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**FlightDeck Tool from eBook Architects Launches Open Beta**

FOR IMMEDIATE RELEASE

**May 23, 2014, Newburyport, MA**—Firebrand Technologies, a leading publishing industry technology services company, announced today that its eBook Architects team has released a new EPUB quality assurance tool, [FlightDeck](#), into a 2-month open beta. FlightDeck gives publishers and authors clear and actionable information on the quality and salability of their EPUB 2 and EPUB 3 files.

Through the open beta, publishers and authors can use the FlightDeck web app immediately, going beyond standard EPUBCheck errors with deeper validation and best practices clearly explained.

FlightDeck's unique Retailer Acceptance Grid tells users whether their EPUB files will be accepted by eBook partners including Apple, Barnes & Noble, Google, Kobo, and NetGalley. The Grid, developed with direct input from retailers, includes the same validation checks performed by their ingestion systems and will bring potential problems to the forefront before files are uploaded for sale.

FlightDeck also allows users to edit their EPUB metadata, and gives valuable stats and information to production departments about the contents of EPUB files.

Derek Kurth, lead developer, said, "eBook quality matters. FlightDeck sets high expectations for the quality of EPUB files, but also makes it much easier to meet those expectations. Consistent, high-quality files make eBook distribution easier and less frustrating, and deliver the best possible reading experience for consumers."

The open beta test period will allow eBook Architects to gather feedback on the features and functionality of FlightDeck and make plans for future enhancements and additions. Users are encouraged to use the site often and send feedback and suggestions to the development team at any time.

"We are very excited to be able to contribute to the quality of EPUB files in this way," said Joshua Tallent, Firebrand's Chief eBook Architect. "FlightDeck does some amazing things already, and we can't wait to make it even more useful for publishers, authors, and retailers around the world."

Find out more info, and try out the free beta, at [eBookFlightDeck.com](http://eBookFlightDeck.com).

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**About Firebrand Technologies** – Founded in 1987, Firebrand Technologies ([www.firebrandtech.com](http://www.firebrandtech.com)) is dedicated to providing leading software and services to help publishers achieve success. Firebrand provides steadfast leadership and seamless information flow throughout the publishing process. [Title Management Enterprise Software](#) tracks titles from pre-acquisition through post-production, marketing and sales; our [Eloquence Metadata Services](#) are the fastest, most accurate and cost-effective way to implement [ONIX](#). With [Content Services](#), publishers manage, store, convert, and distribute final eBook content for discovery and sales. Firebrand eBook design and conversion services leverage the talents of industry leader, eBook Architects, now a Firebrand company. [Direct2Reader](#) provides a suite of cutting edge industry applications to help publishers reach directly to readers, through enhanced website development, a

Mobile First user interface, and a branded reader app for a platform-neutral, integrated reading experience. [NetGalley](#) delivers digital galleys to professional readers.

**About eBook Architects** - Distinguished as an authoritative leader in the industry, eBook Architects helps publishers and authors create high-quality eBooks through innovative tools, exceptional teaching and consulting, and award-winning development and design. The eBook Architects team advocates for amazing eBook reading experiences while offering solutions and training to make eBook development less frustrating and more effective.

[Contact Firebrand](#) for more information.