

Mark your calendar

World Publishing
Expo 2013,
7-9 October, Berlin



www.wan-ifra.org/expo2013

Media Port

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

World
Publishing
Expo 2012

Session:

**Showcase adidas outdoor
magazine, interactive and
more valueable
advertisement on tablets**

Title:

**How does communication
works on tablets?**

Speaker:

**Norbert Täubl
TD / Partner
www.stopp.se**



Välkommen



Full Service

STOPP	3D	VFX	SOUND	FILM LAB	GRADING	PRODUCTION	INTERACTIVE
--------------	-----------	------------	--------------	-----------------	----------------	-------------------	--------------------



Stopp

STOCKHOLM	LOS ANGELES	LINZ
2002	2009	2011



TABLET PUBLISHING+

Services & Features for your Digital Magazine

- Consulting
- LIVE social media integration         ...
- Digital Print Advertisement
- Custom HTML5 user experience 
- Dynamic short link service
- Adobe DPS production

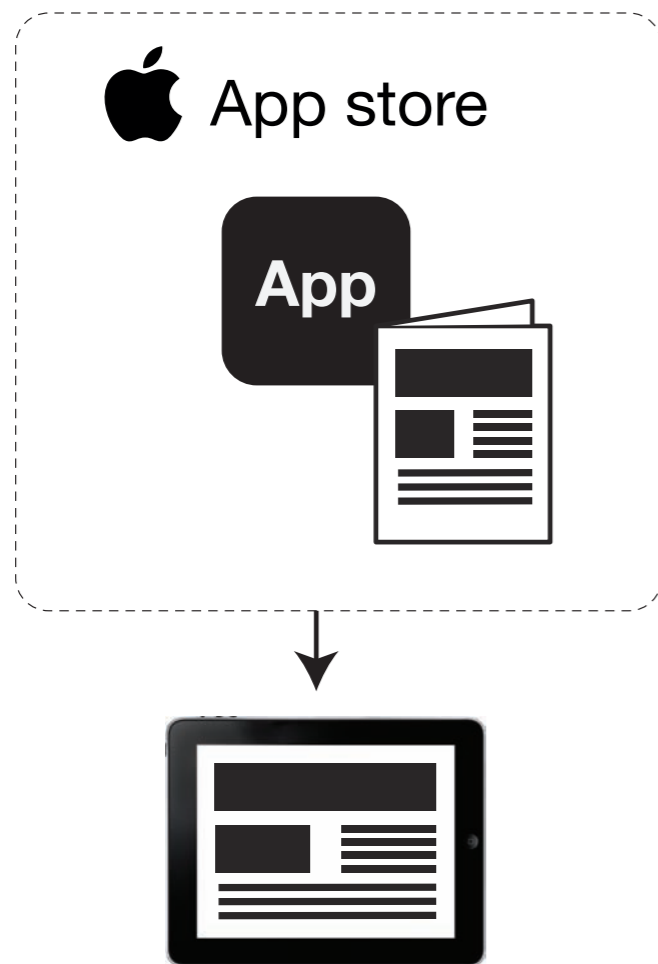


adidas outdoor magazine

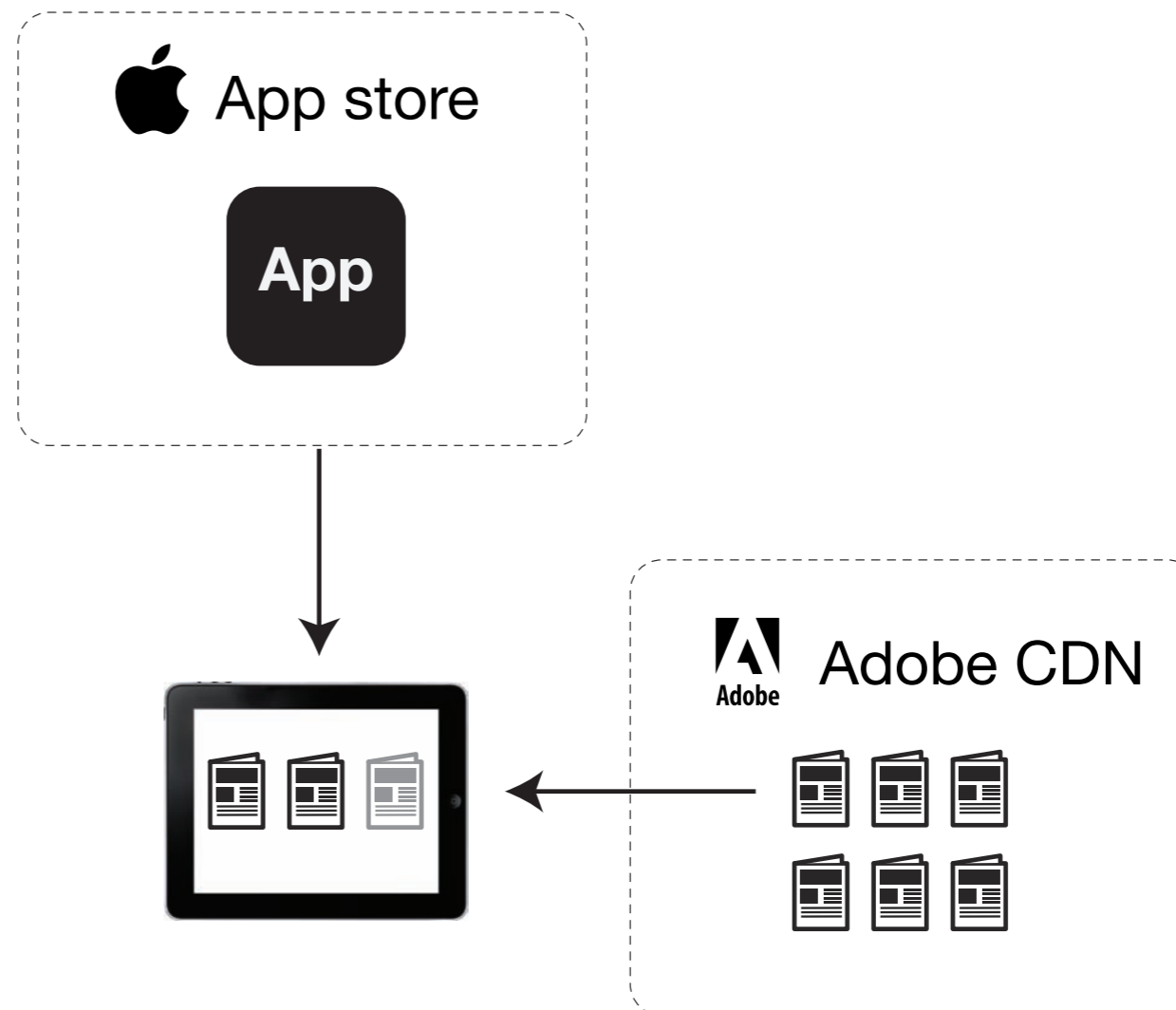
boad!



Single Edition



Newsstand Edition



adidas outdoor magazine & product highlights

outdoor

adidas

GET THE NEW adidas OUTDOOR MAGAZINE NEWSSTAND APP FOR YOUR iPad®

IMPORTANT! You don't want to miss out on more breathtaking content from the adidas Outdoor magazine? Then download our brand new iPad® newsstand app and get all these features for free:

- + more issues and stories
- + automatic download of new content
- + optimized for your iPad® 1, 2 or 3 (HD)
- + archive with all previous releases
- + new video clips and specials

