



Eversify from Agfa Graphics complements print publishing strategy at drupa

Mobile publishing solution Eversify from Agfa Graphics demonstrations at stand B62, Hall 8a

Mortsel, Belgium – May 17, 2016

In order to stimulate the symbiosis between printed content and its repurposing into the online, digital and mobile realm, Agfa Graphics developed Eversify, a software that stimulates the distribution of captivating multi-platform content towards readers.

Implementing the solution has helped numerous publishers worldwide to get readers engaged, to enhance their loyalty towards the publisher and to develop and measure targeted advertising campaigns. Live demonstrations will be given by the Eversify team at drupa 2016, Messe Dusseldorf, May 31- June 10, Hall 8a booth B62.

This content publishing software solution can be integrated in any editorial, content management system or layout system based on InDesign®. The software service allows publishers to push content on a number of different platforms and delivers diversified content streaming in a variety of fully automated ways to a wide range of devices (smartphones, tablets) and web sites.

Rainer Kirschke, Business Manager Mobile Publishing from Agfa Graphics explains: “Mobile publishing is an extended channel that can run alongside all forms of analogue and digital printing. This means publishers, print shops and in-house communications departments can repurpose existing content in print to equally reach readers and end-users in a digital and multi-platform mobile way. By embracing and fully controlling the mobile distribution, they will also attract and track new ones. The result is more effective reader communication and interaction.

Visitors can join a demonstration of the software at four Eversify demo pods in the Agfa Graphics software technology area. A demo can be scheduled in advance by contacting a local team member via <http://www.eversify.com/company/>.

Product specialists as well as the marketing and sales management team will be on hand throughout drupa to welcome any visitor questions.

Eversify is available to (in-house) magazine or newspaper publisher that seeks a solution to diversify content to any mobile device, at any moment of the day. For more information,



please visit the website www.eversify.com. Keep track of the latest on mobile on the Eversify blog “[The Mobile Push](#)”. Please also see us on [Twitter](#) and [Facebook](#).

Note to the editor:

Eversify seeks to converge print, digital and mobile content channels to make sure the content publisher is in full control of the way content is distributed. As we head up to drupa, we launched an informal survey to get direct feedback from the market on how they process content that is sent to them in a printed, digital or mobile format.

You can find the survey here: <https://nl.surveymonkey.com/r/YZLVX6M>

The #printdigital campaign is being shared via social media, we appreciate your support in contributing from the print perspective. Results can be shared and will be processed during and after drupa in a series of blogs.

We hope you'll promote towards your readers. If you would require a button/visual, we'd gladly provide. Just drop us a line at eversify@pr4u.be. You can also contact us via that address to schedule a meeting at drupa to discuss in person.

We appreciate your support!

About Eversify

Eversify, a solution from Agfa Graphics is a mobile content publishing software solution that can be integrated in any editorial, content management system or layout system based on Adobe® InDesign®. It delivers automated diversified content streaming to a wide range of devices (smartphones, tablets) and websites. There are also three levels of App functionality: Eversify Classic - a digital copy of the PDF, Eversify Hybrid – an enhanced PDF that allows the manual addition of extra content enriched with HTML5 articles and Eversify Interactive (HTML5) - a pure HTML APP with all benefits of multimedia and perfect usability. Additionally, Eversify can deliver classic flipbooks, hybrid flipbook or best in class interactive HTML5 based homepages. Eversify is part of the world-leading Agfa Graphics portfolio of solutions. For more information, visit www.eversify.com.

Keep track of us via [Twitter](#) and [Facebook](#). Thanks for the follow, like and share!

About Agfa

The Agfa-Gevaert Group is one of the world's leading companies in imaging and information technology. Agfa develops, manufactures and markets analogue and digital systems for the printing industry (Agfa Graphics), for the healthcare sector (Agfa Healthcare), and for specific industrial applications (Agfa Materials). Agfa is headquartered in Mortsel, Belgium. The company is present in 40 countries and has agents in another 100 countries around the globe. The Agfa-Gevaert Group achieved a turnover of 2,620 million euros in 2014.

Please visit us at www.agfa.com

About Agfa Graphics

Agfa Graphics offers integrated prepress solutions to the commercial printing industry, the newspaper printing and publishing industry and the sign and display, decoration and industrial inkjet printing industry. These solutions



comprise consumables, hardware, software and services for production workflow, project and process management, cloud software and image processing.

Agfa Graphics is a worldwide leader with its computer-to-film, computer-to-plate, digital proofing and security solutions for commercial and packaging printers.

For newspaper markets Agfa Graphics is leading supplier of automation for printed and mobile publishing workflows.

Agfa Graphics has also developed a prominent position in the new segments of industrial inkjet. It offers a wide range of inkjet presses and a complete assortment of high-quality inks.

www.agfagraphics.com

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