



Mobile Diversification is the Eversify Key to Content Success at Zeitung Digital 2017

*Eversify shows the power of captivating multi-platform content at BDZV and Wan Ifra Digital
Newspaper Congress*

Mortsel, Belgium – June 12, 2017

Eversify will be addressing the main themes of millennials and diversification at the 17th **BDZV and Wan Ifra Zeitung Digital convention**, June 22 and 23 2017 in Berlin, Germany.

As a silver sponsor Eversify will present its captivating multi-platform content publishing software, designed to engage readers, increase successful content and advert creation while providing analytic means to gather important, useable, data.

With apps or web editions, publishers can develop targeted campaigns while smooth adoption is supported through easy integration in any editorial, content management or InDesign® based layout system.

The software service allows publishers to push content on several different platforms and delivers diversified content streaming in a variety of fully automated ways to a wide range of devices (smartphones, tablets) and websites.

“Eversify allows content creators greater creativity and engagement,” says Rainer Kirschke, Business Manager Mobile Publishing at Agfa Graphics. “It works with enriched information to add value, enabling publishers to reach readers and end-users in a digital and multi-platform mobile way. This enhances customer communication and encourages increased reader interaction to optimize consumer loyalty and attract a new, highly engaged readership.”

The Congress is one of the most prestigious European newspaper industry events. It attracts around 300 publishers and provides a networking and knowledge-sharing platform.

*Eversify is aimed at magazine or newspaper publishers keen to offer their content on 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 will team up during the show to promote multichannel publishing. To schedule a meeting on sit 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 2,65 billion euros in 2015.

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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