Reinventing
the Reader's Experience
FROM INDESIGN TO IPAD

TWIXL publisher
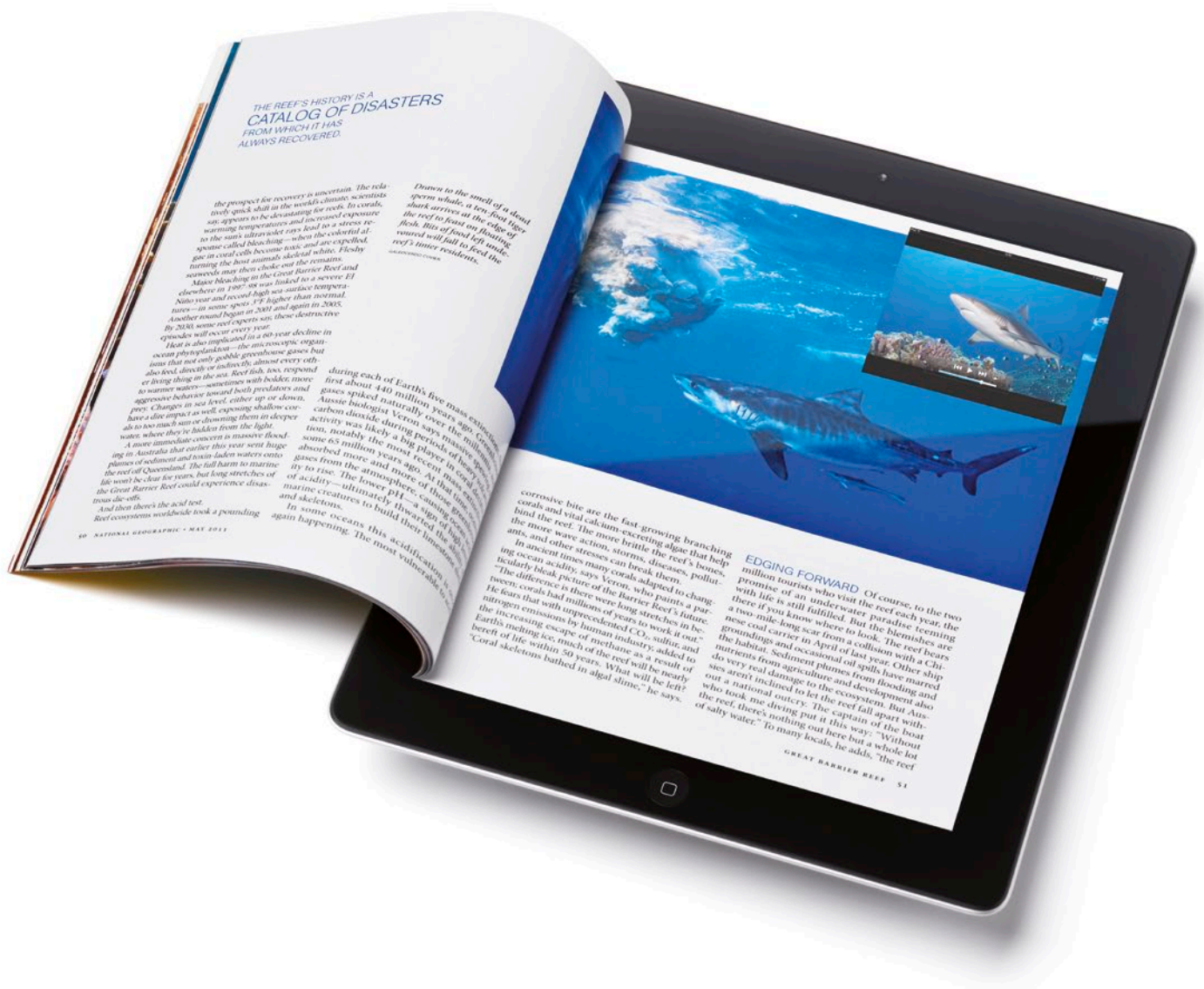
Why Tablet publishing?

