



# PRINT2PAD

## From ePaper to Multi-Media App

### PRINT2PAD OFFERS FREEDOM OF DECISION-MAKING - NOW AND IN THE FUTURE

Take advantage of Print2Pad's plethora of configuration options. It's completely up to you, when to take which step on the way to your newspaper's digital future. Whether it is an automatically generated, flip-through version of your newspaper or a media-enriched version that offers an article detail-view, picture galleries, videos animated graphics and interactive elements and links up to the interactive magazine version – Print2Pad delivers all these options in one software – upgradeable in small steps and therefore small amounts of money.

As a starting point for all the digital variations a simple PDF version of your paper is enough. But Print2Pad of course can be integrated with your content management system as well as generate your more complex digital newspaper on the fly.

### USEFUL FOR THE PUBLISHER AND THE READER

Editorial department, ad sales and customer relations get the opportunity to gain an immediate use from the cross-media extension of their product. The reader continuously gets an updateable, attractive and modern product with a high recognition value and exciting multimedia content.

- Fast implementation (from 4 weeks)
- Short creation time for a single issue
- Manual or automated production
- Multi-user capable
- Almost not affecting any workflows
- All editions in one kiosk
- Connects with internal accounting as well as Apple AppStore and Goolge PlayStore
- Special Issues and continuous updating of article
- Integration of internal and external links, videos and galleries
- Integrate special formats and inserts
- Interactive Cross-media contents (e.g. Advertisements)
- Cross Platform (Android, iOS, HTML5)

### INTERFACES

Print2Pad adapts to existing interfaces and seamlessly integrates in your environment. Whether you want to connect Print2Pad to your automated issue planning or your CMS or CRM system or Apple AppStore and Goolge PlayStore ...

You also have the freedom of choice amongst several target platforms: Android-tablet, iPad, iPhone or Android Smartphone or Web HTML 5 – Print2Pad delivers!

### REQUEST A DEMO

Give us a call and we show you Print2Pad with an iPad-issue of your newspaper - of course free of charge! All we need is a PDF of your newspaper.

You can reach us under +49 30 2000 7953 or if you prefer email: [info@print2pad.de](mailto:info@print2pad.de).

### Print2Pad App Layouts

Close to print apps



### Magazine-like apps



### Hybrid apps





# PRINT2PAD

## Workflow App Creation

### Print2Pad App Creation - Perfect Interaction of Components

#### Step 1 – Print2Pad Extractor – Extracting the ePaper components

The creation process of the multimedia Print2Pad-iPad edition starts with the reading of the standard PDF ePaper and, if available, the XML data of the content management system. Using a defined heuristic the extractor is able to recognize all of the ePapers contents and breaks them down into the most important components for iPad/Tablet editions (layout elements, teasers, headings, sub-headings, photos, graphics, captions, references, etc.). The components are analyzed and converted to the best possible rendering. This process can also be fully automated. The ePaper app is now ready for presentation. The iPad display is available in newspaper layout which includes features like iPad-navigation and services such as photo view, full text search, item saving and sharing via email or social media.

At this point, multimedia and other features are still lacking. The content data can then be transferred from the extractor to the editor for enrichment of the content.

#### Step 2 – Print2Pad Editor – Enriching the content

The app designer using the editor has complete control over content, allocation, and additions. The appearance in the article view can be adjusted like with a text editor. It allows, among other things, links to be established, update instructions to be inserted with linked pages, slideshows to be built, advertisements to be processed, pages to be inserted, and integration of videos.

Usage is intuitive and easy to learn. The processing and enrichment of an article can be done in just a few moments.

Editing of local editions can also be done at this point. The editor features fixed page recognition.

#### Step 3 – Print2Pad Publisher – Publication of the app

With the press on a mousebutton, the content for the internal control and preview app is created that contains all the functions. The designer can control now the digital output and edit it if necessary.

After final release, the app will receive publication and is then available to the end-user through, for example, Apple Newsstand.