CLICK HERE FOR **FREE** DOWNLOAD



Download from Store
stp.to/adidas







FALL WINTER 2012

adidas.com/outdoor

all-inclusive
turkey

climbing fascination patagonia
reinhold messner

indian creek
utah

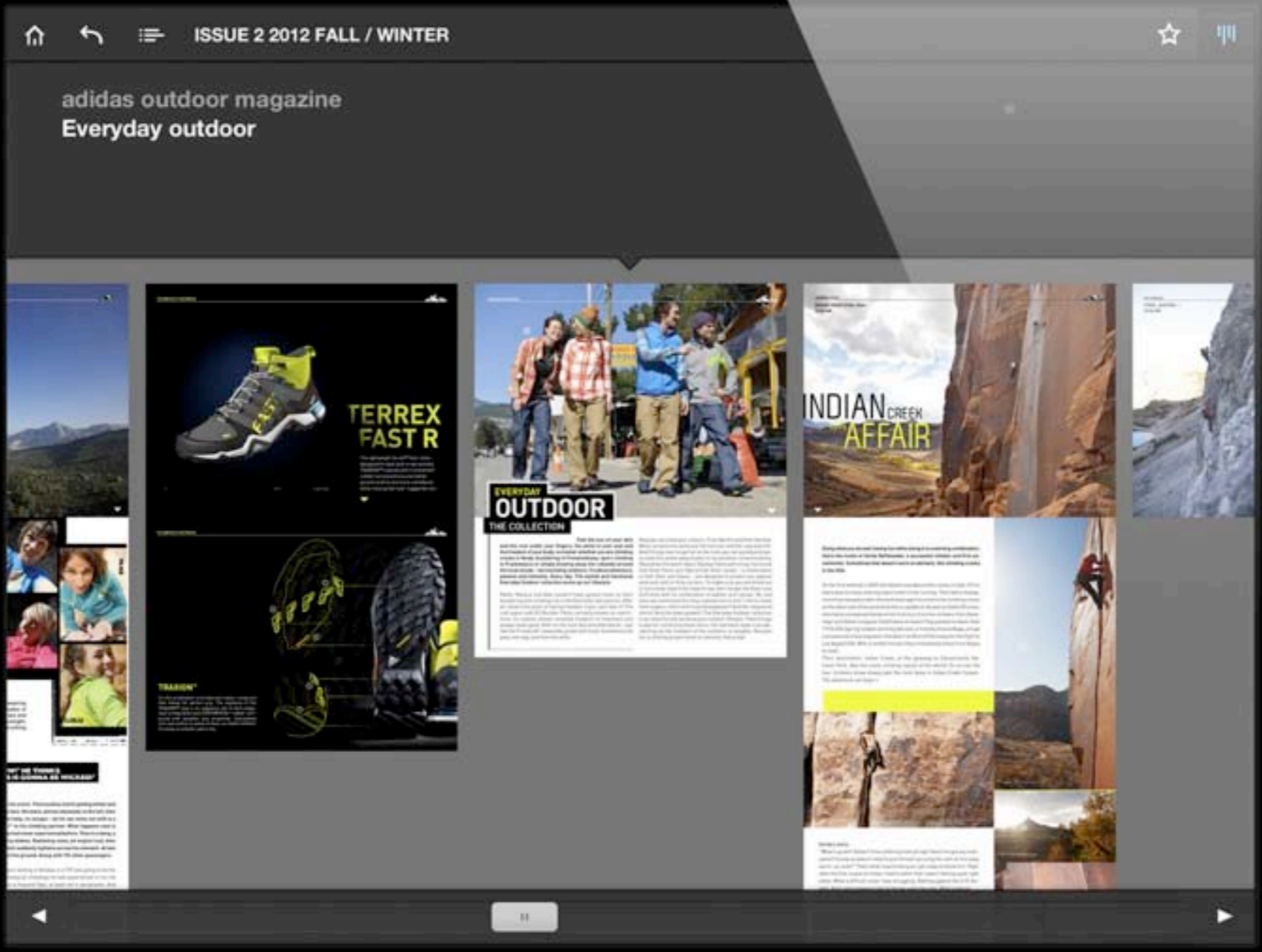


outdoor



adidas outdoor magazine & product highlights fall / winter 2012





outdoor



adidas outdoor magazine & product highlights fall / winter 2012

GEYIKBAYIRI, TURKEY —
02:34 PM

01

Don't worry; this isn't a review of 5-star hotels and guided city tours. This is a review of our four rock friends' winter escape to a climbing camp where each climb is only one or two pitches in length, but offers enough to keep the toughest crux meisters busy for a week. Check out this all-inclusive itinerary to see why it adds up to more than a week of winter training.

TECHNOLOGY
FOOTWEAR 02


EYEWEAR 03

INDIA
01



connect with adidas outdoor on facebook

Join the adidas Outdoor community on facebook for the most up-to-date stories, images and videos. Connect with outdoor athletes from around the world, get a first look at upcoming products and above all share your adventures and inspiration.

 Like

www.facebook.com/adidasoutdoor/



adidas Outdoor Nice bouldering clip featuring adidas athlete Guillaume Glairon Mondet who finished 3rd at the 2012 adidas ROCKSTARS event. Check it out and have a great weekend everyone!



Bouldering in Magic Wood, summer series #2

www.youtube.com

Un résumé de notre semaine à Magic Wood en Juillet, avec Mélanie Sandoz, Guillaume Glairon Mondet et Alban Besnier. Liste des blocs (list of problems) : - Fo...