What is a publication?

The most common thought would be to say it's a magazine. We like to use a broader definition, however: a lot of companies have content which, today, they may publish in print. Brochures, annual reports, leaflets, brand magazines, newsletters, manuals, product presentations, … All this content could be published on an iPad.

What about the iPad (tablet) medium?

The iPad offers a number of advantages:

- Delivers a pleasant reading experience
- Allows you to store info digitally
- Provides fast, easy access to a greater amount of content
- Offers enriched, interactive and up to date content
- The content can be updated easily and for a low cost (to the editor)

Where content, design and interactivity meet each other

Tablets are closing in on the attractiveness of print and are adding the advantages of digital. Next to the reader experience tablets make it possible to add personalisation, accuracy and to shorten the time to market for the information.
For instance, a printed product brochure illustrates the most common features, addresses a larger audience and records information at a specific moment. With a digital product brochure the message can be personalised with a customer specific focus. It shows today's price and availability plus videos and slideshows for an improved experience. Every detail of the product will immediately be available.

All these advantages are the reason why more and more people are adopting this device, why more and more publishers are producing content for this device, why large companies are providing this device to their sales & service forces and why large companies are also publishing for this device.

Who's publishing?

Publishers

For **magazine publishers** we provide an easy and short workflow and most of our clients use our solution when the aspect of time to market is important. We do not work with complex content- and workflow management systems. So a lot of publishers are eager to use our solution for "special issues".
Twixl Publisher is also an ideal solution for publishing interactive books. A lot of **book publishers** are using our solution to create interactive books where the user experience is central. Sound, animations and interactivity are integrated in these books and again creating this from InDesign makes the development cost affordable.

Print & web agencies, independent designers

The largest group of users of our solution are the traditional agencies and the independent designers. Everybody who's creating layouts is a potential user. They have an immense amount of content available, they have the designs in InDesign, and the only thing they need to do is learn the medium and enrich the content for a better interactive experience. Tablet publishing represents a new market and a new source of revenue for them. It can compensate for a decrease of revenue in their traditional print market.

For web agencies the business case is slightly different. Some of them already have the know how of developing applications in HTML5 from scratch. So they do not immediately feel the need for a solution to develop apps. Except from a budget point of view! Developing an app in HTML5 is an expensive activity. Most clients experience the need for an app but do not always have the budget. Using Twixl Publisher fits every budget. Our customers can create a large part of the app starting from InDesign and a small part in HTML5 and embed the code within our solution. Creating the largest part of the app would be very budget friendly and the dynamic parts of the app could still be developed in HTML5. In the end the time spent creating the app with Twixl Publisher combined with embedded HTML5 would be far less than creating the complete app natively or in HTML5. So they could provide a budget friendly solution to their clients and generate more business.

Enterprises

The enterprise market is a big emerging market . A lot of companies feel the need to use the iPad for helping their sales force and service teams communicate with their clients and within the company itself. They have an immense amount of content available and need to publish this content within a closed environment at a low cost; an environment, which they own and they manage. Our Enterprise kiosk solution fills their needs perfectly. They can publish independently in house without any licensing cost per publication, without any extra download fees. The only cost is a one time licensing fee for our solution (apart from the time required to create the app). Our solution even provides the option to have a single company application, where access to the content is based on a users/group privileges system.
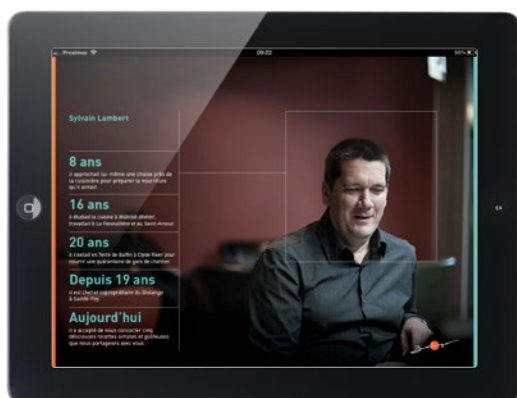
What is Twixl

Twixl media is a key player on the market of digital publishing solutions. Our core solution, Twixl Publisher is the first application that allows users to produce iPad applications fully independently - from design to publishing in the Apple App Store.

