

→ THE FOLLOWING BASIC SERVICES ARE CONTAINED IN ALL PACKAGES

NATIVE APP & BROWSER CLIENT



You decide which platforms your application should be published on – in your own corporate design of course. Whether it be [Google Play Store](#) or [Apple App Store](#), our [browser client](#) provides the optimal presentation of your magazine on desktop or laptop, without any necessary downloading.

- ✓ image galleries
- ✓ bookmarks
- ✓ Google Maps
- ✓ Videos
- ✓ social sharing
- ✓ text mode
- ✓ HTML elements
- ✓ payment interfaces: Apple, PayPal, Google Payment

THE WORKBENCH



Our central platform contains all the components needed to implement your ideas quickly and directly from your own computer. Here you will find all the necessary tools, e.g. for enriching your document with multimedia, managing subscriptions, and setting the price for your publication. With our App-Builder you can produce the app in your own corporate design.

- ✓ PDF-importer
- ✓ Overview of editions
- ✓ Content enrichment
- ✓ App-Builder
- ✓ Setting payment methods

SUPPORT



Our service includes all future app updates and the management of your App Store accounts. Additionally, we support you in the creation and the live aisle of the app and are available for questions by e-mail or telephone. For more help, watch the video tutorials in our [Help Center](#).

- ✓ e-mail support
- ✓ telephone support
- ✓ Care of customer accounts
- ✓ app updates from PressMatrix
- ✓ Support center and tutorial videos
- ✓ Submission of the app

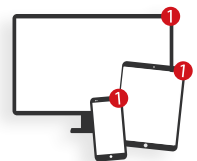
REPORTING BASIC



Measure your success directly with daily, detailed metrics on the usage of your publications. This includes the download counts of your app and individual issues, sales, and statistics on app usage.

- ✓ Download counts
- ✓ Sales
- ✓ App-usage
- ✓ Subscriptions and individual sales

PUSH NOTIFICATIONS



Push Notifications are short messages which you can use to inform your customers and staff of the latest news or to refer to certain content. The app doesn't need to be opened for these messages to be received. They are key to maintaining constant contact with your readers and keeping their interest alive.

- ✓ Direct contact to readers
- ✓ Increased interest

→ EXPANDABLE MODULES PER PUBLICATION



SERVER-SIDE ARCHIVE SEARCH

With the archive and full-text search, users are directed to precisely the information they seek. When the reader enters a certain search term, they are not only referred to the relevant articles in previously purchased editions, but are also presented with hits across your entire range of magazines. Not only can previously read editions be found again, but new material is also discovered.

- ✓ Presence of all published issues
- ✓ Additional revenue through archived editions



INVOLVING SUBSCRIBERS/CLOSED USER GROUPS

Additionally you can offer your print subscribers access to your digital product via unlock codes that allow a specified period of access. Such codes allow you flexibility in defining the usage period. You can also use the codes to restrict certain content to a specified audience or to distribute information selectively.

- ✓ Category-based subscription
- ✓ Activation for defined time periods
- ✓ Provision of subscription data via FTP and CSV every 24 hours



PROMOTION MANAGER

Use your app as an extra advertising platform and monetizing source. Eye-catching banner zones are particularly suited to conveying your messages: use these to highlight current issues, special editions, promotions, or advertising partners. Link directly to your subscription shops, app stores and to your homepage.



REPORTING PRO

With our extensive reporting your publishing success is directly quantified and you get to know your readers better through a broad spectrum of parameters:

- ✓ Top 20 pages and a metric of readers' viewing time
- ✓ Download count of individual issues
- ✓ Developments in usage: new, active, and returning app users
- ✓ Usage of sharing functions such as interactive links, videos, etc.
- ✓ Sent Push Notifications



APPVERTISING

AppVertising is the individual marketing concept for your publication and your app. We support you in the process of creating your digital as well as your marketing strategy, starting with the conception and leading up to the actual execution.

- ✓ Potential analysis
- ✓ Selection of suitable advertising channels
- ✓ Target group analysis
- ✓ Strategy and action concept
- ✓ Monitoring



DEEP LINKS

Deep links lead the user directly across platforms and devices to the content you want on any subpage, without him having to navigate through start pages or categories. Easily direct the interactions of your web and social media reach to your core content offering.

