You Local & Handy Newsstand Available from iPads, Kindles & Android Tablets

MagmaZines
YOUR LOCAL NEWSSTAND

Background

◇ A Canada based client providing publishing platform for content providers.

◇ Provides a platform to distribute magazine & newspapers to the iPad, Kindle Fire, and Android tablets, all from one place.

◇ Serving localized and interest driven content to readers globally.

Challenges & Ideas

◇ Enable Instant publishing on tablet devices via web-based publishing platform.

◇ To provide a rich and engaging reading experience through the addition of multimedia interactive elements, such as hyperlinks, image galleries and videos.

◇ Provides a set of templates to publishers to create engaging and interactive publications which can be read with ease on all tablet devices.

◇ Adding multimedia to an existing PDF to publish rich content on tablets.

Our Solution

◇ Developed a highly interactive application on iPad / Android Tablets along with the backend to publish the content.

◇ Three simple steps Sign up, create the content and publish the same.

◇ Publishers could monetize their content via subscriptions, in app purchases, and Magmazines advertising network.

◇ All interactions within magazine was handled within individual magazine itself (Using HTML5 / CSS3 & JS). This includes any image galleries, videos, links and purchases.

◇ Social sharing feature was provided for the publishers who could decide whether or not the content could be socially shared.

About Mobile Pundits

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Our areas of expertise include:

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