Smooth & intuitive

Twixl Publisher is based on our philosophy of ease of use, simplicity and intuition. The most common feedback we get in our workshops is, 'is it that easy?'. It actually is, as it is based on a three-step model 'Design, Build and Publish' - the fastest and easiest way to an enticing interactive reader's experience.

How it works

Id Design

Design your interactive publication in InDesign CS5/5.5/6 and create landscape and/or portrait layouts of your book.
Add interactive content to the layout:

•   page links or URL links
•   slide shows
•   audio and video clips
•   web viewers to integrate dynamic content
•   scrollable content with optional pan and zoom
•   image sequences for 360° views
•   panorama VR views
•   HTML5 animations
•   ...

Export your publication in iPad-ready format via the plug-in

Build

With the Twixl Publisher Builder, it takes just one click to convert the InDesign export into a ready-to-go iPad app. The Publisher Builder Preview uses the iPad simulator to show a preview of the app on your Mac screen.

Twixl Publisher Explore: this entry-level version is available as a free download, and allows a user to create iPad app previews and create "Ad Hoc" builds for in-house distribution. There is a "pay-as-you-go" option for App Store builds.

Twixl Publisher Premium: a single user version that lets you independently create an unlimited number of Ad Hoc or App Store builds. It is ideal for individual designers and smaller shops that regularly want to create branded App Store apps.

Publisher?

Twixl Publisher is a publishing solution that takes projects from InDesign to iPad. Specifically, it is a combination of a stand-alone (Mac OS X) application and a plug-in for Adobe InDesign CS5-6 that converts and exports traditionally created documents into interactive reader applications for the Apple iPad. Twixl Publisher makes it possible to translate print designs into digital designs by integrating interactive content such as photo slide shows, audio, video, HTML5 animations and more into a seamless iPad blend.

Independent

Independent publishing means our clients are 100% in control of their application. They can publish as much as they want without an extra cost. They do not have to publish their content on our servers to create their app. Once the design is ready for publication, they publish directly to the Apple App Store or within their own Enterprise network.

Affordable

Our pricing is as transparent and easy as our product. We provide our customers a state of the art solution and all the support they need for a one-time licence fee. From there on there is no extra cost to publish except for the cost of creating the app itself.
To make it even easier, we provide our entry-level solution 'Twixl Publisher Explore' for free. It will allow you to develop and test your app and even to publish it in-house. So you can experience how our solution works for free.

Publish

Twixl Publisher Advanced: a 5-user workgroup version that lets you independently create an unlimited number of Ad Hoc, App Store and Enterprise builds, and integrate Google Analytics. Ideal for workgroups and companies that want to distribute in-house content via the iOS Developer Enterprise program.

Twixl Publisher Professional: offers all features of the Advanced version, and in addition allows you to create 'kiosk' apps. On the one hand it is targeted towards magazine publishers, because it provides support for in-app purchases and subscriptions. On the other hand, Twixl Publisher Professional also lets users create 'enterprise kiosk' apps, that allow a company to easily manage in-house distribution of Twixl-enabled content and PDFs.

Once your publication is finalized, you can either submit your app to the App Store and make it available worldwide, or you can choose to distribute the app in-house only.

Twixl Publisher is compatible with all iPad resolutions

The iPad one and two have a screen resolution of 1024 x 768 pixels or 132 PPI. The new iPad has a screen resolution of 2048 x 1536 pixels or 263 PPI, this is two times more. Our solution works for both resolutions, starting from a single design. Depending on the device all images will be displayed at the optimal resolution. Even though you might expect a big increase in file size, by optimising our compression technology we managed to limit the file size increase to about 50%.

