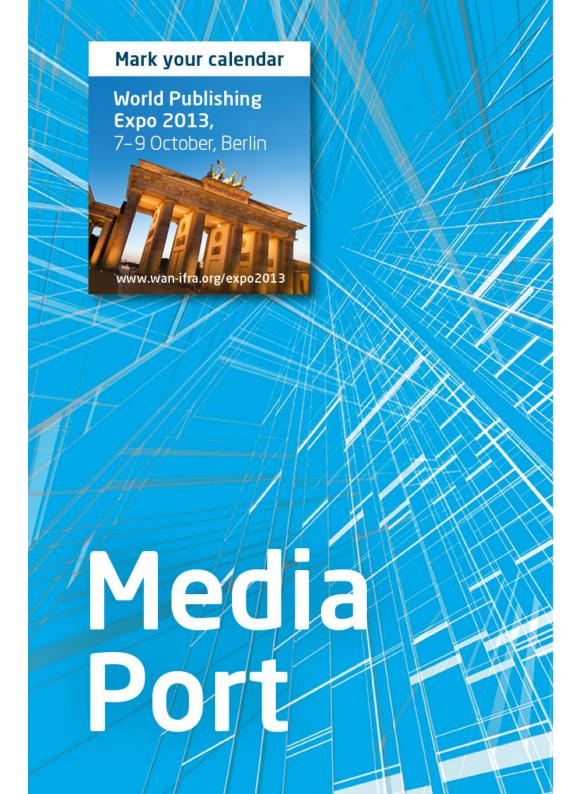


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Session: Tablet and Mobile Trends II

Title: **iPad App of "Lebensmittel Zeitung", Deutscher Fachverlag GmbH**

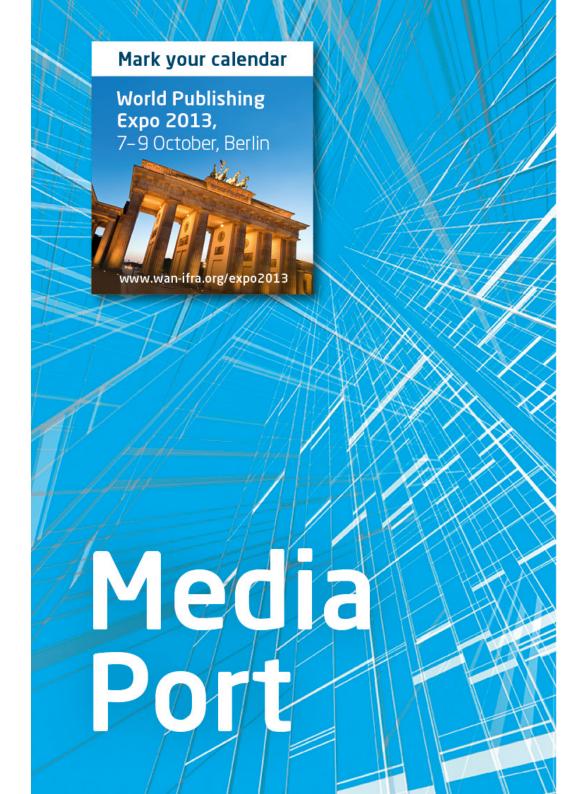
Speaker: Michael Paulus, Head of Graphic Services



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Agenda

- Strategy/Plan
- Realization
- Project team and work
- App demo
- How we drive it
- Lessons learned



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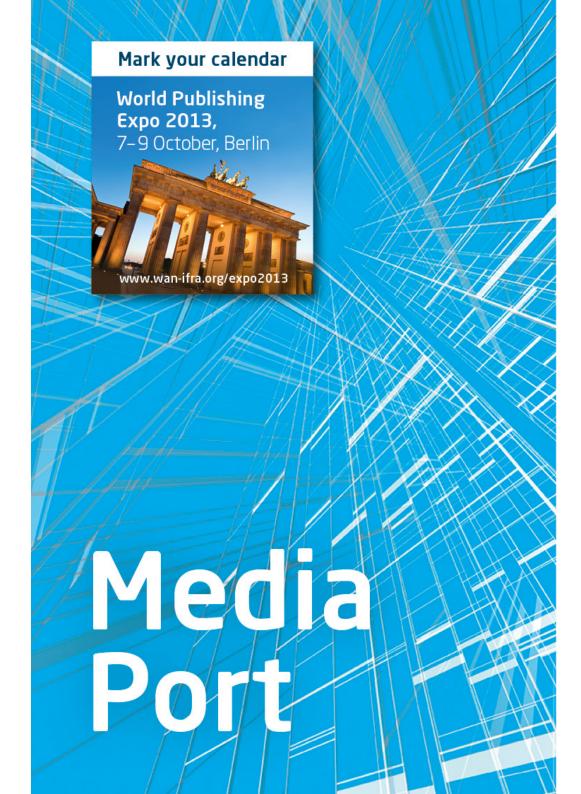
Strategy/Plan*

