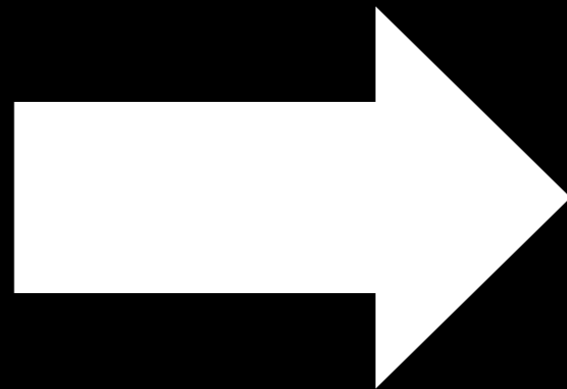


InDesign TO THE iPad and other TABLETS



How do you go from



3 ways



PDF



Plug-in



**Custom
App**



PDF



Plug-in

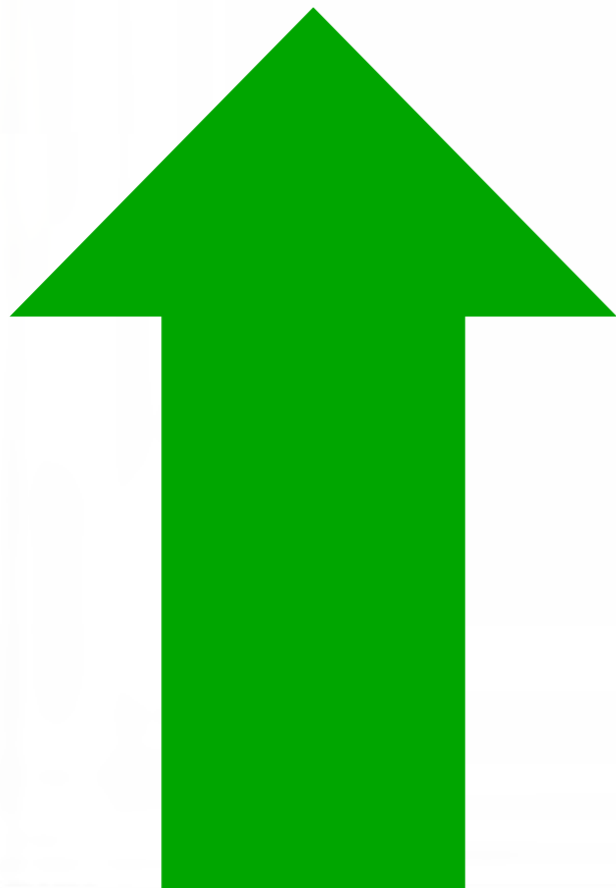


Custom App



PDF Solutions

(Based)

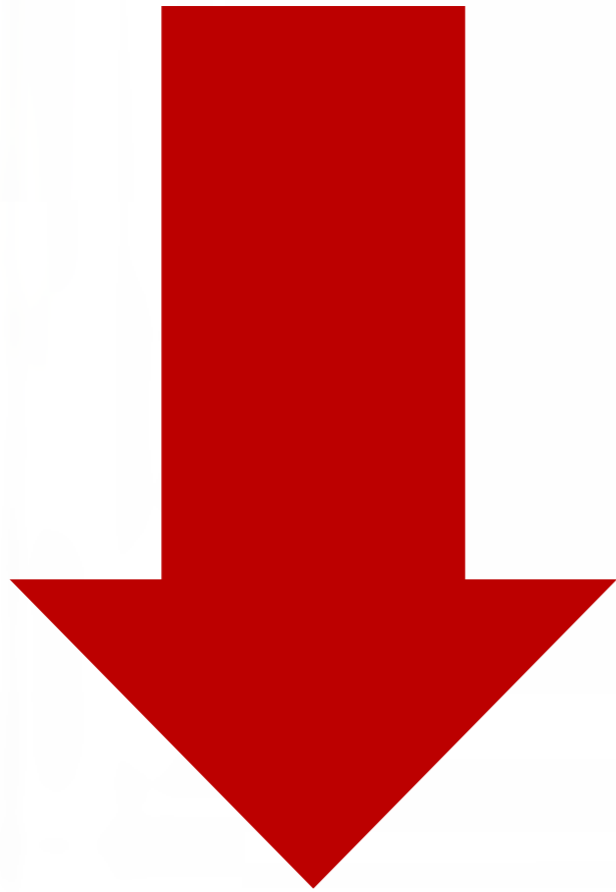


- + Replica of Print Edition**
- + Cheap to Produce**
- + Mature Market**
- + Hyperlinks**



