

**COST-EFFECTIVE**

With Eversify you only need a web browser for your daily work. Costly investments in new devices or other infrastructures are not necessary. Automation of the entire process ensures an even greater decrease of your costs. With Eversify you do not need any additional personnel for creating or managing your mobile content. And, very importantly, you are not dependent on the respective stores.

**PROVEN RELIABILITY**

When developing Eversify, we able to fall back on a comprehensive treasure trove of experiences in cloud-based infrastructure solutions for medical applications and hospital networks from our colleagues at Agfa HealthCare. These include comprehensive experiences in working with sensitive and secured data. So your publication is in the best of hands.

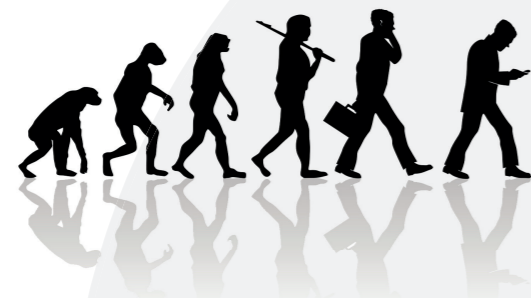
**SERVICES BY EXPERTS**

You will get more than technology from Agfa Graphics. You will also get the know-how of a company that has a proven success rate as well as a wide range of innovations in the publishing sector. Our consulting and training services are aimed at keeping your business productive and profitable. We offer you professional services such as data transfer, integration, monetary valuation in app stores and template designs.

**ARGUMENTS THAT WILL LEAD YOU TO SUCCESS**

- Solution independent of the editing system for job printing and newspaper production
- Experienced, international software manufacturer with more than 7,000 workflow installations under its belt
- In-house R&D, headquartered in California
- Varied application areas due to various Eversify app versions, from enhanced digital copy (enhanced PDF) to an interactive HTML5 app
- Support of established output devices and operating systems with responsive design
- Maximum value and profit creation through the use of in-house subscription structures
- Pure automation – Eversify app creation without manual intervention
- Professional project management for integration, communication and design

**Join in! We'll be at your side!**



**EVERSIFY CONTACT PERSON**

Available to serve you around the clock.  
 Tel.: +49 211 22986 294  
 Email: rainer.kirschke@agfa.com

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# Eversify

Reaching users of mobile devices with messages is a necessity for many publishing houses nowadays. Eversify makes it easy for you to diversify content and maintain your customers' loyalty in the long term.

With this cloud-based solution by Agfa Graphics you can automatically incorporate the data of your layout and content management systems and seamlessly publish them on a large selection of tablets and smartphones as a newspaper or HTML5-based magazine.



# Eversify

For Eversify, we used our experience in workflow automation to develop a system that automatically records content, formats it for several devices, updates it and also allows you to edit and publish it – all the while retaining the look and feel of your brand. And the best is that you can achieve all this with minimum investment.

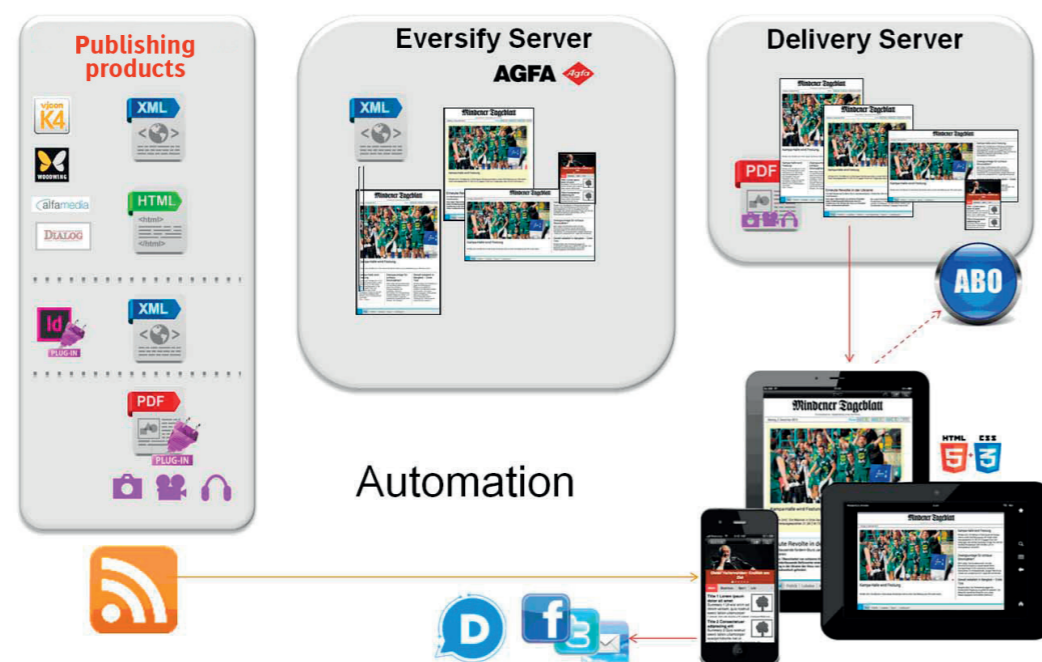
## FLEXIBLE CONNECTIVITY

Do you work with Adobe InDesign, with one of the widespread job printing or newspaper editing systems or with PDF files? We are familiar with the complexity of workflows and understand how to generate enhanced e-paper or HTML5-based app solutions from these data. That is why we equipped Eversify with unlimited flexibility. This translates into a high degree of compatibility with several data sources and CMS systems based on an XML structure, omitting the necessity for costly technological equipment.

## MAXIMUM AUTOMATION

With Eversify, data are analysed and automatically processed by the intelligent content mapping and design-specifications technology of Agfa Graphics. An issue based on your desired publishing schedules is generated for several devices.

The cloud-based server with Eversify makes tasks very easy for you. You can see an issue preview, change content and receive a final preview for approval. And you will see exactly how the content will look on all of the desired devices, such as tablets or smartphones.



## UNIQUE VERSATILITY

Eversify uses the publishing house's existing processes for content creation – for both print and online materials – which is why the required additional efforts are minimal. No other mobile publishing solution offers simultaneous, absolute automation of content and layout for all mobile devices and their various operating systems.

## READER EXPERIENCE

Eversify gives your readers the reading experience that they expect from mobile devices. Young consumers in particular expect a high level of entertainment. Integration with social media such as Facebook and Twitter enables your readers to promote your brand. The integrated Disqus platform allows you to have interactive discussions with your readers about current articles. RSS feeds equip your app with the latest headlines.

Bottom line: A classy reading experience that ensures enduring interest among readers.

## BRAND INTEGRITY

Automation does not need to be accompanied by loss of identity. With Eversify you can protect all the components of your brand that make it unique: logos, fonts, colour schemes, animations as well as layout and design. This way your mobile apps can increase your brand awareness and give your brand an innovative flair.

## INCREASED PROFITS

Find new digital readers or bundle the digital offer with traditional printed issues and offer advertisers attractive digital ads or combination packages with printed issues. Combine various products into one digital kiosk. The final result is a continuous stream of new sources of income. With the integrated Eversify Deluxe usage analysis you are perfectly informed about your customers' consumer behaviour at all times and can therefore optimize your offer on an ongoing basis.