- Move print readers to digital.
- Create an App that is a copy+ from print and sell it exactly like print.
- One subscription covers both paper and digital.

*The general business model is not part of this demo. Just this:

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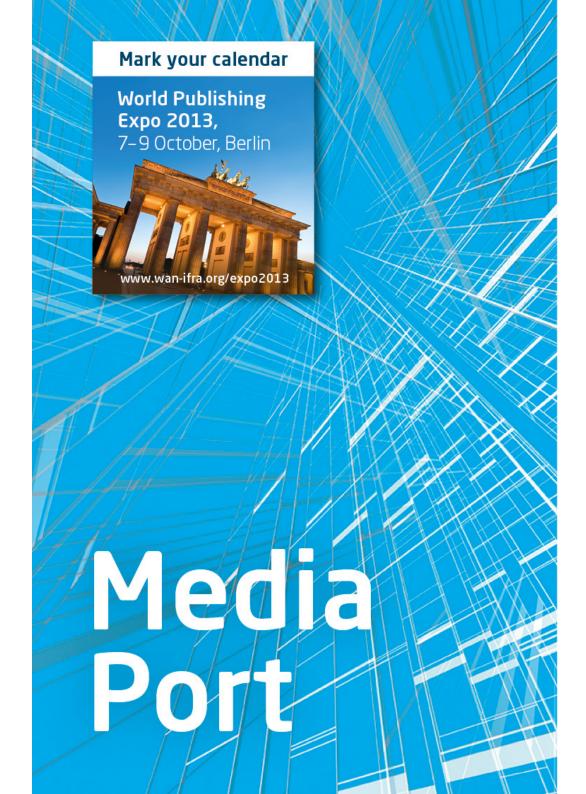
Our content is not available for free. Of course this requires a paywall. But our readers have the paywill.



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Realization

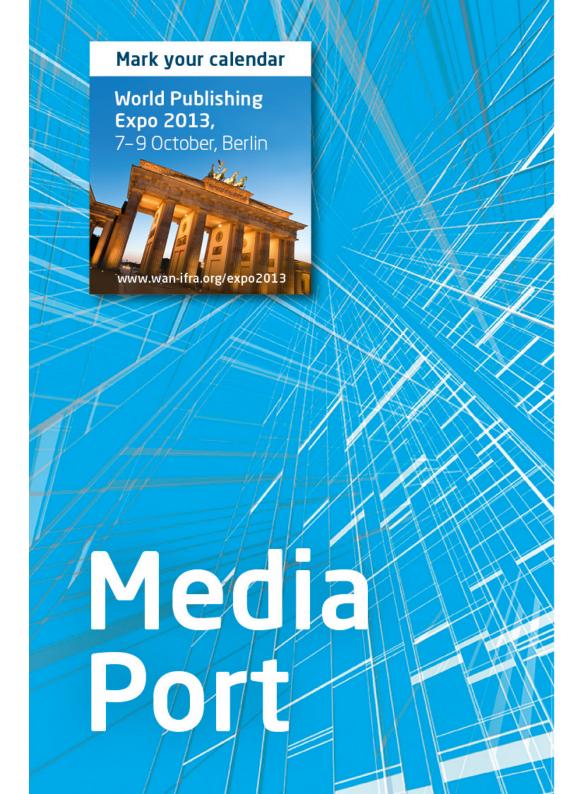
- Market research
 - Learn from other Apps what we want to show and what we want to avoid.
 - While seeing the different solutions: Re-think the plan.
 Do we expect our audience to read or to play with us on an iPad?
 => Read!
 - Own development or do we find vendors that show a variety of solutions and are promising to fulfill our needs?
 We decided on a PDF and XML-
 - => We decided on a PDF and XMLdriven "robot" that is fed by print production data.