How to publish on a tablet

First of all, you need a publishing solution like Twixl Publisher. You also need to be enrolled as an iOS developer. For distribution through Apple's App Store, the standard iOS Developer Program is what you need ($99/yr).

Do you need a standalone or a kiosk application?

A standalone application, also called "single-issue", is a type of app where an update will always replace the original content completely. Typically this type of app is used for branding purposes, and created by agencies. In many cases, this type of content is offered for free.

A kiosk application, also called "multi-issue" or "storefront", allows the publisher of the app to add new content later. Typically this is used by print publishers that are bringing their print publications (magazines, newspapers, etc.) to the iPad. Within a kiosk application, every issue can be made available for purchase separately, or per subscription, which automatically grants access to all issues that become available within the subscription period. Certain content within a kiosk application can also be offered for free to all users.
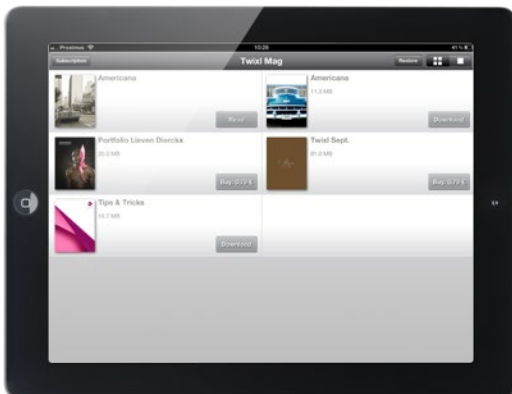
How to distribute the app?

The distribution model of standalone and kiosk applications is very different, and the kiosk app model entails additional fees:

- A standalone application will be uploaded as a whole to Apple's servers, and once the app has been approved, it will become available in the App Store. From then on, Apple takes care of the hosting/bandwidth fees, independent of whether the app is downloaded 10 times, or 1,000 or even 1,000,000 times.
- With kiosk applications, only the initial app with the base content (sample magazine content or maybe a free first issue) will be downloaded through Apple's servers, all new issues that will be added afterwards will have to be hosted somewhere, outside of the App Store.

For kiosk applications within the Apple App Store, Twixl Publisher integrates with a third party for your hosting and for managing the content: Urban Airship.
With Twixl Publisher you'll need to get an account with Urban Airship, then manage your content in Apple's iTunes Connect portal, and link the different issues hosted at Urban Airship to an Apple in-app purchase.
Per download prices at Urban Airship are dependent on the volume, but are $0.10 maximum, and can go down to only $0.04 with some pricing plans.

NOTE: For all types of paid applications, and for all in-app purchases and subscriptions, Apple gets 30% of the revenue.

For kiosk applications within Enterprise deployment you have the possibility to work with your own server within your company network. So you will not have an additional cost per download.

For easy in-house distribution, you can also apply for the iOS Developer Enterprise Program ($299/yr). Twixl Publisher also requires that Xcode, Apple's development environment for iOS and Mac OS X, be installed. Xcode is a free download from the Mac App Store.

What kind of publishing options are available for iPad apps?

Ad Hoc publishing

"Ad hoc" publishing allows you to distribute your application outside of the App Store on a maximum of 100 devices. The "Ad Hoc" procedure requires that the unique serial numbers (UDIDs) of the iPads you want to use for testing are registered in Apple's iOS Provisioning Portal. Only the registered iPads will be able to install these "Ad Hoc" apps.

Distribution of such an app is usually done through synching an iPad with iTunes running on a desktop.

"Ad Hoc" publishing is often used for small in-house distribution, initially for testing purposes only, but also for small scale deployment of internal applications. The advantage is you can publish whatever you want and you don't have to go through the App Store approval process. The disadvantage is the requirement that each iPad needs to be registered, which is a time-consuming activity, and that the maximum number of devices within a company is 100 (iPhones also count). The free Twixl Publisher Explore allows you to create your own "Ad Hoc" builds.