PDF Solutions

(Based)



- Lack of Control**
- Not Trendy**
- Commitments**
- Little Interactivity**



PDF Solutions

(Based)

NxtBook

Issuu

Next Issue

Mygazines

Rarewire

Magcloud

Texterity

PixelMags



PDF



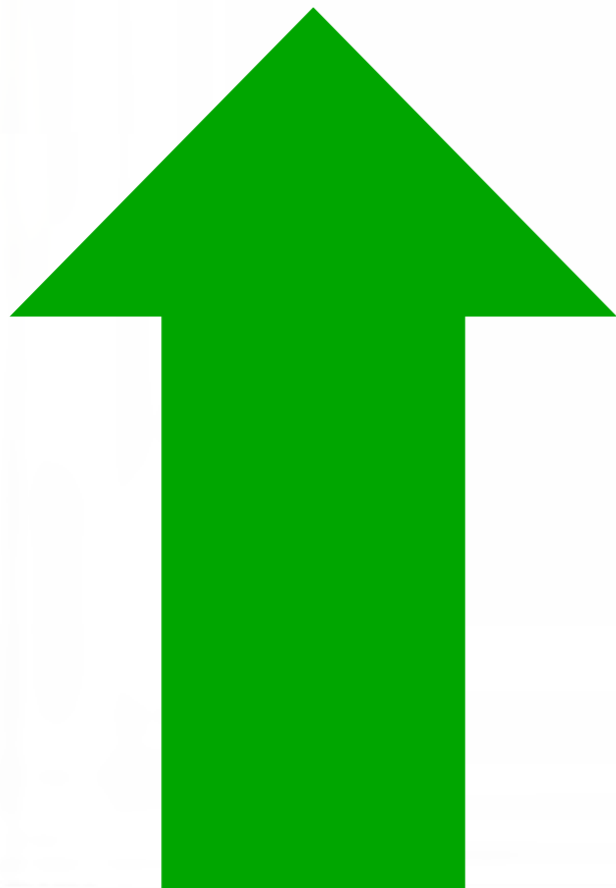
Plug-in



Custom App



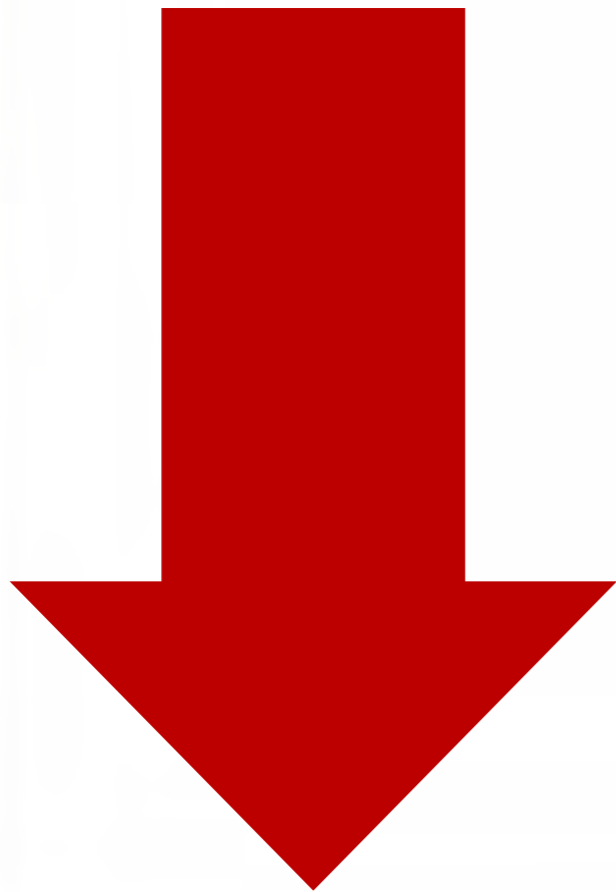
Plug-in



- + Uses InDesign**
- + Lots of Control**
- + Easy to Use**
- + Lots of Interactivity**



