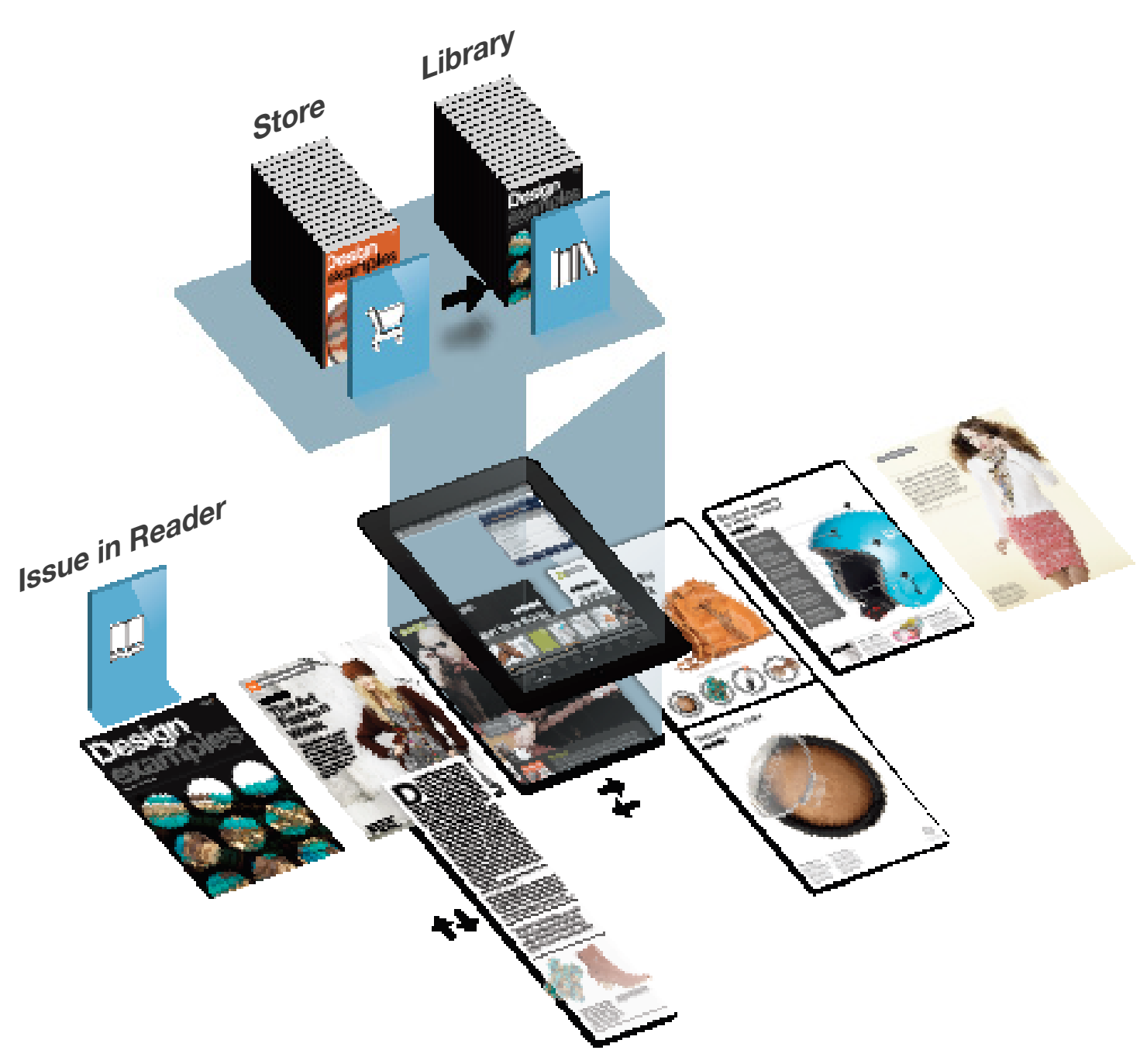
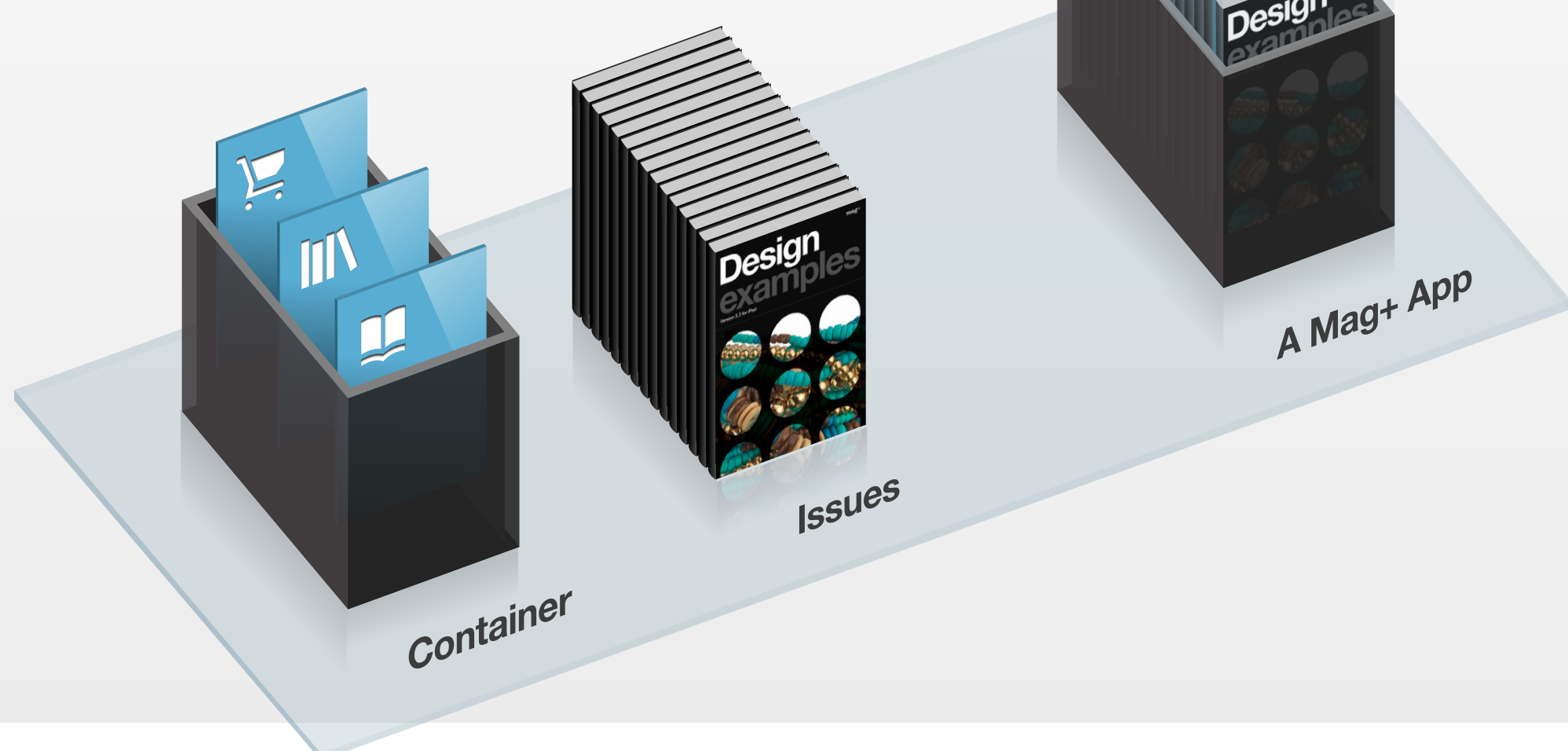


