

Press release

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For more information:
Fernando Pérez
fperez@protecmedia.com

Julián Camarillo, 29
28037 Madrid
Tlfno: +34 915 730 808
Fax: +34 915 734 409

RÉCORD PLUS, a new Reading experience on iPad

- *“Our intention was to create a new platform which enabled us to evolve towards the new reading methods now in use”*

The Mexican sports daily **RÉCORD** has entered the digital world with the creation of **RÉCORD PLUS**, an iPad version in which the readers can enjoy more information, all enriched thanks to the different possibilities offered by iPad.

Víctor Edú, director of **RÉCORD**, is clear about what the company wishes to achieve through this launch: “Our intention was to create a new platform to increase the number of readers and advertisers, the underlying strategy being to evolve towards the new reading methods now in use.”

The new **RÉCORD PLUS** is not simply a repetition of the contents of the print version in iPad format –much more is on offer. “What we have done is to increase the editorial content for readers of **RÉCORD PLUS**, offering them a wide range of exclusive supplements which, obviously, can’t be found in the print edition,” explains **Víctor Edú**. And all of this information is enriched with videos, photo galleries, digital sequences, pages with movement and so on; in other words, a whole series of additional features which turn the reading of the newspaper into a new experience.

Like the print version, the new iPad edition is produced using **MILENIUM**, within the same workflow. “All of the editing work for **RÉCORD PLUS** is done using **MILENIUM**, making the most of its capacity to allow everyone to interact, from designers to editors to reporters,” notes the newspaper director.

For those working on the newspaper, integration into the same workflow with the paper edition, has made much easier the production of this new version and has cut out the need for any new infrastructure. As **Víctor Edú** explains: “We have not had to increase the team or take on anyone to make **RÉCORD PLUS**. Everything is done with the same staff.”

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