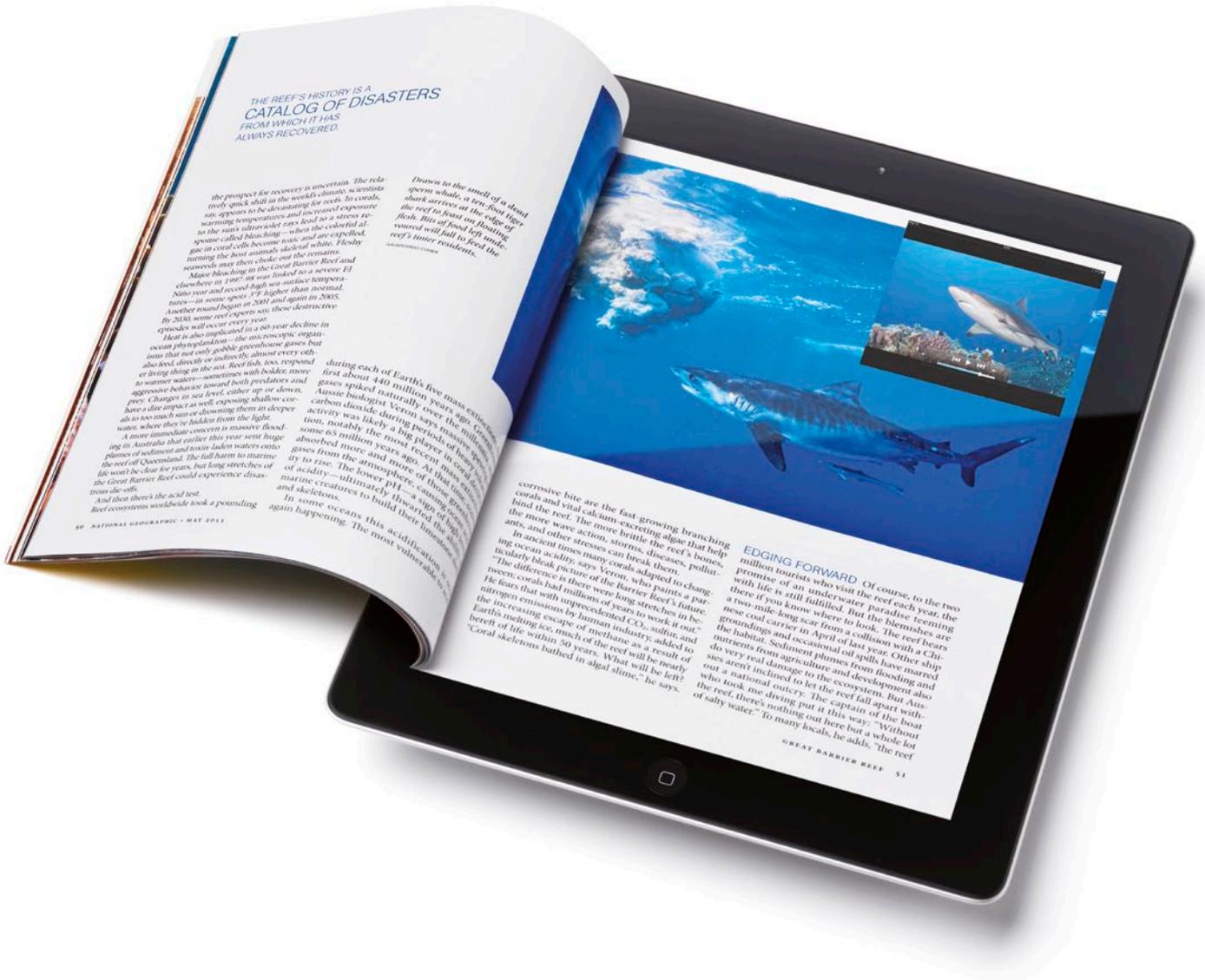




TWIXL publisher



# Twixl Publisher

Interactive and Independent publishing. For tablets. For you.

