Publish Custom Branded iPad Apps with Quark Publishing System



Presenters



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Agenda

- Cuark
- 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



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 <u>http://developer.apple.com/programs/ios/</u>
 - 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

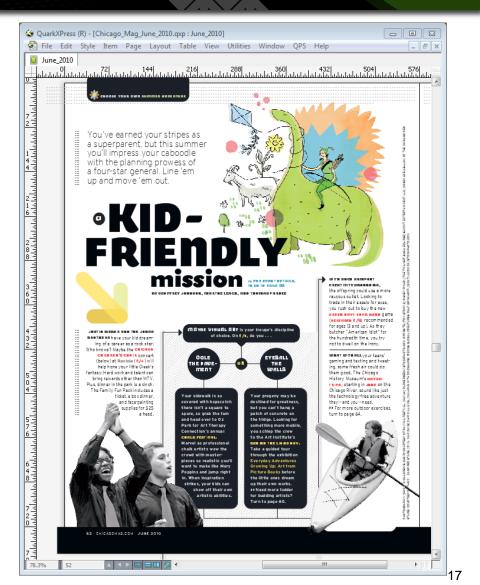
Number of Issues per Title	Price per Pack
1	\$349
2	\$599
5	\$1,499
10	\$2,936
15	\$4,374
20	\$5,749
30	\$8,499
40	\$11,124
50	\$12,499
100	\$18,749
Unlimited	\$19,900

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 <u>www.quark.com</u>

Benefits for Quark Publishing System customers

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







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

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: <u>http://www.quark.com/Buy/Enterprise_Sales/</u>

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