17.08.2012 at 15:33

50 people like this



adidas Outdoor YOUR TURN (Part 2): We will sit down with the man Dean Potter today and if there is anything you always wanted to ask Dean, let us know in the comments and we will make sure your question gets answered!

Let's go!



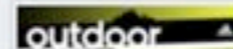
14.08.2012 at 9:35

291 people like this



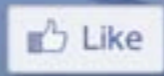
adidas Outdoor We're live! We have loaded our brand new adidas Outdoor iPad® Newsstand app with fresh stories, galleries, products and videos and you can now download it for free!!! <http://itunes.apple.com/us/app/adidas-outdoor-magazine-english/id537247796?mt=8>

Hope you like it!



connect with adidas outdoor on facebook

Join the adidas Outdoor community on facebook for the most up-to-date stories, images and videos. Connect with outdoor athletes from around the world, get a first look at upcoming products and above all share your adventures and inspiration.



www.facebook.com/adidasoutdoor/



TECHNOLOGY FOOTWEAR



0°

360°

exploded

TRAXION™
with Continental® rubber compound
provides the best grip during fast activities

TERREX FAST R

The lightweight terrex™ fast r boot -
designed for best grip in wet and dry.
TRAXION™ outsole with Continental®
rubber compound ensures better
ground control and more confidence
while moving fast over rugged terrain.



TECHNOLOGY FOOTWEAR



forefoot adiPRENE®+

FORMATION

Compression molded EVA

protection plate

TRAXION™ outsole
with Continental® rubber compound



TERREX FAST R

The lightweight terrex™ fast r boot – designed for best grip in wet and dry. TRAXION™ outsole with Continental® rubber compound ensures better ground control and more confidence while moving fast over rugged terrain.



0°

360°

exploded



03/ CONTINENTAL®

Up to 30% more grip on dry and wet surfaces than comparable models of boot on the market thanks to the CONTINENTAL® rubber compound. Due to its high friction coefficient, the small contact area of the L-shaped studs is sufficient to create plenty of grip on dry and wet ground. That's what makes the open and self-cleaning profile of the TRAXION™ sole possible.

TRAXION™

It's the combination of profile and rubber compound that makes for perfect grip. The signature of the TRAXION™ sole is its ingenious mix of stud shape, stud configuration and CONTINENTAL® rubber compound with excellent grip properties. Guaranteed non-slip control on every surface, no matter whether it's loose or smooth, wet or dry.



