of the same book.

**Goodreads.** A social network for sharing reading habits acquired by Amazon in 2014.

**HyperText Markup Language (HTML).** The presentational markup language for the World Wide Web.

**International Digital Publishing Forum (IDPF).** The industry network for digital publishing and custodians of the *EPUB* specification until a merger with the *W3C* in early 2017.

**International Standard Book Number (ISBN).** A standard for identifying editions of a book according to where it was published and the publisher.

**ION.** Amazon's proprietary *JSON* standard, used as the basis of the *KFX* file format.

**iOS.** Apple's operating system for the iPhone and iPad.

**JavaScript.** A lightweight scripting language for web-based interactive content.

**JSON (JavaScript Object Notation).** A markup language for storing data in an interchangeable format, often used to store metadata.

**KFX.** The cutting-edge Kindle file format as of early 2018, designed for the release of the "luxury" line of Kindle hardware beginning with the Oasis in 2014.

**Kindle Create.** A software package designed by Amazon to allow authors to convert Microsoft Word documents into files suitable to upload to *Kindle Direct Publishing*.

**Kindle Direct Publishing (KDP).** Amazon's *self-publishing* platform.

**Kindle in Motion.** A series of ebook publications featuring enhanced typographic layouts and animated GIFs.

**Kindle Popular Highlights.** A website formerly dedicated to aggregated data about reading habits on the Kindle.

**Kindle Unlimited.** An ebook subscription service primarily featuring titles from *Kindle Direct Publishing*.

**Kobo.** The Kindle's main e-reader competition, maintained by Rakuten.

**Lab126.** The Amazon subsidiary set up to develop hardware starting with early work on the Kindle in 2004.

**Latin-1.** A *character map* for letters used in European languages, which reduces file size but restricts internationalization efforts.

**Location.** Amazon's alternative measure for identifying extracts in the text according to a relative location rather than page number or byte location.

**"Look Inside the Book."** Amazon's first digitization scheme that allowed users to look inside books before purchasing them.

**Machine-readable cataloging (MARC).** A *metadata* standard developed and used by libraries for cataloging.

**Mechanical Turk.** Amazon's website for paid crowdsourced transactions.

**Metadata.** Data about data. For example, a book's *ISBN*, title, and cataloging information.

**Mobipocket.** The French company that developed the ebook format (MOBI) and store that formed the basis of the Kindle. Acquired by Amazon in 2004.

**Online Information Exchange (ONIX).** An *XML* specification for book trade related metadata.

**Open eBook Publication Structure (OEBPS).** Early name for *EPUB*, changed with the release of *EPUB2* in 2009.

**Optical character recognition (OCR).** The process of extracting text from a photographed page.

**Paratext.** Parts of the book that supplement the book but are not part of the main body, e.g., page numbers, indexes, table of contents, and running headers.

**Personal digital assistant (PDA).** Small mobile computers similar to contemporary smartphones but without roaming data access.

**PHL.** The *XML* file containing an ebook's top ten most popular highlights.

**Portable Document Format (PDF).** A facsimile archival file format developed by Adobe (now an open standard). A popular file format for digital publishing.

**PRC.** The precursor to MOBI and AZW, developed for reading on the Palm series of personal digital assistants.

**Prime Reading.** An ebook subscription library available to users of Amazon Prime, the company's main subscription service.

**Print on demand.** Technology designed to enable publishers to move from cost-effective print runs to printing once a customer has ordered a copy.

**Project Gutenberg.** A website dedicated to digitizing and hosting *public domain* texts.

**Public domain.** Books no longer protected by copyright, often due to expiration.

**Reading system.** The generic term for software, website, or app used to access and read ebooks.

**Reflowable text.** A design principle for ebooks where formatting is nonspecific to allow readers to change the font size and layout to suit their needs.

**Scalable Vector Graphics (SVG).** An *XML* markup language listing the vectors of shapes to display instead of bitmaps (pixel-by-pixel representations of images).

**"Search Inside the Book."** An extension of "*Look Inside the Book*" featuring *optical character recognition* that extracted the text to be used for Kindle titles.

**Self-publishing.** A slight misnomer. Historically referred to authors undertaking the labor of producing books but now refers to process of publishing material outside the power of gatekeepers via large publishers including Wattpad and *Kindle Direct Publishing*.

**Shelfari.** A reading social network developed to annotate information about characters and books' accolades. Acquired by Amazon in 2008.

**SQL (Structured Query Language).** A popular open programming language for database structure and queries.

**Text-to-speech.** Software that converts marked-up text into a synthesized human voice.

**Trade publishers.** Companies that publish books aimed at the widest possible audience.

**Unicode.** A consortium with the mission to ensure cross-compatible *character maps* for global languages. Unicode also maintains emoji.

**UTF-8.** The 8-bit character map designed by *Unicode* with the potential to store over a million unique characters.

**Virtualization.** The process of re-creating a computer environment virtually.

**Whispernet.** The name for Amazon's wireless network designed for users who purchased 3G devices.

**Whispersync.** A subsection of *Whispernet* that facilitates the synchronization of user data between devices and Amazon's cloud computing services with the dual purpose of data collection for Amazon and cloud-based bookmarking for users.

**Word Runner.** Amazon's speed-reading software.

**Word Wise.** A paratext service designed by Amazon to improve readers' vocabulary by including in-text definitions between lines.

**World Wide Web Consortium (W3C).** The organization responsible for maintaining various web-based specifications including *XML*, *HTML*, *CSS*, *EPUB*, and *SVG*.

**XML (Extensible Markup Language).** Markup language developed to allow cross-platform compatibility and user-generated data standards.

**X-Ray.** Amazon's indexing service.



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# Four Shades of Gray

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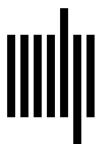
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