ENRICHED APP CREATION MADE EASY

A TWIXL MEDIA SOLUTION



twixl media

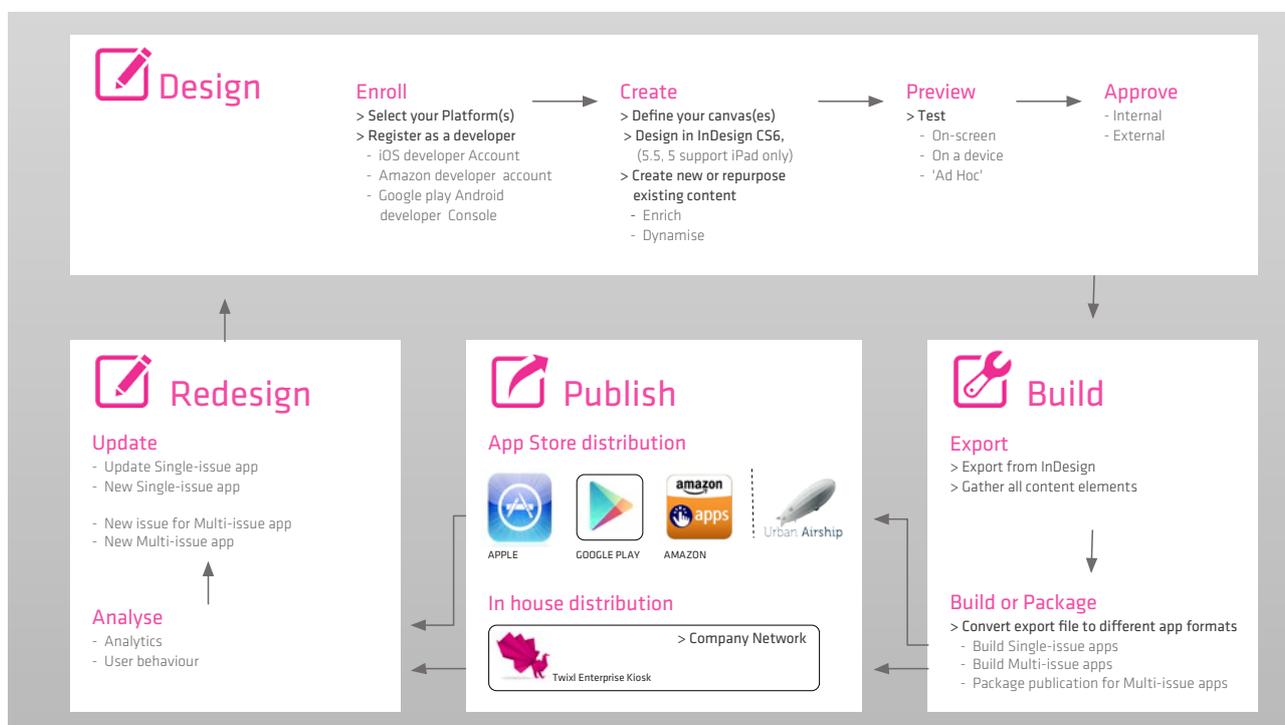
# Twixl Publisher

## What is Twixl Publisher?

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 tablet applications fully independently, from design to publishing in the app stores.

Twixl Publisher is a publishing solution that takes projects from InDesign to tablets. 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 tablets.

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 tablet blend.



### Bronze Edition

A single user version that lets you independently create an unlimited number of single-issue app store builds for iPad, Android and Kindle Fire tablets. It is ideal for individual designers and smaller shops that regularly want to create branded app store apps.

### Gold Edition

A workgroup edition that lets you independently create an unlimited number of both single- and multi-issue app store apps for iPad, Android and Kindle Fire tablets. It also provides different analytics options and the possibility to customise the user interface of your kiosk app. This product targets publishers, printers and agencies. It supports in-app purchases, subscriptions and push notifications.

### Platinum Edition

In addition to all the unlimited app store publishing capabilities in the Gold edition, this edition also allows you to create an unlimited number of single-issue and multi-issue "enterprise" apps for iPad, for easy distribution of in-house apps. This product is targeting professionals who understand the needs and the opportunities in enterprise publishing. Twixl Publisher Platinum is the creation tool for apps that will be distributed with the Twixl Enterprise Kiosk server.

