



Mobile publishing refreshes multichannel publishing stance at Graph Expo

Eversify mobile publishing solution to be presented at New ProImage booth 2173

Mortsel, Belgium – September 9, 2016

New ProImage America, Inc will be embracing Graph Expo's 'refresh' theme when it showcases the intuitive mobile publishing software Eversify at the Orlando show from September 25 to 28. The innovative solution reinvents content delivery allowing consumers to receive what they want, when they want it and how they want it. Eversify will be demonstrated on booth 2173 at the Orange County Convention Center.

Fits many types of publishers

Among the new features is an extension of Eversify's creative capabilities to a broader publishing audience. Rick Shafranek, VP Sales and Marketing, New ProImage America explains: *"We have been successful in communicating the benefits of Eversify to commercial magazine and newspaper publishers but there are many benefits for in-house corporate organizations too. This includes the ability for employees to consult their company's corporate documents such as manuals, technical specifications, brochures, etc. on their mobile devices."*

The digital publishing software solution integrates with any editorial, content management or InDesign® based layout system. The simple-to-use software service allows publishers to push content to a number of different platforms. It delivers diversified content streaming in a variety of fully automated ways to a wide range of devices (smartphones, tablets) and websites. Offered as a SaaS, Eversify is scalable to allow operations to grow their use of the solution in line with demand. Rick sees huge possibilities: *"The print scene is constantly looking for new ways to optimize workflow. For any kind of publisher, we see mobile publishing as the next logical step. Eversify offers the best solution to make sure they can take this step in full confidence. We look forward to elaborating on this during Graph Expo."*

Tailored solution to any publishing strategy

New for Graph Expo is a bandwidth of benefits that improve automation, usability and analytics for the three Eversify versions Classic, Hybrid and Interactive. Classic is for the delivery of a simple digital copy of the PDF to the publisher or value added reseller for



publishing without changes. Hybrid is a more advanced level that either uses an Adobe® Acrobat® plugin to allow the manual addition of extra content (pictures/videos) to the PDF file or operates via XML data to secure both single article view and media enrichment.

Interactive allows pure HTML 5 content to be combined with automated XML data enabling and the integration of media (text, pictures, videos, audio). These three versions are available as an APP solution as well as a web browser.

Rainer Kirschke, Business Manager Mobile Publishing from Agfa Graphics says: *“Eversify is a very simple and easy to use software solution that allows publishers to bring their content to life on a number of platforms. With their existing portfolio of products, they can reach a wider audience and open up new business opportunities. In short they can revitalise their existing mobile infrastructure to reach more end-users in the exact way they want to be informed.”* He goes on to add: *“With Eversify content creators can work with enriched information to add value. Content can be refreshed and presented in a creative and engaging way thanks to its ease of integration with so many platforms. Publishers, print shops and in-house communications departments can reach readers and end-users in a digital and multi-platform mobile way. This helps to foster consumer loyalty and a highly engaged readership to develop targeted, revenue-generating campaigns.”*

On the stand will be a number of international customer cases highlighting the wealth of possibilities the easy-to-integrate modular solution can create.

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

Eversify is available to magazine or newspaper publishers that seek a solution to diversify their content to all mobile devices, 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”](#).

Note to the editor:

In a multichannel world, the Eversify crew strives 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 at Graph Expo with the Eversify team, please contact pr4u via eversify@pr4u.be.



About New Prolmage

First established in 1995, New Prolmage, an AGFA Company, is a leading developer of browser-based Workflow Management, Ink Optimization, Press Registration Solution, Tablet and Mobile solutions, Color Image Processing and Production Tracking solutions for the commercial and newspaper printing and publishing industries. New-Prolmage solutions enable publishers, which have been dramatically affected by the rapid growth of digital publishing to remain competitive in today's economic climate.

About Eversify

Eversify, a solution from Prolmage an AGFA Company is a mobile content publishing software solution that can be integrated in any editorial, content management 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!

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