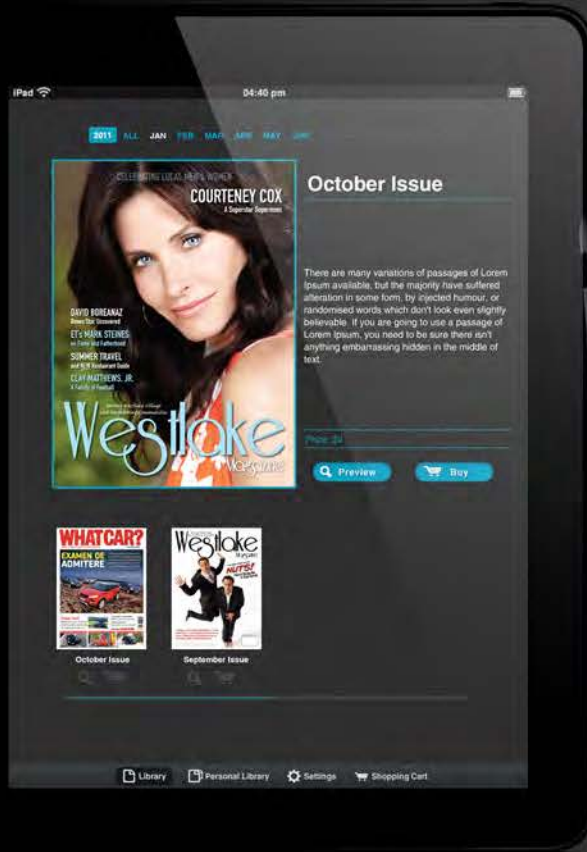


# my PubXtreme

by **diti**  
Day In The Life Apps



**THE POWER OF A TRUE INTERACTIVE USER EXPERIENCE**



**COST-EFFECTIVE & USER-FRIENDLY PLATFORM FOR DIGITAL MAGAZINES**



**Add video files, photo galleries and website links**

**Analytical reports about who is viewing the content**

**International Readers with no printing and distribution costs**



# Concept

MyPubXtreme is a cost-effective, user-friendly platform that gives publishers complete control in delivering their content to an iPad or other mobile device.

Unlike other app services, by using MyPubXtreme, publishers can -for a single flat fee - access all platform features including App setup, fully-branded Apps, Custom Library tool, App icon, and splash screen design.

No additional fees; no distribution costs.



## Advertising Settings

Allows the publisher to insert additional media into the publication, such as:

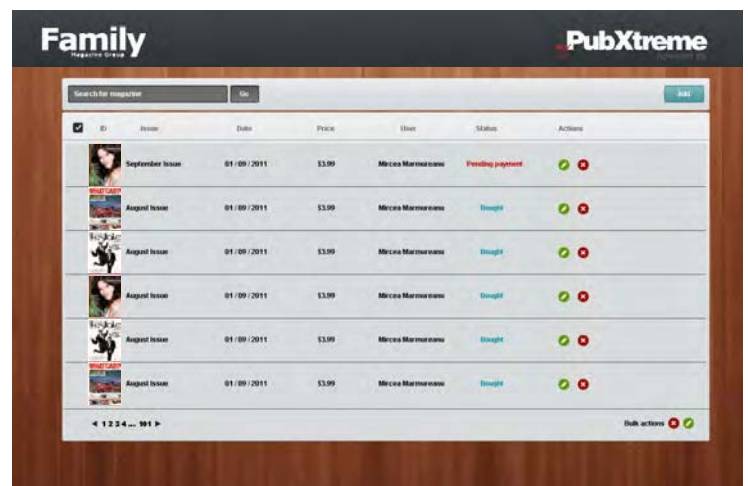
- Video presentations into an article
- Video ads into the advertiser's page
- Picture galleries
- Direct links to websites
- Direct links to the shopping cart of the advertiser

## How MyPubXtreme works

For a flat, per-issue fee and a nominal hosting charge, using MyPubXtreme's "Do It Yourself" service, you can upload the same PDF files you send to the printer through the simple MyPubXtreme web interface.

With the click of a mouse, add the multimedia files, links, and text from your articles.

It doesn't matter if you publish once a year or once a week —MyPubXtreme is a pay-as-you-go service that allows publishers to control their own budgets.



# Metrics

Allows the publisher to access a powerful Analytical Report about the readers – demographics, numbers of subscribers, how many times a specific page was read, how much time did the reader spent on a specific page.



## Reader's settings

### Library

Allows the user to purchase a specific archived issue, at a price set by the Publisher, or, just to simply download it if the content is for free.

The reader can also make subscriptions to one or many publications.



### Downloads

Allow the users to download a purchased issue, save it on their iPad and read it whenever they want.

## WORLDWIDE AUDIENCE

**Reach International Readers** with no printing and distribution costs.

**Push your Publication on an iPad** directly from your office using the PDF files that you send to the printer.

**NO HIDDEN COSTS** – just a flat fee per issue, and monthly hosting.



## ADVANTAGES for Publisher

Reach new and existing subscribers without additional print and distribution costs.

Make video files, multimedia galleries, websites links and plain text articles  
iPad-compatible in seconds.

Receive detailed analytical reports about who is viewing your content, where, how often and how much time spends on it.

Enhance your advertising revenues by adding new paid content to your mobile platform delivery with our **Ad Page Insertion Tool**.

Avoid spending tens of thousands of dollars developing a proprietary app or platform for your publication that will be out of date within a year.

**Control access to your content**, advertising, and site-preview optics.

Harness the power of a true interactive user experience: Provide your readers with video presentations and advertisements, as well as links to additional content available only on the mobile platform.

Without the space constraints of print, you can include additional photo galleries and other content not available in the printed publication. Give your advertisers real time access to consumers through direct links to eCommerce platforms.

### Costs and Fees

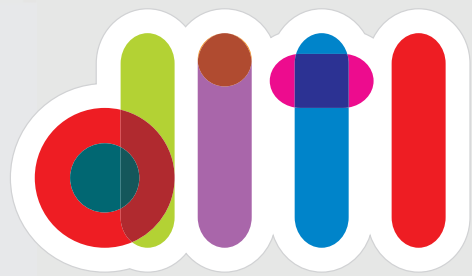
#### Setup fee – 499 USD

includes Branded App, App Icon and splash screen design and Custom Library Tool

#### Price per each issue released – 350 USD

includes full access to all MyPubXtreme Features

Price per each previous issue stored in MyPubXtreme database – 20 USD monthly



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