WOMEN'S SPECIAL

ZERMATT, SWITZERLAND —
05:21 PM

A WOMAN IN THE MEN'S WORLD

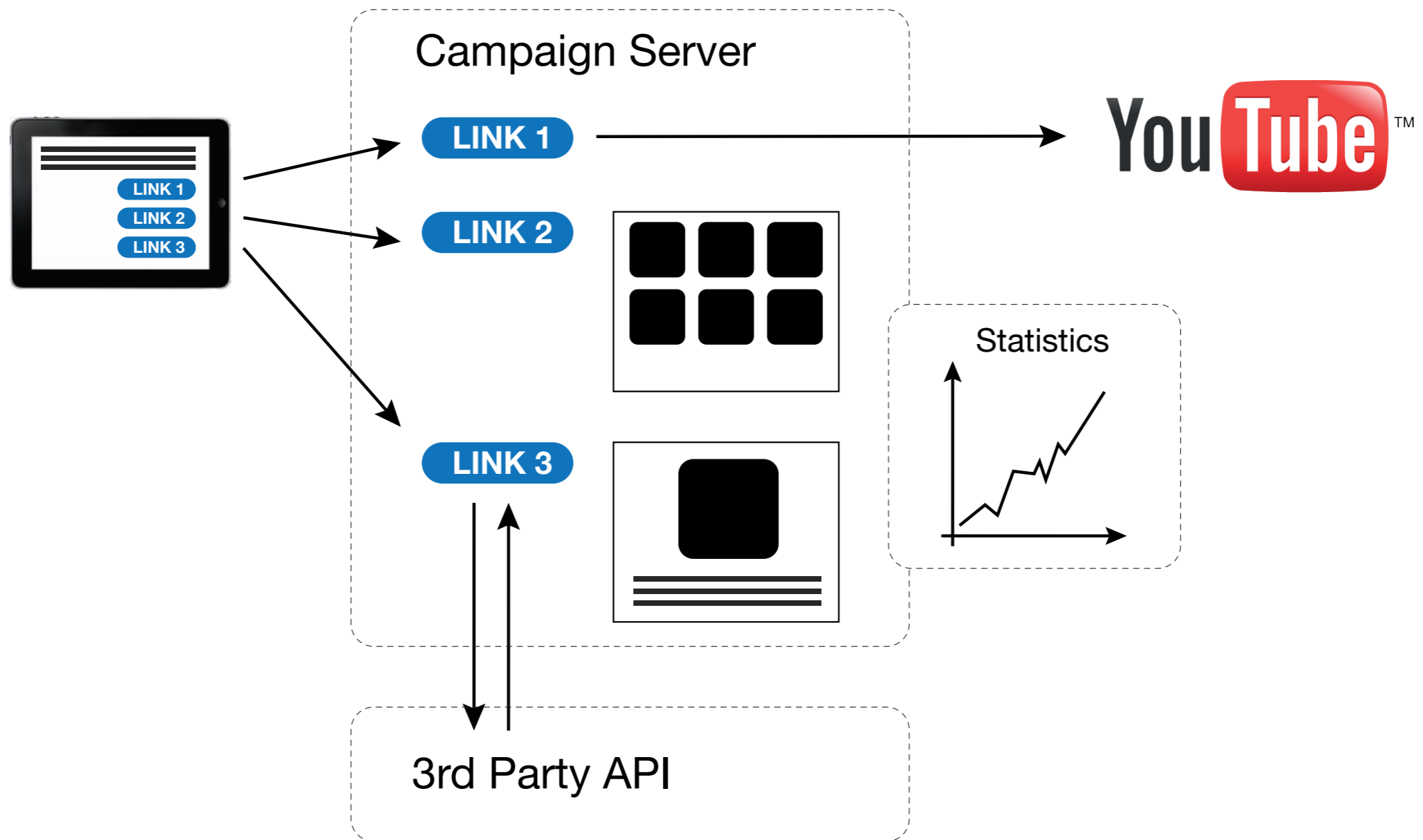
BETTINA SULLIGER- PERRIN

Matterhorn and Monte Rosa are home to Bettina, as she has been taking guests on tours around the alpine world of Zermatt for almost 17 years. She finished her education in 1995 and became the first woman working as a mountain guide in the Swiss canton Wallis. Today she remains the only woman in the team of 65 working in the Alpine Center of Zermatt.



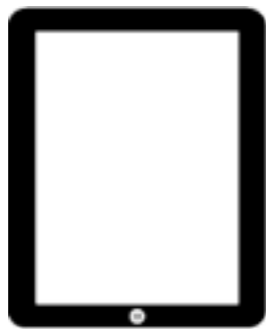






http://stp.to

Dynamic Short URL Service



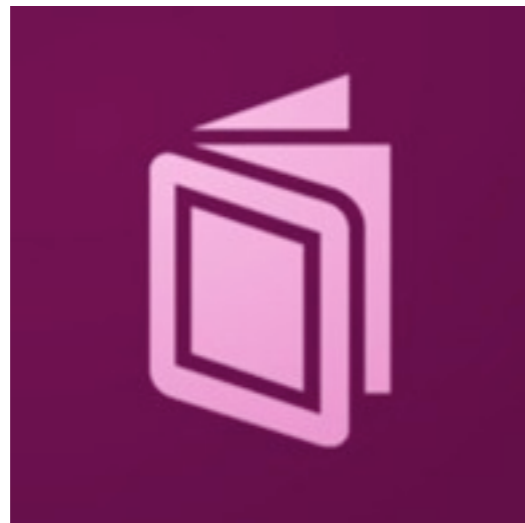
- ♦ Link monitoring (check for broken links) & statistics
- ♦ Editable target URL
- ♦ ...



Interactive Advertisement for **Digital Print**



Adobe DPS



Native features

HTML



HTML + CSS3 + JavaScript

Web standard - no plugin



Video / Audio

Typography

CSS3 / 2D, 3D Animations

Graphics support / SVG / Canvas

Application cache / offline storage

Realtime communication / Web sockets

Geo location

Hardware access / Accelerometer & Gyro

Semantic markup

....



