




ppi's Newsreader

The iPad App – Specially Designed for Dailies



iPad  newspaper. So do we! That's why ppi Media has set new standards for newspaper publishers with its software solutions for mobile publishing. Apps are in, modern, a must-have. For perfect reading, they must be intelligent and create added value for readers, ad customers and publishers. It's not just about speed, but about quality as well. The app must work, be interesting and intuitive and provide lots of multimedia information. Only if the media, content, editors, layout designers and software interact perfectly will the love affair between newspapers and the iPad have a chance to blossom. Test ppi's Newsreader. You'll love it!





ppi's Newsreader is the first iPad app to be specially developed to meet the individual requirements of daily newspapers. Every app is based on content. Content first – medium second!

What's so special about the Newsreader is the workflow. The design of the iPad app is defined once during the project phase in line with the publisher's corporate identity requirements. This layout is then used as a template for all mobile newspaper editions. The app does not require any additional customizing. Media-specific formatting is done automatically.

The basic package

The basic model of ppi's Newsreader is an innovative iPad app which boasts the full range of functions, yet can be upgraded by additional modules and

interfaces. You decide what you want and what you need. Updates are of course possible anytime.

The basic package contains the software licenses for using ppi's Newsreader. Customized colors, fonts and branding in line with the customer's corporate identity and an interface to existing systems, plus a 1-day workshop are also included in the package. When the mobile offer has been completed, ppi Media makes the free app available for end users in the iPad App Store.

Cross-media publishing

Print meets Tablet. It really is as easy as it sounds. The Newsreader is able to import and display content via an XML over HTTP interface. Apart from editorial articles, this content consists of images, videos, animations and graphics. It is not necessary to create and transfer layout

information. The display automatically adjusts to the layout defined during the project phase and to the length of the articles and image dimensions.

The iPad app recognizes the content as individual articles which are grouped by desks. There are two levels of display: an overall or desk view and a detailed view. The first one shows several previews of the articles, grouped by desks. The second one show the entire content of the article.

ppi's Newsreader is always available and, due to a differentiated online/offline update, provides the ultimate reading experience even without access to the mobile internet. The iPad must, however, be connected to the internet in order to update.

How it works

Step 1

LAYOUT

One-off creation of the newspaper layout during the project phase. Colors, fonts and branding are customized to meet the customer's corporate design.



Step 2

TEXT

Editors enter text and images in the Content Management System, e.g. Content-X.



Step 3

EXPORT

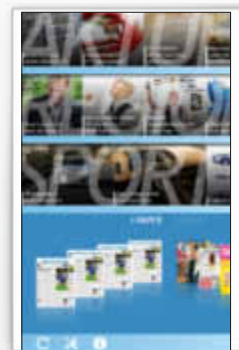
Texts, images, videos, animations and graphics are exported via an XML over HTTP interface.



Step 4

iPAD

Content is automatically published on the iPad according to defined layout requirements.





ppi's Newsreader. The iPad app for daily newspapers.

Fast display of ads

With a mobile edition of your print content, supplemented by videos and images, you can provide your readers with professionally presented information. Equally important is the attractive advertising platform that it offers ad customers. The basic Newsreader package gives you the best of new mobile ad spaces. Ads can be placed at both desk level and within articles. These ads consist of a motif and a target page URL. By tapping on an ad, a browser which shows the target page opens in the app.

The premium package

The basic Newsreader package can be customized according to your individual requirements by adding more functions.

- GUI and navigation

By customizing your Newsreader to meet your corporate identity requirements, you can also decide how previews are to be displayed or operating elements and content are to be positioned.

- Apple app submission

This option contains a service for making a chargeable Newsreader app available in the iPad App Store. Payment is required before downloading.

- Content integration

You'd like even more content? No problem. Any interface to external databases can be integrated in ppi's Newsreader via real-time requests. You can complement your mobile app, for instance, with external live news tickers and sports tables.

- Online reporting

This option provides you with an overview of active users per hour, day and month, enabling you to analyze their reading habits. Our module for better control.

- Enhanced PDF

You'd like more on your iPad than just PDF? So would we! That's why we've developed an XML file which enables you to place native tablet views over the

PDF display of your newspaper. You can then view the layout of your newspaper on your iPad as well and combine it with the advantages of native apps, such as interactive content, text searches, better readability etc.

The mobile workflow

Full or partial integration of the Newsreader in the production workflow of your daily newspaper means automation and efficiency – from editing and ad reservation to multi-channel publishing. The Newsreader can easily be connected to ppi's campaign tool AdX and editorial solution Content-X.

- AdX

Mobile ad serving is possible via an interface from the Newsreader to ppi's cross-media ad solution AdX. The layout structure of the Newsreader app is then available in AdX for reserving and placing ads. Mobile ad serving stands for campaign-based ad placement in the Newsreader.

- Content-X

This smart editorial solution developed by ppi Media and Digital Collections is the perfect addition to the Newsreader app. Your editors can enter cross-media texts for all output channels in Content-X. The editorial content such as images, videos and additional information, which can be localized via a semantic search function in Content-X, is adjusted to the iPad layout via an XML interface. Multi-channel publishing couldn't be easier.

How you benefit



- Ideal for publishers who are already using ppi products.
- Low personnel requirements. No additional layout designers are required for the Newsreader app.
- ppi's Newsreader can be used without classic editorial systems.
- It offers iPad-optimized displays and multimedia functions.
- The app is highly customizable and has a wide range of automatic functions.

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