An App created with Mag+ consists of two different parts

The App is the container for your Mag+ issues, and features a Store, Library and Reader for consuming the issues. Your Mag+ App is fully customizable.

Issues are basically the content. Issues are created in InDesign with the Mag+ tools.



1 App store with Library and Reader

The Store space in a Mag+ app is for selling issues and subscriptions via in-app purchase.

The Library is for issues you own, whether free or purchased.

The Reader lets users open, navigate and use their Mag+ issues, as well as other useful spaces.

The App Container

Customize every part of the Mag+ app interface—or just add your logo and brand color.



The App container contains of following spaces:



Store

In addition to letting you sell single issues and subscriptions, the store also includes a space for promotional banners and an issue preview.



Live

The Live space allows you to display any web site as a seamless part of the app. You can even set the app to open into the Live window.



Library

The Library is where you find issues you own, either because you bought them, you're a subscriber, or because the issue is free.



Help

Help is a space you can display a custom user-guide for your app. Mag+ provides a basic InDesign document to help you create this Help file.



Reader

The Reader is what lets you open and view an issue. It features navigation tools like a thumbnail scrubber and drop-down contents window, as well as issue features such as bookmarking, sharing and an in-app music player.

Issues

Easily create stunning issues customized for each device with the Mag+ multi-export tools.



Free issues? Paid? Included? It's up to you.



Sell multiple issues in the in-app Store

To sell content, you'll need an app with a Store and Library. Purchased issues move from the Store to the Library.



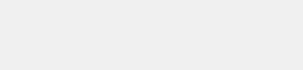
Embed a single issue in the app

Will your app only ever serve one issue, like say, a book or catalog? Skip the Store and Library and just embed your issue in the app so users open into it right away.



Free content needs only a Library

If all your content is free, you can remove the Store. And like all Mag+ buttons, you can rename the Library as wish.



Launch the app as you prefer

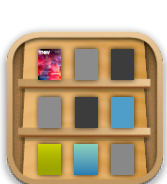
No matter what spaces you have in your app, you can choose which one the App opens into: Live, Help, Store or Library. You decide the best experience for your users.

Publish your app to any market

Mag+ apps can be paid or free, Newsstand or not, on all the major app marketplaces. You can even make an Enterprise app for internal distribution.