Plug-in



- Can be expensive**
- Re-Design Magazine**
- Large File Size**
- Hard to stand out**



Adobe DPS

Digital Publishing Suite

Integrated with CS5/5.5

Most Popular

Condé Nast

\$500/Month





Woodwing

Great for Large Publishers

Part of Workflow

Time, SI

**~\$8,500 +
\$900/month**



mag+ **Mag+**

Layers of Content

Popular Science

**\$2,500 +
\$500/Month**





PressRun

HTML5

Good Food

**\$2,000 +
\$300/Month**





Aquafadas

More than Magazines

Quark is using it

LA Tribune

\$500/App





TWIXL publisher

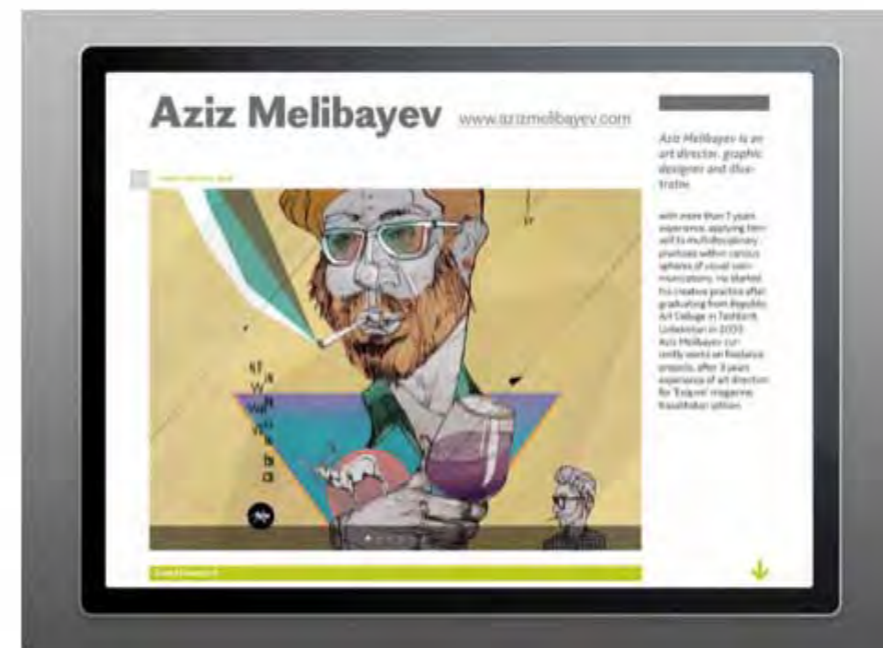
Twixl

Formerly Rovingbird

HTML5

Multiple pricing levels

\$1,400 + \$450/App





PadMan

Simple to use

No Monthly Fees

Re sizeable Text

\$1200/App





Scrollmotion

**Publish to Tablet,
Phone, Desktop**

Esquire

Unknown Cost





PDF



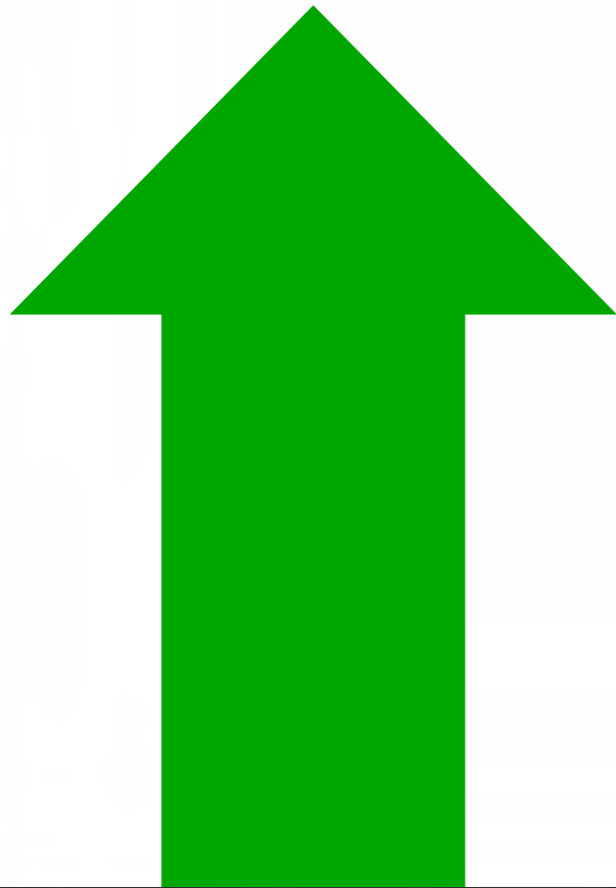
Plug-in



Custom App



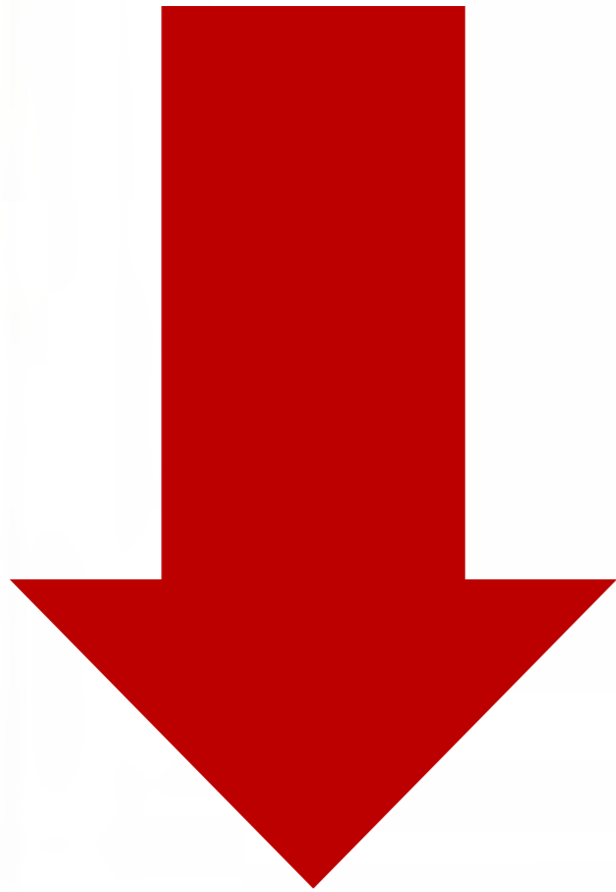
Custom App



- + Complete Control**
- + Smaller File Size**
- + Unique**
- + Sky's the Limit**



