



Digital Magazine Tools Overview

A Workflow Solution for
Publishing to Tablet Devices

A WoodWing White Paper

February, 2011

Introduction

Publishing to tablet devices has emerged as the next step in the evolution of mass communication. Traditional print publishers are now faced with the challenge of integrating this new medium into their workflow. With greater frequency, they are turning to vendors with questions about how to reuse their content efficiently, what software they need to get started in tablet publishing, and what is the best way to deliver that content to the myriad of tablet devices appearing on the marketplace.

Unfortunately, many vendors competing in this space are neglecting the lessons learned from traditional publishing processes that have been in existence for decades. These vendors forego a true workflow solution in favor of antiquated, folder-based file structures. Plus, many solutions are just too complex for the average user, lack a quick and flexible means of extending the feature set, and usually require a revenue-sharing model for App distribution, cutting into the publisher's bottom line.

WoodWing's Digital Magazine Tools is different. It's a natural extension to WoodWing's Enterprise publishing system, providing an environment that is conducive to multi-user workflows, efficient at combining print, Web, and tablet output, and effective at reporting the progress of those workflows at every step of production. The Digital Magazine Tools solution is easy for the average user to grasp, and options like its innovative Widgets feature enable publishers and developers to add new interactive features quickly, easily, and without requiring WoodWing's intervention. And, perhaps most importantly, WoodWing's Digital Magazine Tools do not employ a revenue-sharing model. This means that the money a publisher charges for their digital Apps is theirs to keep.

This white paper provides an overview of WoodWing's Digital Magazine Tools solution. It describes the foundation of the solution, how content is prepared, assembled, and exported, and what delivery options exist for getting the tablet publication onto an end-user's device. And although WoodWing calls its solution Digital Magazine Tools, it's just as effective a solution for delivering newspaper, corporate, and book Apps, just as it does for magazine apps.

A Server-Based Solution

The basis for WoodWing's Digital Magazine Tools is the Enterprise publishing system. Instead of a loose collection of folders prone to mismanagement or lost on an individual's desktop, the Digital Magazine Tools uses a proven, server-based foundation which allows for workflow management, versioning of content, security-driven profile access, and true metadata tagging.

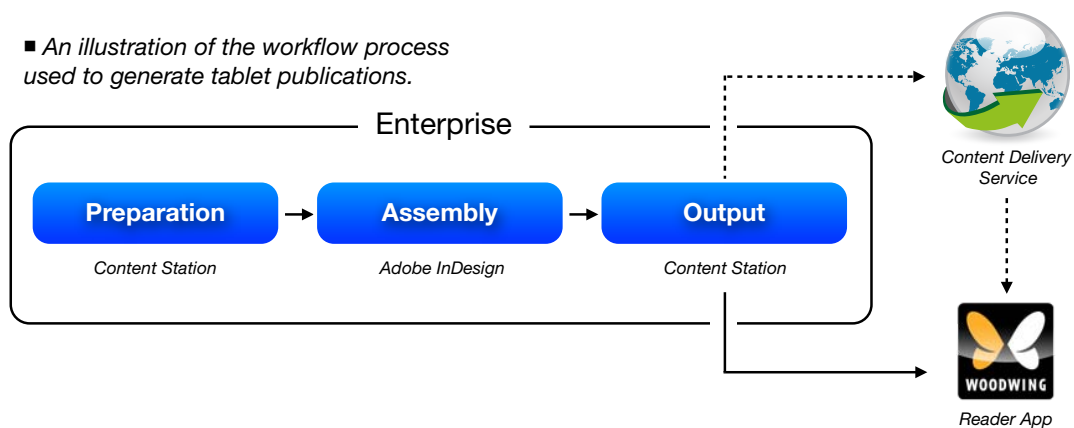


The Enterprise system is actually the platform upon which many of WoodWing's software applications operate. It lets users log-in to a system that tracks their behavior with extensive audit trails, search for content both inside and outside of the system, and output content not only for tablet publications, but also social networking sites, websites, and traditional print output.

