

Advances in technology recently have revolutionized how we access and consume information. However, how users prefer to handle and read information has changed very little. Books have remained in the same basic reading format for thousands of years, two side by side facing pages. **magazooms™** is a new solution that has married the two page paradigm with the power of digital technology.

User Standard Features

- **Interactive navigation**
- **personal bookmarks**
- **link to web sites**
- **play multimedia clips**
- **one-click zoom in/out**
- **send email**
- **free-text search / highlight**
- **high-quality printouts**

Publisher Optional Features

- **subscription form**
- **info request form**
- **registration forms**
- **feedback collection**
- **reader services**
- **send publication to a friend**

Created with Acrobat PDF Technology

Our **magazooms™** format utilizes the ubiquitous PDF (Portable Document Format) which allows digital magazines to be viewed using the free Adobe Reader software. With over 500 million users world-wide chances are that you and your audience with already have the capability to view **magazooms™**

Readers appreciate the fact that they don't have to download a new application and can view publication immediately.

Options For Publishers

We have developed a unique production process and special Acrobat tools that allow for the transformation of standard PDF pages into the **magazooms™** interactive format. Publishers may choose to take advantage of this transformation as a service or actually purchase the **magazooms™ Publishers Production License** (PPL) in order to have their own production process in-house.

magazooms™-Transformation Services

Using a high or low resolution version of a publication as a single file PDF we are able to perform a **magazooms™** transformation for the publisher. Our fast turn-around services gets the digital publication into the hands of the customer quickly giving the publisher peace-of-mind and allowing them to focus on other priorities.

magazooms™ - Backend Metric Services

magazooms™ are enabled with backend metrics to track reader interests and responses and publishers have access to query and report on this data via a password protected online system as part of the service. Whether you elect to use our production services or purchase the Publishers Production license to produce your own **magazooms™** the online reporting is an option for you.

Options For Publishers (continued)

magazooms™ Publishers Production License

For those publishers who want to have the capability to produce their own digital **magazooms™** without any outsourcing we offer a license to use our **magazooms™ Publishers Production**. This toolkit consist of several proprietary tools and processes that transform standard PDF files to the interactive digital publication programmatically. This end-user license gives publishers the rights to produce their own digital publications independently.

Training and Technical Support

As part of this technology transfer we provide full documentation, training, and ongoing technical support as needed. Our staff will work at your site hand-in-hand with your staff to make sure the productions process is tailored to your specific needs and the necessary technical training is made available your staff so your digital publication process will be successful.

Once the installation is complete and production is up and running we continue to be accessible to answer any questions and provide technical support for 30 days at no additional cost.

Custom Development

As interactive PDF experts and programmers we can provide the resources you need to develop a variety of special features and functions that will help to distinguish your publications from the rest. If you have some innovations or nuances you would like to implement we can provide the technical expertise bring it to fruition.

Integration with other technology

The PDF technology and Adobe Reader offer many opportunities to integrate content and interact with other media and technology. **magazooms™** are extensible, i.e. able to talk to web sites or other software applications producing seamless integration for users.

Back Issue Archives

Producing new **magazoom•reader** versions of past issues or archives is a great way to fulfill request for back issues versus expensive reprints.

Sample magazoom•reader production

We always welcome an opportunity to demonstrate **magazooms™** by using your content. It leaves nothing to the imagination - you can experience your own **magazooms™** publication in a matter of hours. All you have to do is provide the PDF.

For sample production or more details please contact us at any of the following

email: info@magazooms.com
phone: 864.284.9918
web: <http://www.magazooms.com>

Enhanced Services for **magazooms™** Publishers

Digital Rights Management (DRM)

Controlled Readership

The **magazooms™** format can be enabled for validating the rights of the user and controlling access to your publications. This helps to ensure that only those users who have been previously granted rights to the publication will actually be able to open, view, and print it.

We work with publishers to develop an enforceable security policy that will protect their content and not create unnecessary complications for the user. Users are validated and authorized using a simple login process when they first open the publication.

Once authorized the user has rights to the publication on that particular computer according to the terms of your subscription agreement, e.g. a yearly subscription. If the publication is ever passed to another computer it will automatically require re-authorization before being viewed.

Our DRM implementation can be setup through our web services group or we can work with your current subscription fulfillment service to implement your DRM Security Policy using the **magazooms•reader™**.

Search ArQive™ - Controlled Searchable Archive Service

Our special search engine application will index all **magazooms™** placed on our **Search ArQive™** server and make them accessible for free text search only by your subscribers. This controlled environment picks up where Google leaves off.

- A. Only allows searches by authorized users
- B. Entire documents are indexed not just the first five pages.
- C. Search Words can be highlighted in the matching documents before viewing
- D. Differentiates between headlines, headings, and normal type.
- C. Can apply DRM policy e.g. apply watermark to printed pages or disallow printing.

•Advanced Options

1:1 Personalization

- A. Users opt-in to have their search words added to their personal profile
- B. **magazoom•reader™** can have personal matches added to their favorites list before being delivered.
- C. All personal matches can be highlighted throughout **magazooms™**

Reprint Services • **Search ArQive™** can be used as the search engine to drive the delivery of Reprints and integrated with a credit card payment transaction for online fulfillment.

Search ArQive™ service is available in 3 implementations

1. Integrated with your existing fulfillment service provider depending on their capabilities
2. Managed and administered by your own staff through our server.
3. Purchase the **Search ArQive™** Publishers License for installation, hosting, and administration of the service independently.

Search ArQive™ is based on Java™ technology and can run in any operating system environment. Scheduled release date May 1, 2005.