

# MACME

**Multi Author Cross Media Ecosystem**  
**v1.1**

FakePress Publishing

## **Overview**

MACME is a Wordpress plugin that allow transforming a website into a cross-media publishing system.

Through the plugin any Wordpress managed website can be turned into a powerful tool usable to publish digital content and information in the following formats:

- web
- mobile web
- PDF
- ePub
- XHTML (optimized for importing into desktop publishing environments such as Adobe InDesign)
- HTML5, CSS3

MACME provides automatic and manually configurable features that can be used to adapt content into formats which are usable on the different platforms. As an example, a video which might be hosted as an embedded element on one of our web pages will be automatically transformed into a QRCode in the PDF and ePub version, thus opening up the cross-media scenarios which radically transform the fruition of books and other forms of publication.

As an additional feature, MACME allows using advanced forms of content, such as live or realtime datasets and location based information.

## **Content Creation Features**

MACME allows handling various content formats. Each of the following formats can be used in MACME and is correctly handled for the various output channels:

- links
  - hyperlinks to web pages and resources can be inserted through the MACME interface
  - these will be rendered as regular, SEO optimized, HTML links on web and mobile web pages
  - links will be automatically transformed into QRcodes in the PDF, ePub and XHTML output formats
- videos and embedded videos
  - videos can be directly uploaded to the CMS or embedded from social media services
  - they are rendered as correctly formed, cross-browser compatible videos, also supporting HTML5 video standards and renderings for maximum portability
  - videos are automatically transformed into QRcodes in the PDF, ePub and XHTML output formats, thus allowing direct fruition of video content from our paper publications
- sounds (mp3, wav, aiff)
  - sounds can be directly uploaded to the CMS or embedded from social media services

- they are rendered as correctly formed, cross-browser compatible sounds, also supporting HTML5 video standards and renderings for maximum portability and degrading to lightweight flash-players for browsers that don't yet support HTML5 sound tags
- sounds are automatically transformed into QRcodes in the PDF, ePub and XHTML output formats, thus allowing direct fruition of sound content from our paper publications
- 3D objects (.dae)
  - 3D objects can be uploaded in MACME with full texture support
  - they are dedicated to the augmented reality browsing interface that will be released with the 1.2 version of MACME and that is currently available on the github source code repository for beta testing (<https://github.com/xdxdVSxdxd/MACME> )
- live and realtime data sources
  - live and realtime databases (MySQL) and datasets (csv, XML) can be directly connected to MACME using a simple, open API
  - data connected in this way can be represented using information visualizations by leveraging the integrated JSON exporter and JavaScript InfoVis Toolkit
  - visualizations can be embedded in the web and mobile web output channels of MACME
  - they are automatically transformed into QRcodes in the PDF, ePub and XHTML output formats, thus allowing direct fruition of dynamic, realtime data from our paper publications, creating a whole new reading experience
  - MACME includes two completely implemented usage examples of this API, allowing you to add infoaesthetic representations of Google searches and Flickr image searches, right out of the box
    - using the provided examples your texts can embed a configurable, constantly and automatically updated interactive representation of the webpages and images that are most relevant for your content, also allowing the vision of its evolution over time
- location based information (addresses, coordinates, geocoded information)
  - MACME allows geo-referencing your content, by associating to multiple locations using addresses, coordinates and other forms of geocoded information (landmarks, points of interest...)
  - location based information can be represented onto completely configurable maps
  - a global map of all the location based content hosted in the CMS is obtainable as simply as cut'n pasting a specific tag into a Wordpress page

### **Meta Data**

MACME allows easy centralized configuration of all the meta-data related to all the cross-media versions of your content:

- title
- identifier (ISBN or other standard)
- languages
- description
- authors
- publisher
- rights specifications
- source URL

Meta Data are automatically added to the various output formats, as appropriate and defined by the specific standards.

### **Style and Layout**

CSS3 with specific print-oriented elements can be used to completely style the paper (or electronic paper) versions of your content.

Cover images, fonts, colors, margins, titles, subtitles, page elements can be added, hidden and positioned using this technique.

### **Cross-media Assets**

Cross media assets can be disseminated in various forms across interfaces, objects and places.

Special MACME tags can be added to Wordpress pages to include assets for these purposes.

Maps can be produced in this way to create interactive location based interfaces for your content.

Single QRcodes can be produced to point at specific content, and styled using Wordpress theme features to be easily printed on design layouts, stickers, cards, t-shirts and more.

QRcode sheets can be produced to include all the cross medial content of your system, thus allowing the simple production of cross-media catalogues, stickers and design products through which it will be possible to directly link information to the physical world.

### **Languages**

The simple and standard addition of a Wordpress plugin also enables MACME to produce content in multiple languages.

### **Multi-Author**

MACME is completely integrated to the Wordpress user and privilege system, thus allowing for the creation of a convenient multi-author content production environment, with an agile workflow.

### **Index creation facilities**

MACME offers a quick, easy to use index creation system that allows for the configuration of the sections of your cross media publication.

### **One click output generation**

A single click generates all the output versions produced by MACME.

These versions can be made accessible for download by copying a simple MACME tag to a Wordpress page.

Pages can be protected by passwords and token systems by simple and standard Wordpress plugin installations: in this way it is also possible to create e-commerce, subscription and membership solutions for your publications.