internet + paper
1 main production workflow
Single Source Publishing

INPUT
- NEW CONTENT
  - Word
  - Google Docs
  - Typo3

CONTENT
- Database
  [ XML content ]
  - VERSIONING
  - TRANSLATIONS
  - COMBINATIONS

DESIGN
- CSS
- InDesign

OUTPUT
- iBog®
- Website
- eBook
- PRINT

DISTRIBUTION
- SHOP
- BOD
• Text
• Illustrations
• Glossary
• Video
• Audio
• Simulations
• Interactive tests
• Notes
• Searching etc.
- Text
- Illustrations
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- Text
- Illustrations
- Glossary
- Index
The core

50+ extensions

Typo3
The core
The core

Systime development

- Test
- Print production setup
- Personal login and account
- Interactive objects
The core

Systime development

- Test
- Print production setup
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External

- Video
- Speech synthesis
- Interactive objects
- …
Value proposition

- A combination of a publishing and a software company
- 35 years of publishing experience
- 20 years of in-house IT development experience
  - university trained developers
- A setup designed for any kind of publishing purpose
  - from complex internetBooks to more simple printed books
- A single source publishing setup whose output formats are tested and used by more than 500,000 teachers and students
- Digital output formats optimized for cross-device, cross-browser and cross-platform compatibility
- Know-how on single source publishing workflows
- Simple procedures for updating, correcting and adding of new content
Business models

1. Customer - license to use the setup
2. Partner - license to use the setup, co-funding further development, represented in board
3. We are open to suggestions ...