Digital Print Ads

HTML5





View Information

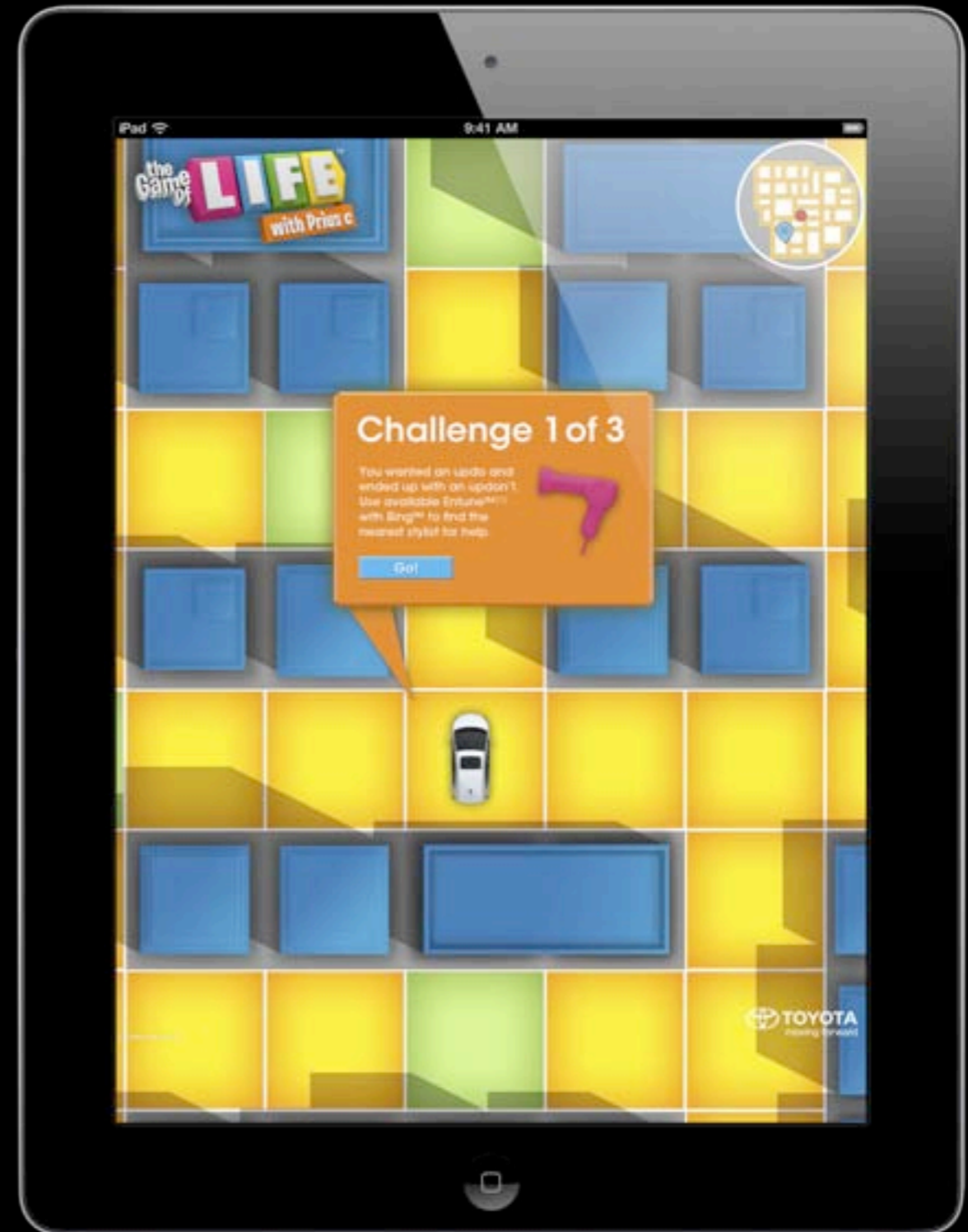
Cargo space meets cyberspace.

Moonroof
 Space
 HeartRadio
 Bing
 MovieTickets
 Pandora
 OpenTable
 Efficiency
 Entune

prius v [learn more](#)

TOYOTA





Tack !

Norbert Täubl
norbert@stopp.se

www.stopp.se

www.facebook.com/StopppFB

www.twitter.com/Stoppp_AT

