

# ePublishing

Delighting your readers with e-publications that come alive



With the near ubiquitous usage of the Apple iPad and other mobile devices, e-books and e-magazines are now the rage among consumers.

Unlike passive words and images on print, electronic publications take full advantage of rich multimedia features while still being displayed in the familiar look-and-feel of a book or magazine, with covers, tables of contents and pages that flip back and forth.

The power of electronic publications is not limited to publishers, of course. Any business, institution or organisation that produces marketing, corporate and product literature can now transform the contents in their brochures, product manuals and newsletters into e-publications that come alive!

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## CHALLENGES

Publishing print content online is not new or difficult. The traditional approach is simply to convert a Word document to PDF and offer it as a download on the corporate website.

But with the wide usage of mobile devices, the challenge is not to offer your audience and consumers the same passive, tired contents which are hardly different from paper.

Instead, you want to add features onto your contents that stimulate readers' interest, hold their attention, and motivate them to contact your company in order to learn more or to purchase your products and services.

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## SOLUTIONS

We offer an end-to-end service that transforms your print literature to e-publications. This includes professional editorial consultation to ensure quality content, value-add to text narratives with video, graphics and audio overlay, and managing the published content on our platform.

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## BENEFITS

- Retain the paper metaphor which your customers and audiences are familiar with
- Stimulate readers' interest and hold their attention with interactive, lively and personalised contents
- Allow your audience to carry out e-commerce transactions directly on the contents

## FEATURES

- Look-and-feel display of the familiar print publication, with cover pages, table of contents, and page-flipping
- Add-on multimedia features including audio tracks, video clips, animated visuals, and image galleries
- Embedded links and pop-up data for key words in body text
- Zoom-in to enlarge text and visual for better reading
- Hyperlinked table of content and pages
- Add-on shopping cart (if so required)
- Share the contents through Facebook, Twitter, email
- Bookmark, annotate, clip articles

## Delite at your fingertips

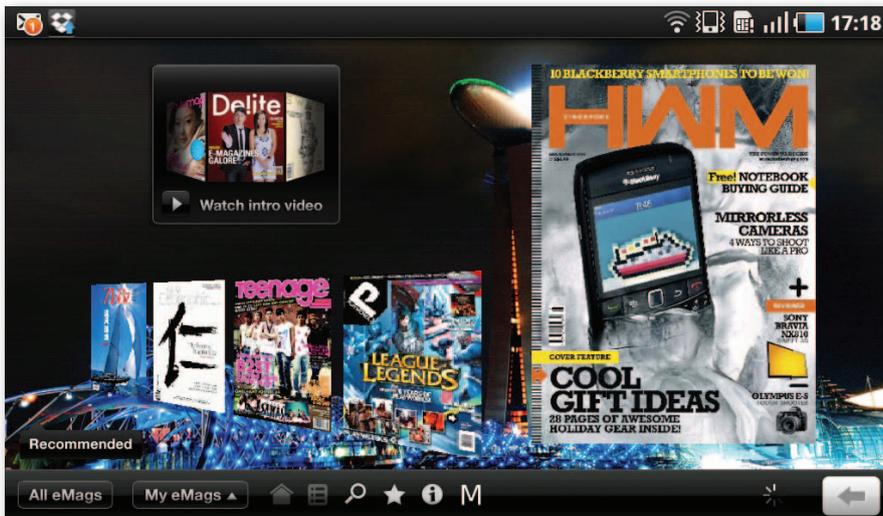
Some of Singapore's hottest magazines are no longer stuck in display racks. See them come alive on the De!lite app on the iPad, Samsung Galaxy Tab and other mobile devices.

The contents of lifestyle and business titles like HVM, ZbBz, M2, The Edge, Voyage, Jet Gala, Stuff, Football Club, Appetite and Adorn Home are more than mere articles and colourful images. There are photo galleries, short movies, music and other rich multimedia features.

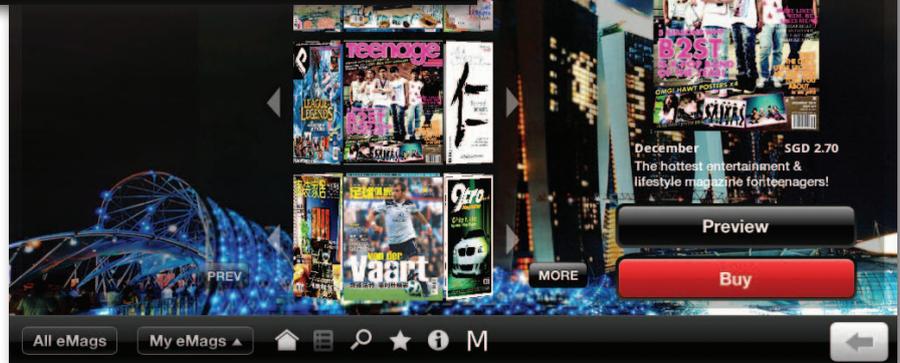
Indeed, De!lite delivered such an enriching digital experience to a new class of consumers that it was named in Digital Life's 100 favourite applications. Of the 100 applications, only 8 applications are from Singapore.

Check out the De!lite app to see for yourself how Portal City can transform your print collaterals into e-publications that will hold your target audience spellbound!

*Home page when you launch the application*



*Shop page*



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