



Revista Publish and Eversify Begin Mobile Publishing Journey

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Brazil based **Revista Publish** has embraced the world of automated mobile publishing after investing in Eversify, the mobile content publishing software from Agfa Graphics.

Revista Publish wanted to create a digital version of its quarterly online magazine for mobile devices, in response to the boom in readers consuming content in a multichannel way.

However, the company's in-house mobile publishing capabilities were limited, so it turned to Eversify to automate the production process and create a mobile edition of the magazine that reflected the professionalism of the publication.

From decision to implementation in two months' time

Revista Publish embarked on its mobile publishing journey in September 2016, when it began developing an app in close collaboration with the Eversify team. Before the cooperation, the magazine only offered a Flip Edition and NewsFeed. Just two months later, the app was available for download on the Apple and Google stores and the Revista Publish offering was automated as never before.

Since then, two mobile editions of Revista Publish have been generated, which are free to subscribers or can be bought via the app on a one-off basis. The publisher plans to release mobile versions of its other titles via the app, as well as make its back catalogues available for download.

Paulo Addair, CEO of Revista Publish Brazil: "After twenty-five years providing quality information to our thousands of readers, we're finally able to reach the next level in technology thanks to Eversify. We still consistently offer our traditional quality, but now with added agility and greater capacity for interaction."

Growing community of Eversify users

No publisher is alike, which is why Eversify assesses each customer case individually. Based on specific requests and customer needs, the solution is fully tailored to the publisher for the right use at the right time. The Eversify functionalities are gaining in popularity, with Revista Publish as the latest customer community addition. Rainer Kirschke, Business Manager Mobile Publishing for Eversify, Agfa Graphics, comments: "The software has opened up a lot



of options for Revista Publish since we kicked off. It can quickly and easily produce professional-looking content for all mobile platforms, allowing readers to consume content on their preferred device. Revista Publish can also incorporate interactive elements and offer readers a more engaging experience. Just what the publisher ordered.”

About Eversify

Eversify, a solution from Agfa Graphics is a mobile content publishing software solution that can be integrated in any editorial, content management system or layout system based on Adobe® InDesign®. It delivers automated diversified content streaming to a wide range of devices (smartphones, tablets) and websites. There are also three levels of App functionality: Eversify Classic - a digital copy of the PDF, Eversify Hybrid – an enhanced PDF that allows the manual addition of extra content enriched with HTML5 articles and Eversify Interactive (HTML5) - a pure HTML APP with all benefits of multimedia and perfect usability. Additionally, Eversify can deliver classic flipbooks, hybrid flipbook or best in class interactive HTML5 based homepages. Eversify is part of the world-leading Agfa Graphics portfolio of solutions. For more information, visit www.eversify.com.

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About Agfa

The Agfa-Gevaert Group is one of the world's leading companies in imaging and information technology. Agfa develops, manufactures and markets analogue and digital systems for the printing industry (Agfa Graphics), for the healthcare sector (Agfa Healthcare), and for specific industrial applications (Agfa Materials). Agfa is headquartered in Mortsel, Belgium. The company is present in 40 countries and has agents in another 100 countries around the globe. The Agfa-Gevaert Group achieved a turnover of 2,65 billion euros in 2015.

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About Agfa Graphics

Agfa Graphics offers integrated prepress solutions to the commercial printing industry, the newspaper printing and publishing industry and the sign and display, decoration and industrial inkjet printing industry. These solutions comprise consumables, hardware, software and services for production workflow, project and process management, cloud software and image processing.

Agfa Graphics is a worldwide leader with its computer-to-film, computer-to-plate, digital proofing and security solutions for commercial and packaging printers.

For newspaper markets Agfa Graphics is leading supplier of automation for printed and mobile publishing workflows.

Agfa Graphics has also developed a prominent position in the new segments of industrial inkjet. It offers a wide range of inkjet presses and a complete assortment of high-quality inks.

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PRESS RELEASE



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