



Mobile quality and exchangeability at Zeitung Digital 2016

Eversify shows mobile publishing benefits at stand 3

Mortsel, Belgium – June 3, 2016

Eversify is bringing its digital publishing vision to **Zeitung Digital 2016**, organised by WAN-IFRA World Association of Newspapers and News Publishers, on June 15 and 16, 2016 in Berlin, Germany.

Key themes this year are digital revenue models, customer insights, distributed content, millennials and diversification - all with an underlying aim of supporting digital business success.

Eversify will present its captivating multi-platform content publishing software designed to engage readers, promote loyalty and help develop targeted campaigns via apps or web editions. Eversify can be integrated in any editorial, content management or InDesign® based layout system. 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 websites. That way existing content (destined for print) can be repurposed, giving the publisher full control of its content spread and audience outreach on all communication channels.

Rainer Kirschke, Business Manager Mobile Publishing at Agfa Graphics, says: “Eversify enables content creators of any kind to deliver information content much more creatively and engagingly. The software can be easily integrated into any content creation platforms. It also works with enriched information to add value, enabling publishers to reach readers and end-users in a digital and multi-platform mobile way. This will enhance the customer communication, usually resulting in increased interaction with the reader. That way they can both optimize consumer loyalty and attract a new, yet highly engaged readership.”

Eversify is available to magazine or newspaper publishers that seek a solution to diversify their content to any mobile device, at any moment of the day. For more information, please visit the brand new website www.eversify.com. Keep track of the latest on mobile on the Eversify blog “**The Mobile Push**”.



Note to the editor:

The Eversify crew promotes mobile publishing towards a usually print-only publishing audience at the show. In a multichannel world, they strive to find a symbiosis between the print and digital channels, to establish a true multichannel environment that focuses on quality and exchangeability. To schedule a meeting on site with the Eversify team, please contact pr4u via eversify@pr4u.be.

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.

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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

PRESS RELEASE



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