Tay Export Publishing Expo 2012

Realization

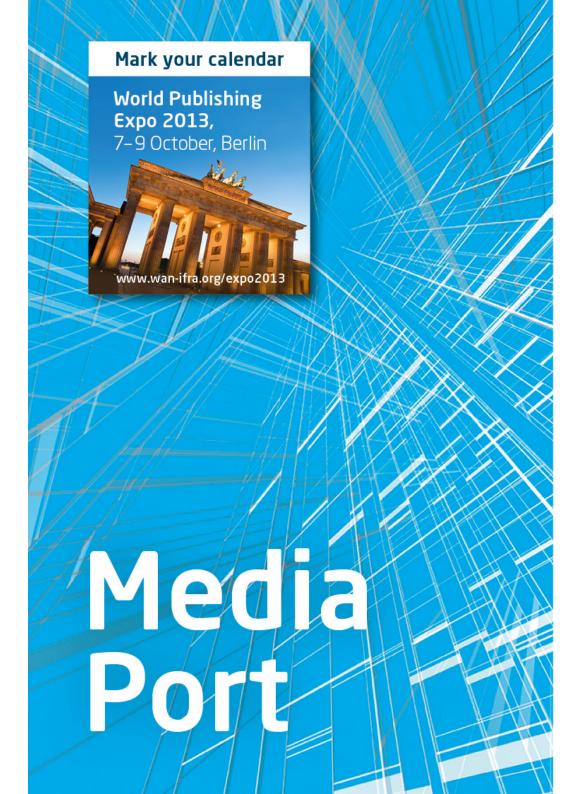
- Project/Production definition
 - Which effort do we need to make in a project and later in production?
 => following the strategy: 99 % in the project!
 - Production tools?
 - => Use only existing and known tools to minimize training and extra-effort.



Text world World Publishing Expo 2012 2012

Realization

- Product analysis
 - Does our print-optimized setup in the editorial CMS fit instantly into digital? (remember, a robot does not allow operator intervention on individual pages/elements)
 - => precise tagging structure
 - => precise layout rules
 - => straight workflow*
- ... Btw our changes here pay back on print production efficiency instantly!



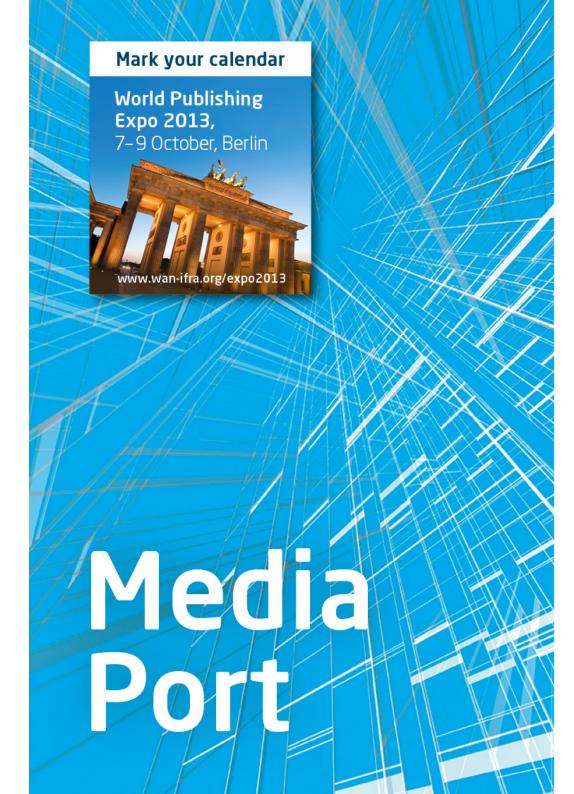
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Project team

- Editors*
- Designers
- IT/technicians

*The power and strength of the brand LZ is quality, broadsheet journalism, unique and well-edited content. This needs to be transferred into the App by 100 %.

