

Mark your calendar

World Publishing  
Expo 2013,  
7-9 October, Berlin



[www.wan-ifra.org/expo2013](http://www.wan-ifra.org/expo2013)

# Media Port

IFRA Expo & Conference  
29-31 Oct, Messe Frankfurt, Germany

World  
Publishing  
Expo 2012

Session:

**Tablets and Mobile Trends I**

Title:

**Baobab Suite**

Speaker:

**Dirk le Roux**





**baobab**



Compatible with     kindle



A solution for large publishing houses with a need to source, package and publish multiple types of dynamic content across web, social and native mobile app platforms.

*Helping to make mobile and web apps “**content smart**”*



baobab

## What does it do?

Free your content to go to any device, anywhere, any time.

Enables you to choose any app strategy.

Integrates with the mobile stores and marketplaces like: Apple, Google, Amazon, Microsoft.

Integrate with your existing CMS and entitlement systems.

Aims to provide readers with a consistent experience across a wide number of platforms

*Baobab Suite will make newspapers fun to interact with.*



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Compatible with

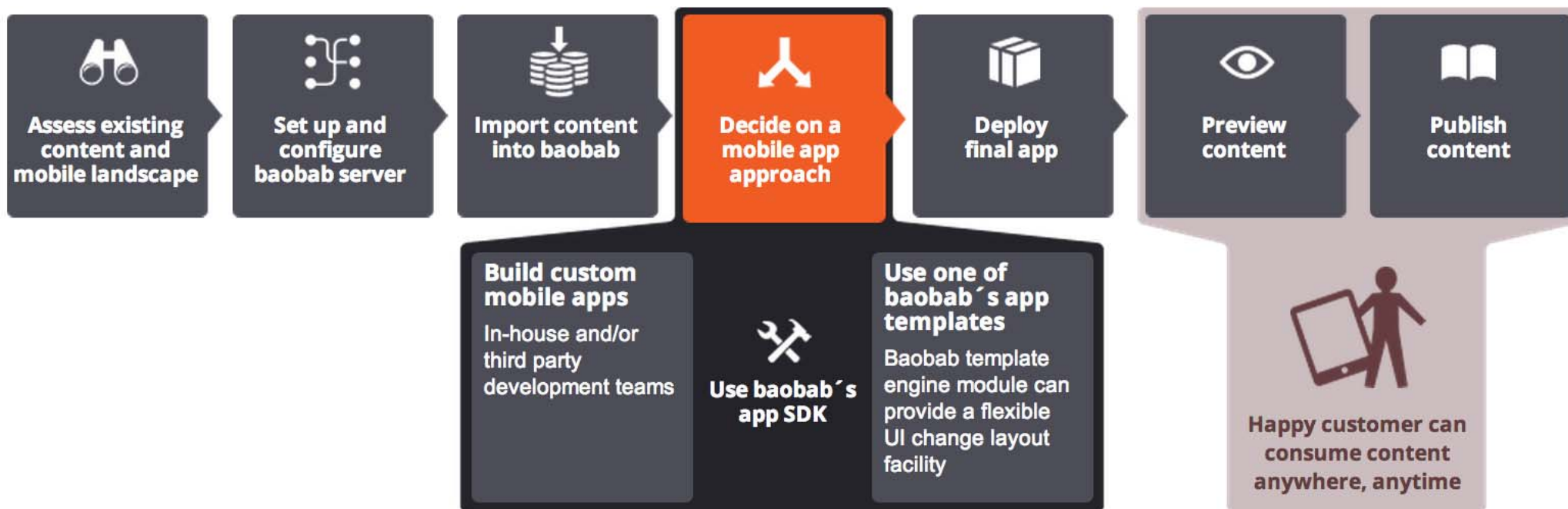


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# Getting started



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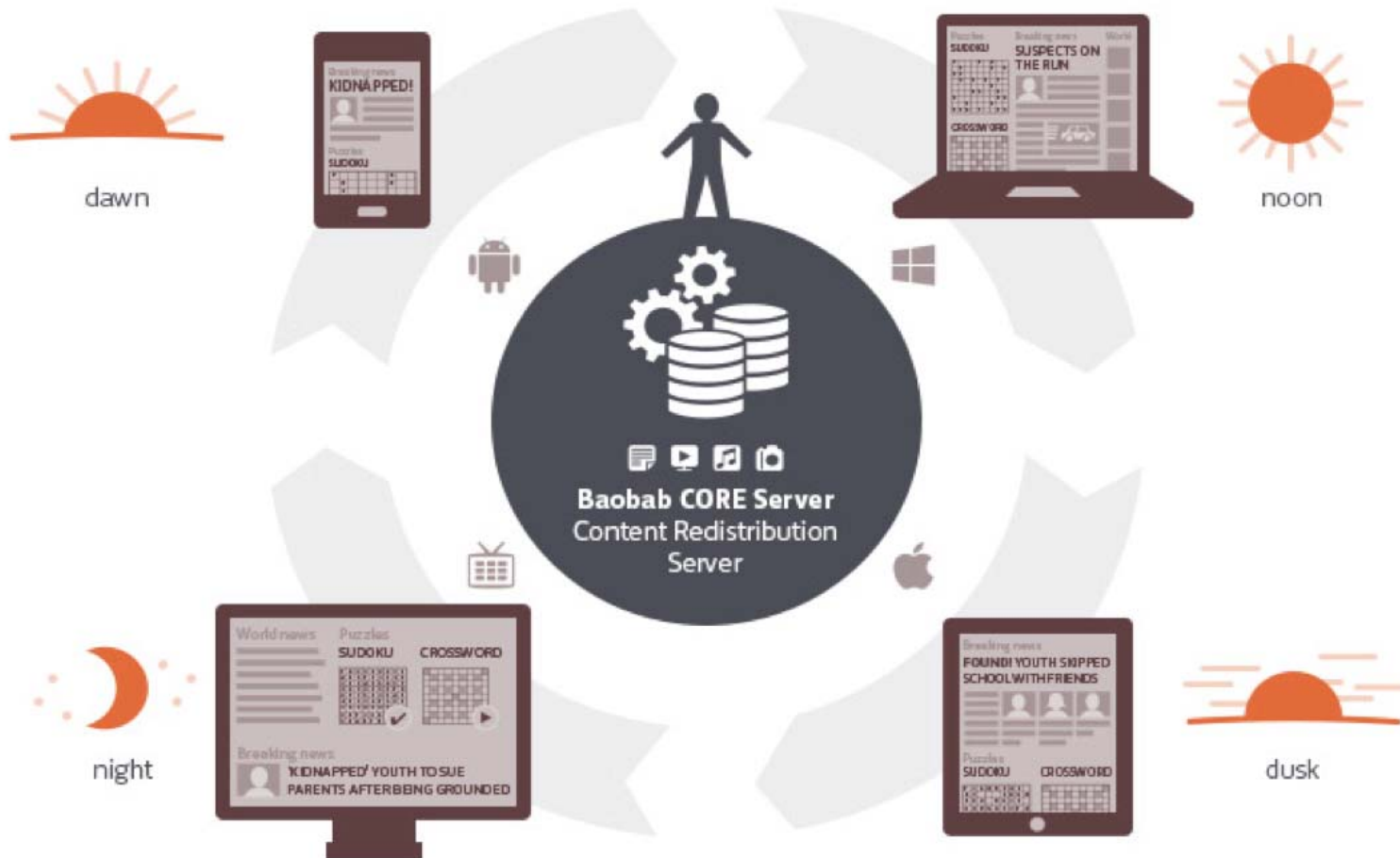


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# Cloud Sync



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## *How does it add value?*

Provides control

Ensures consistency

You can host Baobab anywhere you want.

Encourages open and standard communication to mobile apps

Allows for separation of operational and technical responsibilities

Caters for the presentation and distribution of varying content formats



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# Come visit us in the New Heroes Boulevard



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