Enterprise has been in operation at newspapers, magazines, and book and corporate publishers for many years. Over 500 installations with more than 25,000 seats installed means that the Digital Magazine solution has a rock-solid foundation that is mature, stable, and packed with features. The full feature set of the Enterprise publishing system is outside the scope of this white paper. Users should visit WoodWing's website (woodwing.com) for more information.

Workflow

Creation of content for tablet publications is similar to the workflow for other traditional media publications. A preparation phase has users organizing their content into a folder-like Dossier in the Enterprise system. An assembly phase takes this content and places it on InDesign pages that represent the layout in the tablet device. An output phase then transforms these pages into an XML package. This package can be dropped into a pre-built tablet App for individual distribution or uploaded to WoodWing's Content Delivery Service for transmission to Apps already installed on an end-user's tablet device. The diagram below shows a visual representation of this process, along with the applications used. Each phase is explained below in greater detail.

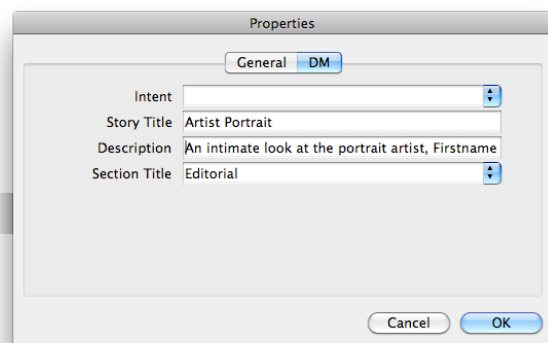


Preparation

Content Station is the primary application users work with when assembling a tablet publication. Content Station connects to the Enterprise publishing system and is responsible for organizing content into Dossiers. Dossiers are folder-like packages that contain text, images, videos, and interactive components destined for the tablet page. They are more robust than traditional desktop folders because they allow for metadata tagging via a graphical user interface, allow multiple team members to work on the same Dossier at the same time, and can be targeted for publishing to multiple types of outputs, not just for tablet publishing.

Users create a Dossier for each article that will appear in the tablet publication. Content can then be uploaded or created right within the Dossier itself. Important metadata such as story title, category and a short description is tagged with each Dossier, and can appear in the navigation component of the tablet App. A special Intent tag is also available, helping determine if a Dossier represents an important destination such as a Help page or Table of Contents.

InDesign templates, included in the Dossier, are pre-configured with page dimensions and standing art that is common for each story.



■ A properties dialog box lets users enter metadata in a friendly, graphical user interface.

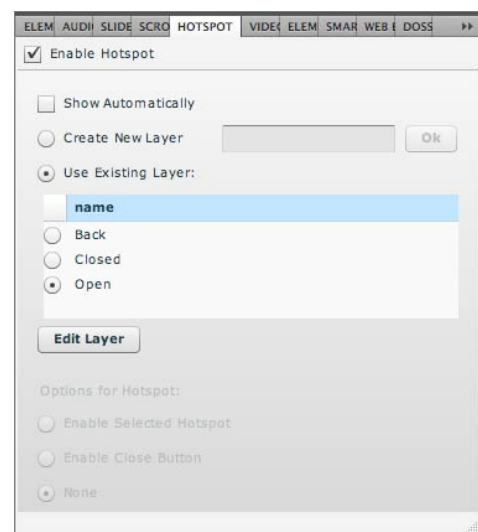
Designers can then double-click these templates to start work on tablet pages.

Assembly

Adobe InDesign, both CS4 and CS5, is used by the designer to create the actual tablet layout. Each article can have one portrait-oriented layout and one landscape-oriented layout, each containing multiple pages. This lets the layout change to best fit how the end-user is holding the tablet device. If, however, publishers do not want to offer both viewing options and only want to provide either a portrait or landscape view, that preference can be set in an optional metadata tag.

