

Announcing a powerful end-to-end solution to help publishers get onto the iPad

WoodWing Software and The Wonderfactory assist Time Inc. with creative and technology services for the development of its first digital magazine

New York (April 5, 2010) – The Wonderfactory, a New York-based digital strategy and design agency focused on publishers and advertisers, and WoodWing Software, supplier of innovative cross-media publishing solutions, have collaborated on a publishing industry first: tools that enable publishers to produce beautifully designed and compelling content for the iPad in almost the same way they create content for print.

The two companies plan to help magazines, book publishers, and advertisers create and distribute interactive, user-focused experiences to the iPad and other mobile devices. The first collaboration is with TIME Magazine's launch coinciding with the April 3 launch of the iPad.

“Using newly developed InDesign plugins, the layouts for any digital magazine can be enriched with interactive multimedia elements like video, slideshows, and dynamic content,” said Erik Schut, president of WoodWing Software. “Magazine designers retain full creative control and can work on print and digital issues in parallel. The process is easily reproduced.”

“WoodWing has been at the forefront of content creation technology as long as we've been doing business with them. With the introduction of the iPad, WoodWing has once more shown their commitment to customers by instantly delivering a solution that allows us to publish TIME Magazine on this new device, using our existing staff, knowledge, and systems,” said Mitch Klaif, CIO of Time Inc.

“The Wonderfactory has been a valuable partner to our editorial, technology, and business teams,” said Monica Ray, GM, SVP at Time Inc.

“The Wonderfactory collaborated with TIME Magazine to design a user experience that takes full advantage of the iPad's touch-screen capability,” said David Link, co-founder of The Wonderfactory. “TIME's designers focused on what they do best—creating elegant print—while we ensured the integrity of those designs would be preserved when distributed via the iPad.”

While The Wonderfactory and WoodWing are focused mostly on large to mid-size publishers, they are also aiming for low-cost solutions for thousands of smaller publishers that are eager to adopt the iPad. Support for other tablet devices is on the agenda with Flex and HTML5 implementations of the Digital Magazine Reader app.

A short demo of TIME Magazine on the iPad is available at www.getonthetablet.com. To learn more about the actual creation process, visit www.woodwing.com/ipad.

iPad users attractive for publishers

Several hundred thousand iPads have been pre-ordered. Analysts expect Apple to sell around 5 million units in 2010. A survey executed by the analysts of comScore indicated that 34 percent

of iPad buyers will use it to read newspapers and magazines. Sixty-eight percent of young consumers indicated a willingness to pay for news and magazines specially formatted for e-readers.

The U.S. Audit Bureau of Circulations already revised the definition of digital magazines. Publishers may now report items as e-reader distribution averages, mobile app purchases, etc. in order to reflect the new audience.

Informational Webinars

Interested publishers can gather all information about the innovative solution in a webinar hosted by WoodWing on April 15, 2010. For more information, visit www.woodwing.com/en/Webinars.

About WoodWing

WoodWing creates the most progressive solutions available on the market for the production of print and online publications. Rapid growth worldwide and success across the full spectrum of small to large publishers demonstrate that WoodWing markets the best tools for the best price. WoodWing Software is located in Zaandam, The Netherlands, and has regional sales companies for Europe, the USA, Asia-Pacific, and Latin America. Customers are served through select partners. For more information, please visit www.woodwing.com.

About The Wonderfactory

The Wonderfactory has designed addictive web sites, mobile experiences and tablet experiences for some of the world's premier content publishers and advertisers, including TIME, Sports Illustrated, Life, The Weather Channel, NBC Universal, Martha Stewart, National Geographic, ESPN, Food Network, WebMD, the NBA, and Newsweek. For more information visit www.thewonderfactory.com.

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