



Swiss Review – all-out instant multichannel publishing

Mortsel, Belgium – April 13, 2017

'Swiss Review' is a dedicated magazine issued by the Swiss state for Swiss living abroad. It's been published for over 42 years in no less than 14 regional editions in German, French, Italian, English and Spanish. In 2014 its management decided, that the content should also be available across different channels and platforms. Not a straightforward task - as a governmental steered publication, all content must be replicated verbatim. A mere webpage did not suffice, they wanted their readers to be able to access the content when they want it, where they want it. An app appealed more, because of its user-friendliness, enabling readers to tailor settings and push notifications to their preferences. Not to mention being easily accessible on all devices. The publication had worked with a PDF version before, which worked perfectly well on tablets, but had its limitations on smartphones.

All-out solution

The publication is published with the WoodWing editorial content system, but turned to Eversify because of its threefold offering in multichannel distribution. The Classic solution allows a local consultant to create a regional version in PDF format. The Hybrid option enables the generation of a PDF enriched with HTML5 articles for consultation on iPad and Android tablets. The interactive version generates a responsive HTML5 solution for both iPhone and Android phones.

"The beauty of Eversify is the high level of automation it offers. It builds editions for all devices and operating systems in one go. Obviously, a final approval round is built in to be sure, but the time spent is negligible in comparison to the few minutes it takes to approve each edition. We were amazed at how much time this saves us and how accessible (and correct!) the content is to the reader." Comments Mr. Olivier Honauer, IT-Prepress at Swiss Review.

Smooth operator

The automation is the key factor to the success of Eversify. When the content is ready in WoodWing, the final edition is exported. A PDF and XML file are generated and all images are re-sampled and exported automatically. The file is then compressed into a Zip-file and uploaded to an ftp-server. Eversify builds each edition in a few minutes according to



predefined rules depending on the type of content and distribution device. After the final approval round, each edition is ready for distribution to its corresponding channel. The whole process is completely automated, and reproduces the content 100% accurately.

Implementing the three Eversify solutions kicked off in 2014. The first multichannel editions were launched in January 2015. The process has since then continued to run ever so smoothly.

“It’s not what you save, it’s what you gain”

Cost savings are high on everyone’s agenda, especially if they’re looking into automation. But that was not the main drive at Swiss Review. “We wanted to give the Swiss people abroad a better service. No matter where they are in the world, they can access the latest and most accurate news from their homeland on whichever device. Obviously, the success of the mobile app lowers the distribution cost. But we still print a magazine and provide a digital edition as well. That’s why it’s multichannel – we do it all.” as Mr. Marko Lehtinen, Editor-in-Chief, concludes.

Swiss Review is produced by Vogt-Schild Druck AG for the Swiss state using WoodWing editorial system, InDesign® and Agfa Eversify.

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 2,65 billion euros in 2015.



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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.

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