Designers use standard InDesign tools and workflow conventions for designing tablet publications, so there is no need to learn a new user interface. Images and text are placed from Enterprise through a simple drag-and-drop. Special, interactive features are added by WoodWing's Digital Magazine Tools via panels and let the user add interactive elements to the page. These special features include:

- **Slideshows:** Arrange a series of images into a predefined sequence that the end-user can browse with a swipe of the finger. Images are selected through drag-and-drop simplicity and can be shuffled in their order. End-users can double-tap a slideshow to zoom in and show the images at the maximum resolution of the device.
- **Video:** Embed or stream a video from a URL for display on the tablet device. Videos can play automatically, zoom in to fill the entire screen, and dismiss upon completion, allowing for video covers or dramatic introductions to content.
- **Audio:** Embed or stream audio from a URL for listening on the tablet device. Audio files can play automatically and can play in the background as a user navigates through a publication. A special audio icon in the Reader App navigation bar lets users see what audio is playing and control it separately from the page representation.
- **Hotspots:** Create a touch-sensitive area on the page that displays content from an InDesign layer. Users can create simple pop-ups or elaborate user interfaces that hide or display content according to a user's touch.
- **Dossier Links:** Navigate to other Dossiers in a tablet publication, including an exact page within the associated InDesign layout for an article.
- **Scrollable Areas:** Enable a scrolling portion of the tablet page which can contain text, images, audio, video, and other interactive components.
- **Web Elements:** Embed content from web URLs, complete with associated Javascript or HTML, inline with the static design elements of the tablet page. Web Elements can optionally appear in a browser pop-up which keeps the user within the Reader App, or can direct the user to open the URL in a browser installed on the tablet device.



■ Digital Magazine Tools features are added to InDesign via panels.

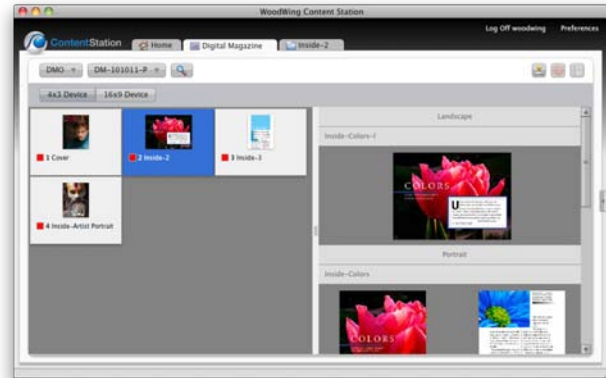
- **Widgets:** Create custom HTML and Javascript features that enable additional functionality within the Reader App. Sample widgets include: 360-degree product view, touch-sensitive image reveal, and an HTML container. Additional widgets will be released by WoodWing, but customers and business partners can also extend the Reader functionality with their own custom-created widgets immediately.

Output

Following the design of the individual articles, Content Station is used to bring up a dashboard of all Dossiers that represent a tablet publication, including all devices it is targeted for. Users can drag and drop Dossiers to set a specific page order, and can preview pages before export.

Pages are exported to a simulator application provided by the device manufacturer that provides a true preflighting process.

For final export, Content Station generates an xml file and resources folder ready for insertion into a WoodWing Reader App or for hosting in the WoodWing Content Delivery Service (CDS).



■ Content Station features a Digital Magazine dashboard that lets users preview and export content.

Designing for multiple devices

With the rise of additional tablet devices beyond the iPad, publishers must now consider how to layout a publication for delivery to screens that vary in size and resolution. A WoodWing-developed feature called [Artboards](#) lets designers work on one layout document destined for multiple tablet devices. By creating Artboards on a single layout, designers can switch back and forth between different views and see how the content will appear on different tablet devices. Designers can even select content in the layout and target it specifically for a given device, to make Flash video available, for example, to Android tablets. Artboards are a significant advantage to WoodWing's Digital Magazine Tools, as they allow designers to be more efficient when working on content that will be distributed to multiple tablet devices.

