

### Solutions for People

At alfamedia we have created a solution for media companies, who want to reach out to their audience in new and challenging ways on the Internet.

We call this solution e-dition.



**Presenting editorial and advertisement in a new way**



**One-to-one presentation of printed product on the Internet**



**A new and better experience for the audience**

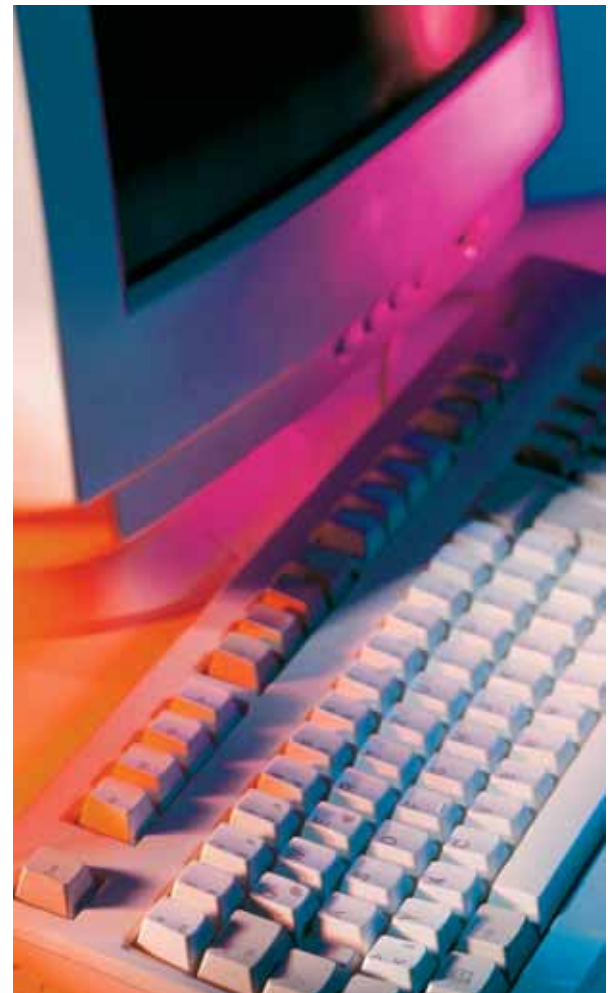
# e-dition

### The Audience Is Important

- Advertising in a particular media is only as relevant as the audience of that media.
- Our solution improves the perception of quality and service from the media company and protects the brand of the printed media.
- When users read pages in alfa e-dition, they can click on an article, and advertisement or an image, and view a lot more detail.
- Loyal audiences attract advertisers – that means revenue – that is, what we want.

### Combining Media

- When two media support each other we sometimes find that 2 and 2 is more than 4.
- By showing the branded high quality advertisements and content from a publication on the Web, we add value to the publication.
- By utilizing the Internet we add more information to the ads and the content, for example links. We enhance the value for the audience and consequently also for the advertiser.
- This represents a major competitive advantage for the media company.



Viewing the front page



Viewing an ad



Even a humble class-ad



## >> What Does e-dition Solve?

e-dition is a solution for rendering a printed publication for intelligent and interactive display to audiences on the Internet.

- Users can browse the Internet representation of pages of the printed publication, they can page, zoom, search and select information.
- Compared to just rendering advertisements and content in the traditional web HTML form, this actually has a higher value, because it is still the publication's trusted and recognizable brand that is displayed.
- A simple rendition of the image of an ad is not very valuable, but we can link extra information to that image. Information about the advertiser, his products, links to his web-site or to specific products.
- Instead of a stale image we have an interactive advertisement.
- The audiences typically do not have the same trust or loyalty towards web sites due to their flaky past. By leveraging the publication's trusted brand, more value is driven into the advertisement process.

## >> Advanced Features Of e-dition

- Interactive zoom of pages and elements on pages. Server based rendering of zoomed areas.
- Selection of individual elements (articles, ads or images) for display. This allows the element to be viewed, read, printed or e-mailed.
- Elements which carry extra information can contain external links or references to other elements presented in e-dition.
- Dynamically integrated with the overall newspaper production, there is no extra costs for manual handling.
- Media companies can open a new revenue stream charging customers for the extra exposure of their advertisements.

## >> The Technology

e-dition is a Java and Dynamic HTML based web solution, applying the latest technology and web-standards.

- e-dition receives a PDF representation of the finished pages for the publication in question.
- We also accept input from various production management systems with extra page geometry, references to components and extra information about elements.
- Out of this we prepare – on the server – a complete dynamic representation of the pages, ready for interaction on the Internet.
- The user interface is executed in a standard Web browser at blazing speed.
- e-dition can be installed in the media company's infrastructure at a hosting center or even rented as a hosted service from alfamedia.