Custom App



- \$\$\$\$\$
- Takes time to create
- Lots of Testing
- Might not use InDesign:(



Push Pop Press

ALGORE
OUR CHOICE

**New Intuitive
interface**

**Uses Location
Services**

Waiting for details



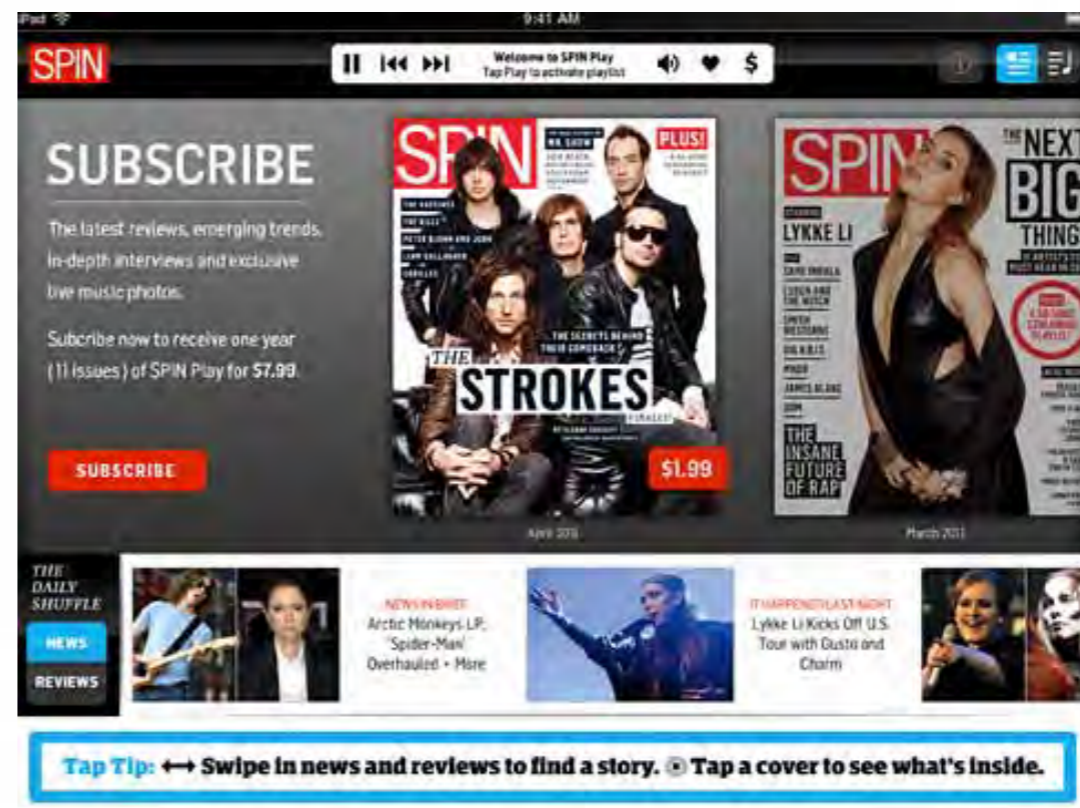


Spin Magazine

**Powered by
BottleRocket**

Streams Music

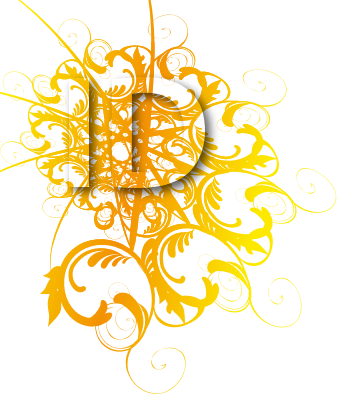
Small File size



A black tablet with a silver border is shown against a black background. The tablet screen displays the text "Questions?" in a large, bold, white sans-serif font. Below it, in a smaller, bold, white sans-serif font, is the text "If there is time...". The tablet has a small square button on the right side.

Questions?

If there is time...



InDesign to iPad and Android Apps

James Fritz

www.c2gps.com

jfritz@c2gps.com | [@jamesfritz](https://twitter.com/jamesfritz)

PDF-Based Solutions

NxtBook

- <http://www.nxtbookmedia.com/>

Mygazines

- <http://www.mygazines.com/>

Rarewire

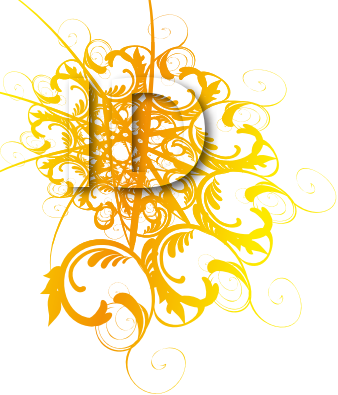
- <http://www.rarewire.com/site/>

Texterity

- <http://www.texterity.com/>

Magcloud

- <http://www.magcloud.com/help/iPad>



PixelMags

- <http://pixelmags.com/>

Plug-in Based Apps

Adobe DPS

- www.adobe.com/digitalpublishing/

Aduafadas

- <http://www.aquafadas.com/en/publishing/aveappfactory/>

Roving Bird

- <http://epublisher.rovingbird.com/en/specs/>

Pressrun

- <http://pressrun.com/>

Mag+

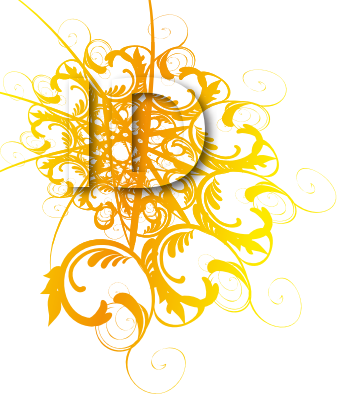
- <http://www.magplus.com/using-magplus/designing-with-magplus>

Woodwing

- <http://www.woodwing.com/en/digital-magazine/ipad-tools>

Padman

- <http://padman.io/en/home>



Scrollmotion

- <http://www.scrollmotion.com/contactus.html>

Meri Media

- <http://www.greatfridays.com/experience-design/work/merimedia-ipad/>

Custom Apps

Push Pop Press

- www.pushpoppress.com

Pixblish

- <http://www.pixblish.com/en/>

The Daily

- <http://www.thedaily.com/>

Spin Magazine

- <http://www.bottlerocketapps.com/>