Content Delivery

To understand how content is delivered to tablet Apps, one must understand the different Apps WoodWing offers to publishers. A book publisher, for example, may not need the ability to add additional content to a tablet App once the title is released whereas a magazine publisher may want to distribute issues monthly or weekly. Therefore, WoodWing provides four types of Reader Apps, each with their own feature set and functionality. This table shows the four types of Reader Apps WoodWing offers:

Basic App	Standard App	Pro App	Framework App
<ul style="list-style-type: none"> Limited customization options Content packaged inside App 	<ul style="list-style-type: none"> Full customization options Content packaged inside App 	<ul style="list-style-type: none"> Full customization options Content delivered by WoodWing CDS In-App purchasing supported Subscriptions supported 	<ul style="list-style-type: none"> Full customization options Content delivered by WoodWing CDS In-App purchasing supported Subscriptions supported Access to APIs for developer-level customizations provided

For Pro and Framework versions of WoodWing’s Reader Apps, a WoodWing [Content Delivery Service \(CDS\)](#) account is required. The CDS is a hosted environment that provides content storage and delivery for a flat, monthly fee. For all Reader Apps, WoodWing does not employ a revenue-sharing model. Publishers are free to choose the pricing structure that best suits their business model and keep all profits associated. This is important because some App marketplaces (such as Apple’s iTunes) already take a portion of the purchase price to cover infrastructure expenses. Vendors that impose yet another layer of revenue-sharing are directly interfering with a publisher’s profitability and are not accurately pricing their own costs at the expense of their customers.

Additional Features

Additional features of WoodWing’s Reader Apps include:

- Unlimited Customization:** Beyond customizing the appearance of the Reader App, WoodWing provides developer-level access to APIs in the Framework edition. This type of unprecedented access lets customers alter the App in numerous ways, for example: including custom navigation objects like Sports Illustrated’s Wheel navigator or to embed the WoodWing Reader App within other Apps created by publishers.
- In-App Purchasing:** For Pro and Framework Reader Apps, end-users can purchase content within the Reader App for delivery to the tablet device. This lets the end-user have one installed App with a Library Screen of downloaded content which is available for viewing at any time. A Store button provides access to the WoodWing CDS and shows a list of content available for purchase from the publisher.
- Analytics support:** Publishers can collect and monitor a variety of events that take place as an end-user navigates the Reader App. The publisher can collect information such as time it takes for a user to download content, what content is previewed in the Store interface, how long a user spends inside the Reader App, what articles are viewed inside the Reader App, what interactive content is viewed inside the Reader App, and much more.
- Subscription support:** For Pro and Framework Reader Apps, publishers can optionally implement subscription access to their digital magazine content in conjunction with their print subscription system. This allows print subscribers to download tablet publications for free or to sign-up for a subscription within the Reader

App itself. Please note that some App marketplaces (such as the iTunes store) implement restrictions and conditions for what kinds of subscriptions can be offered.

- **Cross-platform support:** WoodWing is the only vendor offering a complete spectrum of delivery platforms. In addition to iOS support, Android and WebOS versions of WoodWing's Reader Apps are also available. WoodWing's Reader Apps are platform-specific applications, not an emulated environment, ensuring optimal performance on those platforms.

Summary

WoodWing's Digital Magazine Tools provides the richest set of features out of any tablet publishing solution on the market. With a firm foundation in a server-based, proven workflow system, publishers can be assured that the solution will scale adequately as they add more personnel to their tablet publishing operations. The interactive tools are easy to use and can be extended by developers and publishers using standard HTML/javascript coding practices. An assortment of Reader Apps and content delivery options means that publishers have choices to fit their budget, and WoodWing's commitment to a non-revenue-sharing model means that publishers get to keep all the money associated with sales of their Reader Apps. In these ways, WoodWing continues its mission to provide publishers with the best cross-media solutions on the market.

For more information on WoodWing's Tablet Publishing solution, visit www.woodwing.com/tablet

Videos about our solutions are available in [WoodWing's YouTube channel](#)

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