... Ad Sales and Marketing? Only at start and end.



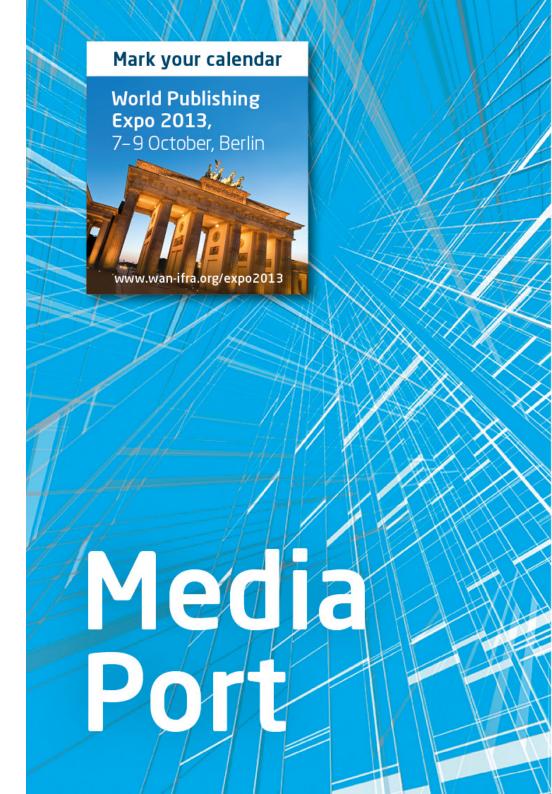
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Project work

- Define functionality.
- Do the design.
- Create mock-ups for all functionality include these into the contract.
- Do your homework (XML adjustments, setups, trainings). You need it for:
- Loop in programming checking ... with live data from daily production!

Find a balance for these:

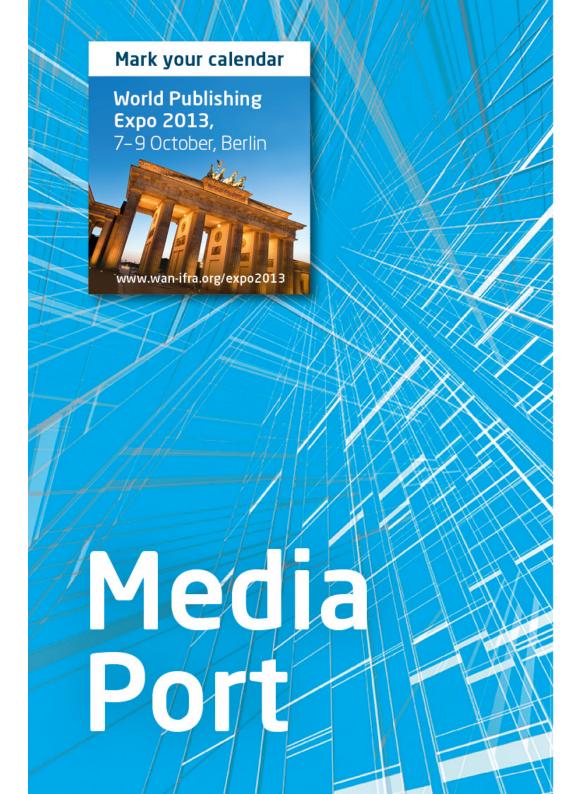
- Appetite comes with eating. Re-thinking of functionality: decide on new ideas, do or not do (cost and time).
- Good is good, but better carries it. Quality rules but find out what is quality and what just a gimmick.
- Come to an end and ... submit:-)



