



# ePublication

Simplicity for readers, new revenue for publications

## The Difference

The premiere replica edition, ePublication provides reader engagement, dynamic ads, and new revenue opportunities for your publication.

### Revenue Opportunities

- Dynamic ads
- Off page ads
- Virtual post-it notes

## Mobile Access

Readers access your publication from a web browser, or from iOS and Android apps, allowing your publication to travel wherever they go.

Publish a QR code that leads straight to the apps in either the Apple or Play store.

## Easy to Use, Easy to Customize

- PDF-based
- Uses existing eTearsheets customer feeds
- Integrates with eTearsheets processing
- Readers access content with bookmarks, key words, or a table of contents
- Publication determines the depth of archives available to readers
- Color and icon customization for corporate branding
- Each issue can be given a unique description, for Internet search engine visibility
- ePublication can be included in Google analytics

## Reader Engagement

- Add polling and surveys
- Incorporate video and audio into both ads and news content
- Hotlink from ads and articles to websites for more information
- Include picture slideshows and 360 degree images for a richer ad experience
- Push notifications to subscribers when news issues are available to view.

## Social Built In

- Social sign-on using Facebook or Google
- Readers can share images, articles or complete editions

## About Shoom by Inpixon

Shoom by Inpixon provides digital solutions and cost saving services for the publishing industry, ad agencies and advertisers. Our products range from digital tear sheets and invoices to integrated sales tools for publishers, built from our extensive information network. As an industry partner, we develop products and tools for future needs.