

THE ZINIO CASE STUDY: REINVENTING THE MOBILE READER

“To see magazines done correctly, look at Zinio”

– *Huffington Post*

“The iPad newsstand that works”

– *Fortune.com*

“Zinio editions on the iPad are terrific”

– *Salon.com*



Zinio is the industry leader for online and mobile delivery of magazines, offering over 2,400 titles and 50,000 issues from around the world for purchase.

Zinio's digital magazines deliver the material available in print editions, plus interactive features such as video, bookmarking and live links. A key part of Zinio's offering is the ability for its readers to pay once for a publication and then view their magazines across all desktop and portable platforms.

Starting with the introduction of the iPhone, Zinio teamed with Pervasant to “mobilize” the publishing industry.

Using the iPhone app, magazines are downloaded to the reader's phone for offline viewing. In landscape or portrait mode, readers can swipe through pages laid out exactly like the print magazine.

When users want to read an article, they can switch to enhanced text or resizable text-only modes. In text mode, articles can be read as easily as any text message. With a tap, readers can select larger font sizes and the text automatically rewraps to fit on the screen.

With the introduction of the iPad, Zinio recognized they now had a device that could be the ideal platform for magazines. With its perfect size for handheld reading and superb image quality, the app for the iPad would need to take advantage of every square inch of the multi-touch display.

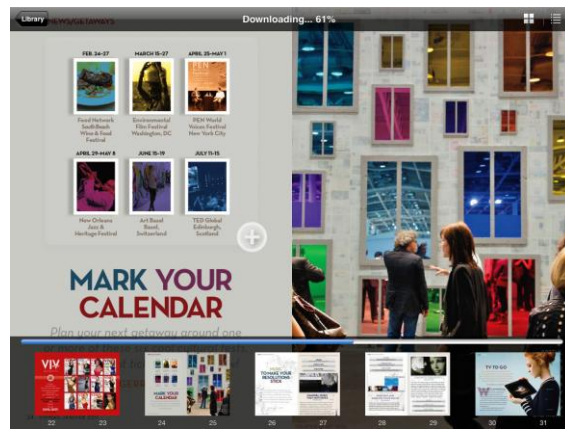
THE IDEAL PLATFORM

"To meet the iPad launch date, we needed to execute a six month project in six weeks. Having worked with Pervasent on our iPhone app, we were confident they could get the job done, and they delivered."

- Rich Maggiotto, President and CEO, Zinio."

I'm already sold on the idea of reading magazines electronically--as long as the experience is this good."

- Rick Broida, CNET



Delivering an application that could meet the device's potential in time for the iPad launch was the challenge.

While the iPad is compact in size, the technology for processing and delivering digital assets to the device required a big effort. Intermittent access, data size and network latency issues had to be addressed.

A six month project needed to be completed in six weeks and an app that was anything short of amazing wouldn't cut it. Working as a true team effort between Pervasent, Zinio and the Hot Studio design agency, the app was completed and available the day the iPad shipped.

In its first week, the Zinio App for the iPad quickly rose to the top spot of the free apps' news category in the app store. Today, over 85% of the user ratings for the current version of the app are 5 and 4 stars.

The iPad app adds a depth and warmth to the magazine experience that's unattainable in print. Readers report checking out magazines they never considered before.

Individual titles, such as Macworld, National Geographic and VIVmag, are optimized to create an immersive user experience that feels tangible and three-dimensional. Photos of animals seem to leap off the page.

Readers' fingertips determine their experience - enlarging photos, launching web pages, viewing videos and slideshows, and instantly sharing articles with friends and co-workers.

The good news is not just about the reading experience. Users store all their publications on a single device that can be held in one hand. The iPhone and iPad app interact with Zinio back-end servers to synchronize content in an optimized way.

Customers securely purchase additional issues and subscriptions with a swipe of their fingertips. Users manage their subscriptions anytime and anywhere.