



One Touch Publishing

MOBILIZE AND MONETIZE NEW CHANNELS

MOBILE DEVICES • MOBILE APPS / TABLETS • E-PUBLISHING

The Delivery Platform for Multi-Channel Publishing

SAXOTECH's One Touch Publishing is the complete solution for managing, routing and delivering news to any device, any channel, any where. Develop new products and revenue streams with integrated technology designed for maximum reach and operational efficiency.



EXTENDING AUDIENCE REACH
TO MULTIPLE PLATFORMS

Mobile Content Delivery

In today's media landscape, publishers are expected to deliver content - not just to one printed paper or website - but to a multitude of channels and devices that have their own strengths, limitations and specifications. SAXOTECH streamlines the process for you.

- Send news quickly and effortlessly with browser detection and rendering for mobile devices.
- Efficiently add mobile delivery to existing print and online newsrooms by directly integrating workflow.
- Measure success with metrics for tracking user behavior and location.
- Monetize mobile delivery with easy billing and integration with third-party and branded payment systems.
- Push breaking news and valuable offers with carrier-grade mobile messaging and applications.

New Channels → New Products → New Revenue

SAXOTECH's One Touch Publishing is designed to give you greater control over your content management, digital workflow and multi-channel distribution. Whether it is your goal to extend the newsroom to mobile channels or develop new audiences with different products and applications, it is your choice.

Simply Seamless Workflow Management

Reader preferences vary as they engage and interact with news and information. Manually customizing content for many different channels is inefficient and unwieldy and places direct challenges on the newsroom. Take control with SAXOTECH's One Touch Publishing to streamline your workflow.



Readers are increasingly turning to tablets and applications to stay educated and informed. SAXOTECH takes your news and information to this audience quickly and efficiently.

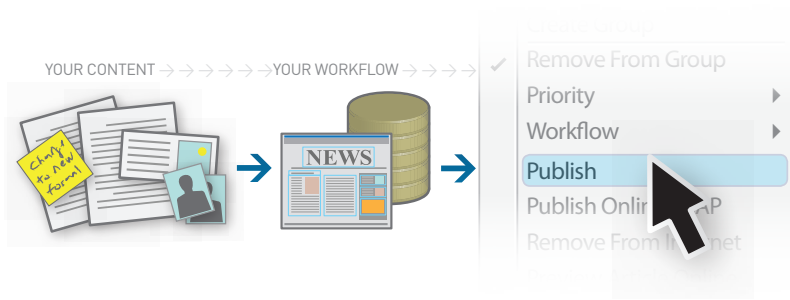
- Increase revenue with defined advertising spots that offer flexible scheduling and inventory management.
- Save time and money with SAXOTECH's out-of-the-box apps or customize your very own.
- Deliver rich user experiences with enhanced navigation and optimized display for portrait and landscape viewing.
- Easily integrate photos, videos and feeds to create a compelling and comprehensive story.
- Share only specific content and configure sections based on a multitude of variables.

E-publishing is highly advanced, automated and yet simple to use. Newspapers and magazines are able to quickly publish online, track reader behavior, create interactive rich media ads, make instant article updates and much more.

- Turn the page on print publications by allowing readers to discover the same experience in the digital environment.
- Deliver and present content on tablets, smartphones and e-readers.
- Automatically generate interactive versions of all publication types.
- Enrich pages with photos, videos and dynamic links.
- Reduce costs on printing and distribution and increase online circulation.
- Archive old print publications and turn them into new revenue streams.
- Get advanced statistics on how publications are being read.

Fully Integrated

- Bring print and digital publishing together.
- Produce and share news content in a streamlined and collaborative environment.
- Manage and display content from a purpose-built versatile browser-based interface.
- Easily integrate with third-party systems in one single interface.
- Take advantage of flexible and scalable systems optimized for one newsdesk workflow.



302 Knights Run Avenue , Suite 1150
Tampa, FL 33602 USA

Tel: (813) 221-1600 Fax: (813) 221-1604
Email: info@saxotech.com

Hobrovej 42D
9000 Aalborg, Denmark

Tel: +45 96 31 42 00 Fax: +45 96 31 42 42
Email: info@saxotech.com