



Digital Publication Features & Capabilities

Modern Litho's digital publications solution offers exceptional desktop, mobile and tablet editions, enabling you to reach and engage a wider audience. In partnership with YUDU Media, our software offers digital newspapers, magazine and brochure capabilities instantly across the most popular platforms. Fully branded and feature-packed editions can be scheduled to automatically publish in Flash for PC and Mac, and HTML5 for mobile and tablet platforms.

Analytics:

Gain valuable insight and target content that drives engagement with your audience using the analytics dashboard. Easily access Key Performance Indicators (KPI's) such as: unique visitors, click through rates by page, dwell time, locations, downloads, sharing, interaction and most popular links.

Archives:

Extend the life of published editions by uploading them to our software, allowing your readers to search and access previous issues. The application can be used as a content storage and management platform that can be easily referenced in other digital deployment strategies such as email and social media.

Custom Branding:

Make your mark by incorporating your company's logo and color scheme within your digital publication for a customized, branded look.

Interactive Overlays:

Create a truly interactive experience by adding "overlays" or buttons that will guide your reader through the publication. Overlay options include:

- **Web links** - directly links to a web URL
- **Telephone numbers** - on phones only, calls the number from the default phone app
- **Email addresses** - composes a new email using the default email application
- **Internal page links** - links to other pages or articles within the digital publication
- **Audio** - have music or commentary playing in the background of a page
- **Photo slideshows** - displays an array of photos on the page
- **Video** - either stream a video or display it right on the page

Table of Contents:

Navigate through the publication with ease using the linked table of contents feature. Access other articles and content directly from each page using a customized table of contents drop down menu within the publication.

Custom Tabs:

Visually separate sections of your publication with custom tabs that allow the reader to quickly access content.

Download:

Your digital publication/digital content can be downloaded (PDF), printed or saved as an offline version for viewing without an internet connection.

Subscriptions:

Security features such as username and password verification can be applied to the application. Limitations can be set on the number of IP addresses to ensure usernames are not being shared. Paid subscriptions can be set up as well using API integration.