



# EDITIONALS™

## iPAD APP AND PUBLISHING PLATFORM

### With Editionals, you get:

- Newsstand purchasing interface for buying single issues or bundles/subscriptions
- Simple, universal interface for managing publications and issues
- Automatic download of publication updates
- Alerts when new issues are available
- Automatic download of issues purchased by bundle/subscription
- All pages constructed in HTML5 + Apple TuneKit for cross-platform, cross-device compatibility
- Video, audio, images and text supported on all pages
- "Visual browse" for flipping through issue pages
- Font size controls and rich bookmarking tools
- Sharing via Twitter, Facebook, and e-mail
- News Wire pulls latest stories from the web giving every issue dynamically updated content
- Portrait and landscape orientation
- Rich, full-page, interactive ads

### What is Editionals?

Editionals brings you and your content to the cutting edge of digital publishing with an easy to use iPad App and publishing platform. With a solution that is significantly less expensive and more functional than alternative platforms, you can quickly and easily start to monetize your content. Launch your own branded app, or simply add your content to the Editionals digital newsstand; we customize a solution that works for you.

### How can it help YOUR business?

The Tablet Market is quickly becoming a substantial avenue for news and information. We give you a way to capitalize on this growing market with a system that seamlessly and intuitively publishes your content on the iPad, exactly as it is published online. The pain of subscription compatibility with the Apple App Requirements is eliminated because Editionals allows you to offer your publication at the price you choose: whether it is a one-issue price or a full subscription. Editionals supports micropayments while eliminating the middleman, leading to a much greater revenue share for the content provider.

Not only can you generate revenue through the subscriptions and issue purchases, you can also utilize rich HTML5 functionality to create highly valuable and interactive ads. Further augment the user experience by utilizing social networking and e-mail to facilitate the viral effect of sharing content. With the iPad and Editionals combined, the content possibilities and interactive advertisements you can offer are endless.



CONTACT  
INFORMATION

**Dennis Mulcahy**

801-245-0887

dennis.mulcahy@matchbin.com