App Store



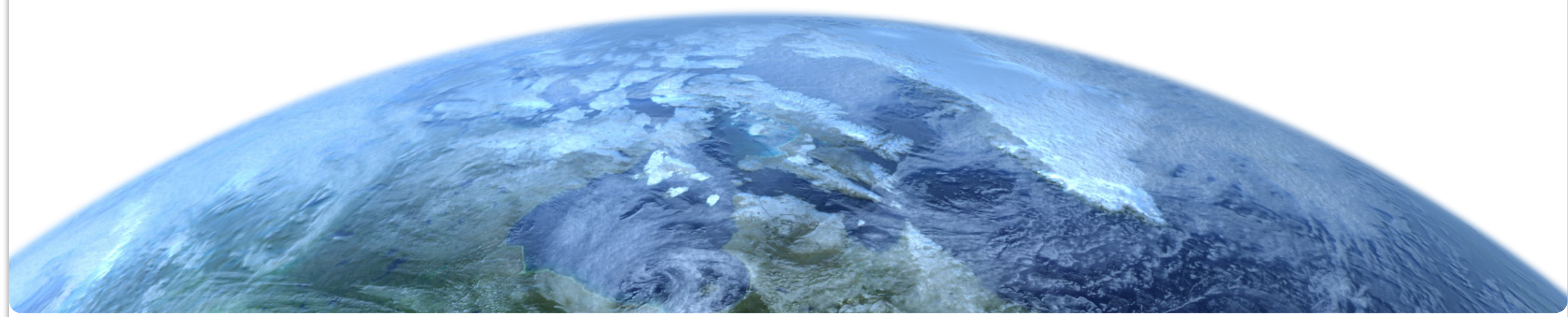
App Store Newsstand



Google Play



Amazon Appstore



Make compelling content with simple Mag+ features

Mag+ offers all the features you need to make your issues look and act like you want them too, and we make it easy to do. No long learning curve, no extra steps—so you can focus on your design. Take an extra look at the two most Mag+ specific feature below, Pinning and Layers.

Pinning



Layers



Mag+ features

Now on version 4.0, we're always adding new things.



Pinning

Create a single layout that renders perfectly in either orientation by telling objects how to move when the user turns the device.



Layers

Lets you put your content on layers that interact with each other. It gives you more freedom to make a layout that feels native to the touch-screen canvas.



Snapping

Set your scrolling layer to stop precisely where you want it, so you can control the layout the user sees.



Jump links

One click lets you add a hotspot that can take the user directly to another page, another issue or even another app.



Web links

As easy as making a jump link, you can point a hotspot to any URL and have it open in an in-app browser or directly in Safari.

Instant Review

Only Mag+ gives you the ability to instantly and wirelessly review your layout, fully-functional using our Reviewer app. Available for every device we support.

Fully scriptable plugin

Automate your workflow with InDesign scripts that control the Mag+ plug-in, or use our sample scripts like one that lets you export a whole folder of InDesign files at once.



Audio

Embed audio files for sound effects or additional content. Set them to auto-play or create custom control buttons.



Playlist

Make your audio files accessible through our unique in-app music player, which lets the user play music in the background while reading.



Video

Take advantage of total flexibility in how you use video: full-screen, pop up or directly in a page; streaming or embedded; auto-play or controlled.



Popups

Create hotspots that trigger new information like graphics or text to pop up using basic InDesign layers.



HTML

Get highly interactive: if you can build it in HTML5, you can embed it in your Mag+ layout simply by drawing a box and pointing to a file.

Export to various devices

Design for one device, then click a button and have that design intelligently transferred to templates for any other device.

Settings to optimize file size

Keep your issue sizes down with multiple export settings that let you find the right balance between quality and download time.



Slideshow with swipe

Upload as many shots as you like and make a simple swipeable slideshow. Add captions, masks and custom themes.



Gallery with thumbnails

Another great slideshow option with just as much room to customize the look and feel.



Image Sequence

Make 360-degree rotations or other image sequences the user can simply drag their finger over to activate.



Pinch & Zoom

Upload a high-resolution image and let users pinch to zoom in on detail.



Web Feed

Stream live content seamlessly into your app with a powerful RSS renderer. Just paste in a feed, customize and publish.

Issue publishing

When you're done with an issue, upload it to Publish and decide which devices you want to publish it to. Add a cover, title and description for the store and library.

Push notifications

Send unlimited notifications to your users just by typing in a message and hitting send.

App building

With Mag+, you build your app simply by uploading a few images and assets, choosing the options you want and clicking a button. A few minutes later you can download a test app and a file to submit to Apple, Google or Amazon.

Full Subscription Control

Use our simple subscription API to tie your app into your existing fulfillment house and sell subscriptions on your own site, or control access with a sign in window.

Newsstand

Build an app that's compatible with Apple's Newsstand and even get an automated feed for sending the right cover art to the Newsstand when you publish.

Your Choice of Analytics

Track every detail about how readers are using your app with your choice of analytics providers, with free options from Localytics and Flurry, as well as support for Omniture.

No Download Charges

With Mag+, you always have the opportunity to host issues yourself and pay nothing to us. Or you can use our hosting and pay a few cents per issue—no pre-payment necessary.