

Publish Custom Branded iPad Apps with Quark Publishing System



Presenters



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Agenda



- Digital publishing challenges
- Quark's Digital Publishing strategy
- App Studio for Quark Publishing System
- Step-by-step
- Product demonstration
- Pricing
- iPad Publishing Service for QuarkXPress

Digital Publishing Challenges



- Multiple platforms
- Complex technology
- Changing fast
 - Technology
 - Business models
 - Consumer expectations



Tablets & Smartphones

Laptops & PCs

Quark Digital Publishing

We focus on technology, you focus on content



- Enable designers to create apps & content
- Platform & technology neutral
- Media-neutral: print, Web & digital
- Automatically publish to multiple media types



Quark Publishing System



Server-based system for:

- Publishing automation
- Cross-media: print, web, digital
- Integration to Content Management Systems



App Studio for Quark Publishing System



- No programming; includes:
 - QuarkXPress XTension to enrich & convert content
 - Framework to configure apps
 - Web site to manage content
- For medium to large corporate & professional publishers
- Available now



How It Works for Publishers: Acquire Software



1. Start with Quark Publishing System and Automation Services
2. Download App Studio for Quark Publishing System



How It Works for Publishers: Register App(s) & Title(s) With Quark



3. Go to the Quark App Studio website
4. Register as a publisher
5. Register one or more “test” iPads
6. Register one or more Apps
7. Set up one or more Titles

How It Works for Publishers: Create & Test Issue



8. Create/enrich Issue with QuarkXPress
9. Export Issue
10. Upload Issue to your website
11. Go to Quark App Studio website
12. “Register” the Issue
 - Enter URL of Issue
 - Set its status to “Test”
13. Test Issue
 - Use iPads registered as “Test” units
 - Download “Quark Preview” Test App from Apple’s App Store
 - Download Issue and try it

How It Works for Publishers: Generate App



14. Register as Apple iOS developer

- Register at <http://developer.apple.com/programs/ios/>
- Pay \$99/year

15. Generate your App

- Configure or customize Starter App with your branding (logos & colors)
- Download SDK (includes Xcode) from Apple
- Compile App with Xcode

How It Works for Publishers: Distribute Issue



16. Submit App to Apple

- Set up “In App” purchasing
- Submit for approval & hosting on App Store
- Must have one Issue included in App

17. Go to Quark App Studio website

18. For each title, buy license to publish Issues over the next year

- Sold as “packs” of varying numbers
- Get lower per-Issue price by buying larger packs

19. Set Issue status to “Production”

20. Cash monthly checks from Apple

How It Works For Consumers



1. Buy iPad
 - a. Go to Apple's App Store
 - b. Open an iTunes account
2. Find publisher's App
 - Download & Run App
3. Go to Library within App
 - a. Find Issue & click "Buy"
 - b. Enter iTunes password
 - c. Click "Download"
4. Enjoy reading



App Studio for Quark Publishing System Product Demonstration



Akshay Mahajan
Product Manager



Pricing



- App Studio: \$4,000
 - Includes Framework & Starter App
- Per issue published*: annual price based on volume
- Not included in price:
 - Content hosting
 - App submission

* Contact us for per-user publishing

| Number of Issues per Title | Price per Pack |
|----------------------------|----------------|
| 1 | \$349 |
| 2 | \$599 |
| 5 | \$1,499 |
| 10 | \$2,936 |
| 15 | \$4,374 |
| 20 | \$5,749 |
| 30 | \$8,499 |
| 40 | \$11,124 |
| 50 | \$12,499 |
| 100 | \$18,749 |
| Unlimited | \$19,900 |

iPad Publishing Service for QuarkXPress



- Key steps:
 1. Upgrade to QuarkXPress 8.5; download free XTension
 2. Send logo to Quark; we create your app; you submit to Apple
 3. Create & enrich issue; send to Quark; we create app-compatible file; you host it
 4. Price: \$499 per issue
- Best for small companies & QuarkXPress users
- Available late February
- Sign up for service at www.quark.com

Benefits for Quark Publishing System customers



- Produce great digital publications with powerful interactive features
- Requires designers, not programmers
- Can be part of automated workflows



Thanks



Watch this eSeminar video: <http://www.vimeo.com/19810657>

Contact us about App Studio for Quark Publishing System:

North America & Latin America: E-mail: serviceplus@quark.com; Phone: 800.998.1716

Other countries and regions can visit: http://www.quark.com/Buy/Enterprise_Sales/

Learn more about Quark's digital publishing solutions:

http://www.quark.com/Solutions/Applications/Digital_Publishing_Solutions.aspx

Download QuarkXPress 8.5:

For Macs: <http://downloads.quark.com/details.aspx?fid=174&mid=2>

For Windows: <http://downloads.quark.com/details.aspx?fid=173&mid=2>