App Store publishing

Publishing via the iTunes App Store is the most popular way to distribute your applications. You can either publish free or paid apps. Free apps can be distributed without having to pay any extra fees to Apple (i.e. apart from the $99 for the iOS Developer Program). For paid apps, Apple gets 30% of the revenue.

With Twixl Publisher you develop your app in InDesign, then create an App Store build with Twixl Publisher Builder, then submit your app to the App Store through Apple's iTunes Connect Portal. You can do this completely independently. After a period of time (from a couple of days to a couple of weeks), you'll get a notification from Apple whether your app is approved or not, and if it is, it will become available for download in the App Store.

Enterprise publishing

Enterprise publishing is similar to "Ad Hoc" publishing, but it's a lot easier to use for deployment because of two reasons:

1° there is no device limit ("Ad Hoc" apps have a 100-device limit).
2° you are not required to register the unique IDs (UDIDs) of all your iPads.

For Enterprise publishing you need to apply for the iOS Developer Enterprise Program. Once your application for that program has been approved, you are allowed to publish an unlimited number of in-house applications (i.e. within your own company and its affiliated parties – to be clear, you are not allowed to publish this type of app to the public).

This type of publishing is used by large companies, schools, universities, government departments, ... to provide their employees with different types of publications. e.g. sales reps with data sheets and brochures and technicians with technical manuals.

With Twixl Publisher you can make these available on your own server. You can even create your own kiosk to present all your apps, and host the content internally. You are in control. The only cost you have is your software license. There is no monthly cost and no cost per download.

Our Enterprise kiosk solution is the only fully independent publishing solution on the market.

Twixl Publisher
Product matrix

Licensing model

All our paid licenses allow you to publish an unlimited number of apps, completely independently. We work with a licensing model. If you purchase our software license, you have the right to use it as long as you want to. With Twixl Publisher, you pay a one-time license fee. If you do not want the updates and upgrades you can always keep using the version you purchased, you don't lose your investment. You can optionally extend your maintenance contract after the first year, for 20% of the original license fee.

	EXPLORE	PREMIUM	ADVANCED	PROFESSIONAL
Twixl Publisher Plug-in for InDesign CS5/5.5/6 (Win&Mac)	✓	✓	✓	✓
Twixl Publisher Builder (Mac OS X only)	✓	✓	✓	✓
iPad app preview with Publisher Builder	✓	✓	✓	✓
iPad "Ad Hoc" build with Publisher Builder	✓	✓	✓	✓
iPad "Enterprise" build with Publisher Builder	–	–	✓	✓
iPad "App Store" build with Publisher Builder	Via Twixl media	✓	✓	✓
App distribution via App Store	Optional	✓	✓	✓
Create 'Standalone' or 'Single-issue' apps	✓	✓	✓	✓
Create 'Kiosk' apps for the App Store	–	–	–	✓
Create 'Enterprise Kiosk' apps for in-house publishing	–	–	–	✓
Add new publication via in-app purchase (kiosk)	–	–	–	✓
Add new publication via subscription (kiosk)	–	–	–	✓
Hyperlinks (page links, URL & mail links)	✓	✓	✓	✓
Web viewers with external or embedded HTML content	✓	✓	✓	✓
Web overlays with external or embedded HTML content	✓	✓	✓	✓
Add HTML5 animations (using a web viewer)	✓	✓	✓	✓
Embedded or streamed audio (mp3) or video (H.264)	✓	✓	✓	✓
Slide shows with scroll indicators and auto-play	✓	✓	✓	✓
Scrollable content (with optional pan and zoom)	✓	✓	✓	✓
Image sequences for 360° views	✓	✓	✓	✓
Panorama VR views	✓	✓	✓	✓
Table of Contents support	✓	✓	✓	✓
Google Analytics support	–	–	✓	✓
Maintenance & feature upgrades first year	–	✓	✓	✓
Number of concurrent users	–	1 user	5 users	5 users
Pay per App Store build	✓	No extra fee	No extra fee	No extra fee

TWIXL media