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**Henry Krell\*** ([henry.krell@springer.com](mailto:henry.krell@springer.com)), 233 Spring Street, New York, NY 10013. *Making Content Reflowable for the Reading Device.*

For over 400 years the publishing process provided content to only one reading device, the printed paper page. In the last 25 years with the introduction of personal computing and later the internet, publishing has been challenged with providing content to a constant development of new reading devices: the computer, the smart phone, and the tablet. Whereas the characteristics of the printed book page remained relatively constant for centuries, these new electronic devices with their specific qualities have been introduced in relatively short time periods. Further these devices have become an essential part of everyday life across most cultures in the world. While publishing developed the PDF as a bridge from the paper page to the electronic screen, this, in hindsight, was just transferring printed matter to a digital medium. It did not incorporate the attributes of the electronic devices which would enhance the reading and learning experience. We highlight the challenges and the solutions publishing has had to make so that content is not only reflowable for the reading device but also discoverable in an age where information is unlimited. (Received August 29, 2012)