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App demo

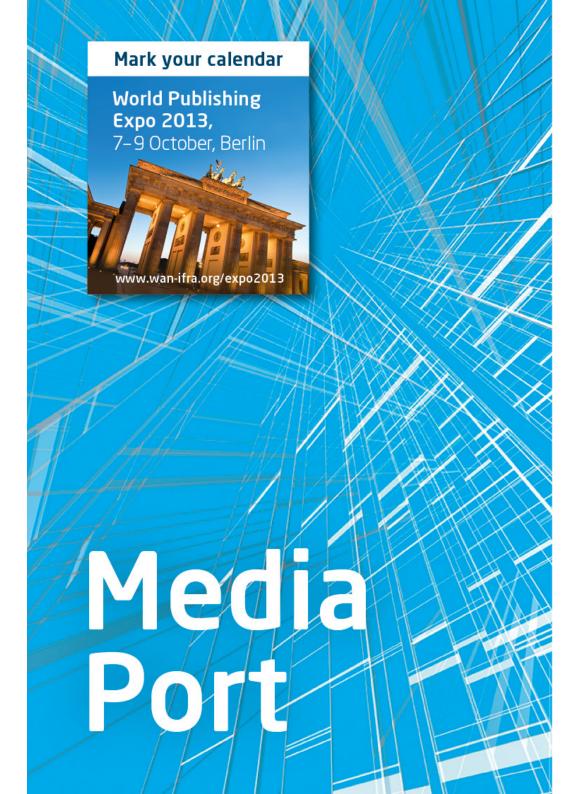
- Store/Meine Ausgaben/Login/Hilfe/Info
- Store functionality
- Download options
- Open a publication page options
- Page slider(s)
- Search/TOC
- Page add-ons
- Reading mode structure/sequence
- Image galleries
- TOC/Search/Print/E-Mail



Leve & Conference 19-31 Oct. Messe Frankfurt 29-31 Oct. Messe Frankfurt 29-31 Oct. Messe Frankfurt 29-31 Oct. Messe Frankfurt 29-31 Oct. Messe Frankfurt 2012 Oct. Messe Frankfurt 2013 Oct. Messe Frankfurt 2013 Oct. Messe Frankfurt 2014 Oct. Messe Frankfurt 2015 Oct. Messe Frankfurt 2015 Oct. Messe Frankfurt 2017 Oct. Messe Frank

How we drive it

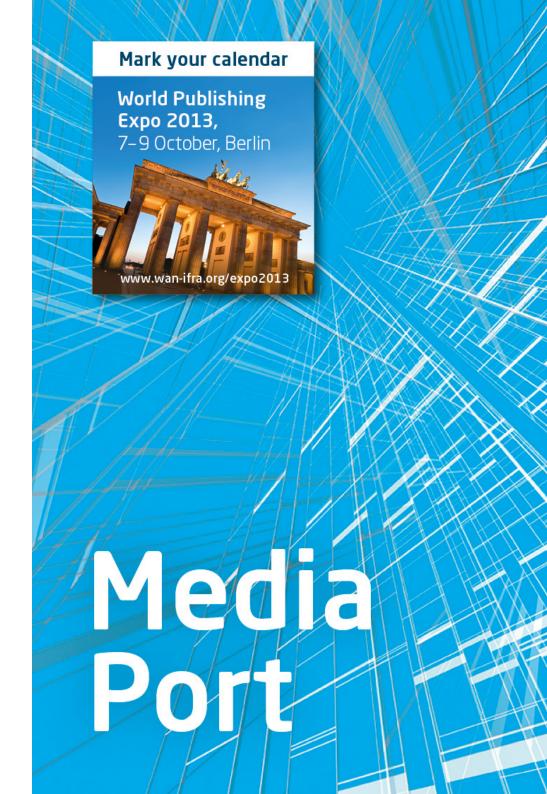
- Article sequence Article XML description
- Image sequence Article XML description
- More images than print page layout left/right of a page
- More text than print page layout left/right of a page
- Different than print (images, design workarounds) - page layout left/right of a page
- Shop teasers Article XML description !INH!
- Elimination of elements (page furniture, design elements etc.) Article XML description !DEL! + naming convention
- Jumpstories XML work



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Lessons learned

- Start early! It will take longer.
- Build a good team, include technicians, designers and editors.
- Be concrete. Communicate. Explain exactly what you want and why. This can avoid many misunderstandings and wrong development.
- Take the time to test everything again and again. Everytime from all team perspectives.
- Allow re-thinking of functionality and new ideas during the project (as long as it fits time and budget).
- Check exactly that build that will be submitted. No "Change this and then submit" but "Show last build again".
- When you launch the new product be prepared to communicate to your audience on all relevant channels.
- And prepare plan B, when whatever goes wrong and you need to stop in the last minute.



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Thank You!