## What's new in version 3.0?

- The builder application has been completely rewritten, with a different wizard-like approach to app building.
- You can now create iPad builds, as well as Android or Kindle Fire builds. The 1024x768 design is compatible with **all** iPad models, and for Android there's a 10" (1280x800) and optional 7" (1024x600) format.
- We use the liquid layout/alternate layout features in CS6 to allow you to automatically create optimized versions of your content for other devices and orientations than the tablet layout you started with. This technology allows you to design for other formats but still gives you the possibility to adapt them manually according to your needs.
- 'Preview on device', allows you to preview your publication on a device on the local network, running the 'Twixl Viewer' app. This viewer app is a free download from the iOS App Store and from the Google Play store.
- We added new analytics options: we now support Flurry and Localytics analytics (for Gold and Platinum users only)
- The App Store Kiosk User Interface is now customizable. We now allow all UI elements of the App Store Kiosk to be customized.



### **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 license fee. There is no extra cost to publish except for the cost of creating the app itself. To make it even easier, we provide a free 'Twixl Publisher Explore Edition', that allows users to develop and test apps in-house. So you can experience for free how our solution works.

### **Independent**

Independent publishing means our customers are 100% in control of their application. They can publish as much as they want without extra fees. 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 app stores or within their own Enterprise network.

### **Smooth & intuitive**

Twixl Publisher is based on our philosophy of ease of use, simplicity and intuition. We put the user and the user experience at the heart of your solution. That is being reflected in every word, pixel and button. Our three-step model 'Design, Build and Publish' is the fastest and easiest way to an enticing interactive reader's experience.

# PRODUCT MATRIX

**Licensing model:** All our paid licenses allow you to publish an unlimited number of apps, completely independently. If you purchase our software license, you have the right to use it as long as you wish. Your license includes free maintenance and upgrades for the first year. After the first year, the maintenance will be automatically renewed for a yearly fee of 20% of the retail price.

Twixl Publisher	BRONZE	GOLD	PLATINUM
<b>SOLUTION</b>			
Twixl Publisher Plug-in for InDesign CS6, 5.5 or 5 (Windows or OS X)	✓	✓	✓
Twixl Publisher Application (OS X only)	✓	✓	✓
Number of concurrent users of Twixl Publisher OS X application	1 user	5 users	5 users
<b>TESTING</b>			
iPad app preview in iOS simulator (OS X only)	✓	✓	✓
Preview on device from InDesign (CS6 only - iOS or Android)	✓	✓	✓
Create unlimited single-issue "Ad Hoc" apps for iPad (testing)	✓	✓	✓
<b>CREATE APPS</b>			
Create unlimited single-issue "App Store" apps for iOS, Android & Kindle Fire*	✓	✓	✓
Create unlimited multi-issue "App Store" apps for iOS, Android & Kindle Fire*	–	✓	✓
Distribute issues in a multi-issue app via in-app purchase **	–	✓	✓
Distribute issues in a multi-issue app via subscription (iPad only)**	–	✓	✓
Add application to Apple's Newsstand for iPad (iPad only) **	–	✓	✓
Send push notification to users to announce a new issue	–	✓	✓
Create unlimited single-issue "Enterprise" apps for iOS & Android* (in-house)	–	–	✓
Create unlimited multi-issue "Enterprise" apps for iPad ***	–	–	✓
Create publications for Twixl Enterprise Kiosk Server ***	–	–	✓
<b>FEATURES</b>			
Support for alternate layout/liquid layout (CS6 only)	✓	✓	✓
Google Analytics	✓	✓	✓
Flurry & Localytics Analytics	–	✓	✓
Customize thumbnail viewer	–	✓	✓
Customize UI of App Store, Google Play or Appstore kiosk	–	✓	✓
Interactive features	✓	✓	✓
Action buttons, Hyperlinks, Slide shows, Video and audio, Scrollable content, Image sequences, Panorama VR, Web viewers with external or embedded HTML, Web overlays with external or embedded HTML, Animations (via HTML5 web viewer), Nested interactivity			
(*) Optimized Android & Kindle Fire layouts require InDesign CS6 (**) Requires the use of the Twixl Distribution Platform. When distributing issues of a publication in a multi-issue App Store app, there may be a fee per download. (***) Requires Twixl Enterprise Kiosk Server for deployment (iPad only)			