PRESSMATRIX

SERVICE DESCRIPTION

V. 1.9

→ SUPPORTED PLATFORMS

Native iOS Client	from iOS 11
Native Android Client	from Version 5
Browser Client	from Internet Explorer 11.x Microsoft Edge 12.x Apple Safari 9.x Firefox 50.x Google Chrome 39.x

→ LIST OF FEATURES: KIOSK-APP

	Apple App Store Google Play Store	Browser Client
Category view	✓	✓
Visual Categories (<i>Highlighting special categories</i>)	✓	–
Promotion Manager (<i>Displaying ad-banners</i>)	✓	✓
Bookmarks	✓	–
Thumbnail-cover preview	✓	✓
Optimized page presentation	✓	✓
Managing memory & deleting editions (<i>manual and automatic</i>)	✓	–
Cross-platform transfer of purchases (<i>Login/Registration is necessary</i>)	✓	✓
Reader registration with e-mail and password	✓	✓
Preventing multiple users on one account	✓	✓
Read permission/User groups	✓	✓
Server-side edition search	✓	✓
Presence in Social Media (<i>Facebook and Twitter</i>)	✓	✓
E-mail recommendation	✓	✓
Option to enable download over WLAN only	✓	–
Coupon entry	✓	✓
App-evaluation page (<i>reviews</i>), Pop-up reminders	✓	–
Page reference/Crosslink	✓	✓
External linking/Weblink	✓	✓

→ IN APP PAYMENT FEATURES

	iOS	Android	Browser Client
Apple iTunes* (<i>individual purchase + subscription</i>)	✓	–	–
PayPal* (<i>individual purchase</i>)	–	–	✓
Google Payment* (<i>Individual purchase + subscription</i>)	–	✓	–

*Please note the relevant third party guidelines and fee regulations (App Stores, payment methods).
Setting up accounts and agreeing to the relevant contracts is the customer's responsibility.

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PRESSMATRIX

SERVICE DESCRIPTION

V. 1.9

→ FEATURES: EDITIONS	Apple App Store Google Play Store	Browser Client
Purchasing options (<i>single purchase, subscription, coupon, login</i>)	✓	✓
Multilingual**	✓	✓
Help-function	✓	–
Offline-mode	✓	–
Preview/Trial reads	✓	✓
Multi-tasking (<i>reading and loading simultaneously</i>)	✓	✓
Navigation/Scrolling (<i>swiping</i>)	✓	✓
Toolbar-menu	✓	✓
Display of the interaction area	✓	–
Bookmarks	✓	–
Zoom functions	✓	✓
Full screen mode	–	✓
Portrait format/Single page	✓	✓
Landscape format/Double page	✓	✓
Local in-magazine search	✓	–
Highlight search results	✓	–
Interaction symbols (<i>widget icons</i>) displayed	✓	✓
Deep Link	✓	✓

→ ADDITIONAL ENRICHING ELEMENTS: EDITIONS	Apple App Store Google Play Store	Browser Client
Image-widget (<i>Bildansicht</i>)	✓	✓
Gallery-widget (<i>image gallery</i>)	✓	✓
Text-widget (<i>separate text view</i>)	✓	✓
Text enlargement in TextView	✓	–
Video-widget	✓	✓
YouTube linking (<i>per app</i>)	✓	✓
Page/Deep link widget (<i>page links</i>)	✓	✓
Google Maps widget	✓	✓
E-mail-widget	✓	✓
Integrating your own widgets (<i>e.g. prize competitions, surveys, HTML</i>)***	✓	–

** GER, FRE, ENG, ITA, POR, DUT, DAN, NOR, RUS

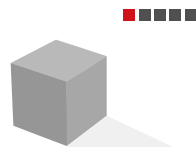
***The integration of widgets depends on the operating system being used.

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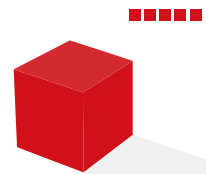
PRESSMATRIX

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OUR RECOMMENDATION



STANDARD

PREMIUM

EXCELLENCE

PLATFORMS

1 INKLUSIVE

3 INKLUSIVE

3 INKLUSIVE

Apple App Store

optional

✓

✓

Google Play Store

optional

✓

✓

Bbrowser Client

optional

✓

✓

→ MODULES

Push Notification

✓

✓

✓

Server-side archive search

optional

✓

✓

Support

optional

optional

✓

Promotion manager

optional

optional

✓

Reporting Pro

optional

optional

✓

Involving subscribers/
Closed user groups

optional

optional

✓

→ MARKETING SERVICE

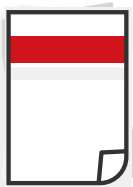
AppVertising

optional

optional

optional

→ EDITION PACKAGES



4 PUBLICATION PER YEAR



6 PUBLICATION PER YEAR



12 PUBLICATION PER YEAR



INDIVIDUAL