

Product White Paper



Print publishing made
digital and interactive

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Abstract

E-Magin is an e-paper system for publishing printed media digitally on the web and on mobile phones. The publishing platform handles manual and automatic uploads of PDF files, indexing and archiving. It also lets you add interactive features to your printed publication, such as YouTube videos, signup forms, links, rss feeds and audio clips.

E-Magin also comes with different kinds of e-paper readers, to meet the needs on any device: A web reader for desktop, tablets and mobile phones and one native app for iOS and Android.

This white paper gives you an overview of the E-Magin product and describe its top features and functions.

The Challenge

There are countless factors that, by themselves or combined, make up for the base of the need for an e-paper product like E-Magin. Among those factors we find:

- the behaviour of the consumer has changed to be more mobile
- the number of print subscriptions spiraling downwards for newspapers
- people don't buy magazines like they did before
- advertisers spend a growing part of their budget on ads in digital media

The problem, or challenge, for the media industry is not that they make crappy printed products or write bad articles and columns. The problem is that many of them are not equipped for the rapid behavioural change that the "digital era" has induced. The world need journalism more than ever, but the packaging and distribution is not up to date.

This is where the e-papers from E-Magin can bridge a gap. E-papers are not even close to being the saviours for the media industry, but they might be a step in the right direction. By providing a different form of distribution, that allows the readers to read content wherever they are, the media companies can easily reuse their already packaged products in a new way.

The top features of E-magin

Easy upload and publication

E-Magin and Adeprimo has been a part of a broad range of Scandinavian newspapers publication process for many years. Therefore, the E-Magin publication backend has been streamlined and optimized to be simple and quick to work with. It handles automatic and manual uploads of your PDF files.

E-readers for all devices

Since your publications will be accessed from all kinds of digital devices, E-Magin has full support for all of them: **E-Magin Webb** for desktop, tablets and mobile phones and **E-magin App** for native access.



E-magin Webb automatically adapts your publication for reading on all devices (desktop, tablet and mobile). It supports all major operating systems.

System integrations

To make E-Magin and the publications a part of your business model and range of subscribed products, it connects with various external systems. For example editorial systems, subscription systems and transactions systems.

Add interactive content

To make your e-paper product stand out from its printed original, the E-Magin publishing platform comes with the **E-Magin Editor** module, where you can add interactive content to the pages. For example:

- YouTube-videos
- Forms
- Links
- Animations
- RSS feeds

Archive and search

All uploaded publications are stored and indexed, to create a searchable archive. You can also search on any text within the archive or the current publication.

How E-Magin meets the Challenge

Adeprimo has been a partner for local and regional newspapers in Scandinavia for almost 20 years. We have developed and streamlined our product range to the ever shifting needs and built a unique understanding of the challenges involved in combining printed and non-printed media.

E-Magin is no exception. It is a tool to make your printed publications digital, mobile, accessible, shareable and interactive. By doing so, you have an opportunity to reach the readers that normally would not pick up your printed product.

As a consequence, the e-paper is very popular with advertisers. Its potential in expanding the reach to a broader reader base is key for attracting the advertisers.

Conclusion

E-Magin is a simple and reasonably priced e-paper solution for publishers of newspapers, magazines, direct marketing or brochures. With its long history in the Scandinavian media industry, the product performs well and is easy to work with as a part of your publication process.

The e-paper will not save any industry from doom, but it can help bridging a gap between print and digital when subscription and advertising numbers are dropping.

Remember:

- E-readers for all devices and needs
- Long experience and well-established in Scandinavia
- Boost your publications with interactive content