AUGUST 2017

INTRODUCING: MOBILE EDITION

VISIOLINK

Mobile Edition
Release date: September 1 2017

Smartphones are steadily catching up on tablets as the preferred reading device for ePublications.

Mobile Edition is a new interface that accommodates this need. It's based on Visiolink's latest Android and iOS apps, and in essence it's an add-on feature that optimises the way your content is presented on a smartphone.

The role of the replica edition has been downgraded to increase focus on the actual content. The latter is intelligently prioritised through a set of factors that ensures a optimal content flow.

With Mobile Edition your content will stand out even on small screens.

A new smartphone interface

With an interface optimised for small screens, Mobile Edition offers the ideal smartphone experience for your readers.

By taking extracts from the newspaper's articles and presenting them on the front page of the app, your readers get a comprehensive overview of today's paper within a few seconds, and can easily identify interesting stories.

Whether you're standing in line at the grocery store or waiting for the bus, the content is right there in the palm of your hand. The thumb-pleasing interface lets you navigate easily through all the newspaper content on both iOS and Android smartphones. The ideal solution for that impulsive news fix.

Module-based front page

Mobile Edition is designed with a module-based front page.

You simply scroll through the content and expand on the subjects you're most interested in. The content is a mix of live news from your website, videos, and publication content. And once logged in, your reader has full access to all articles directly from the front page.
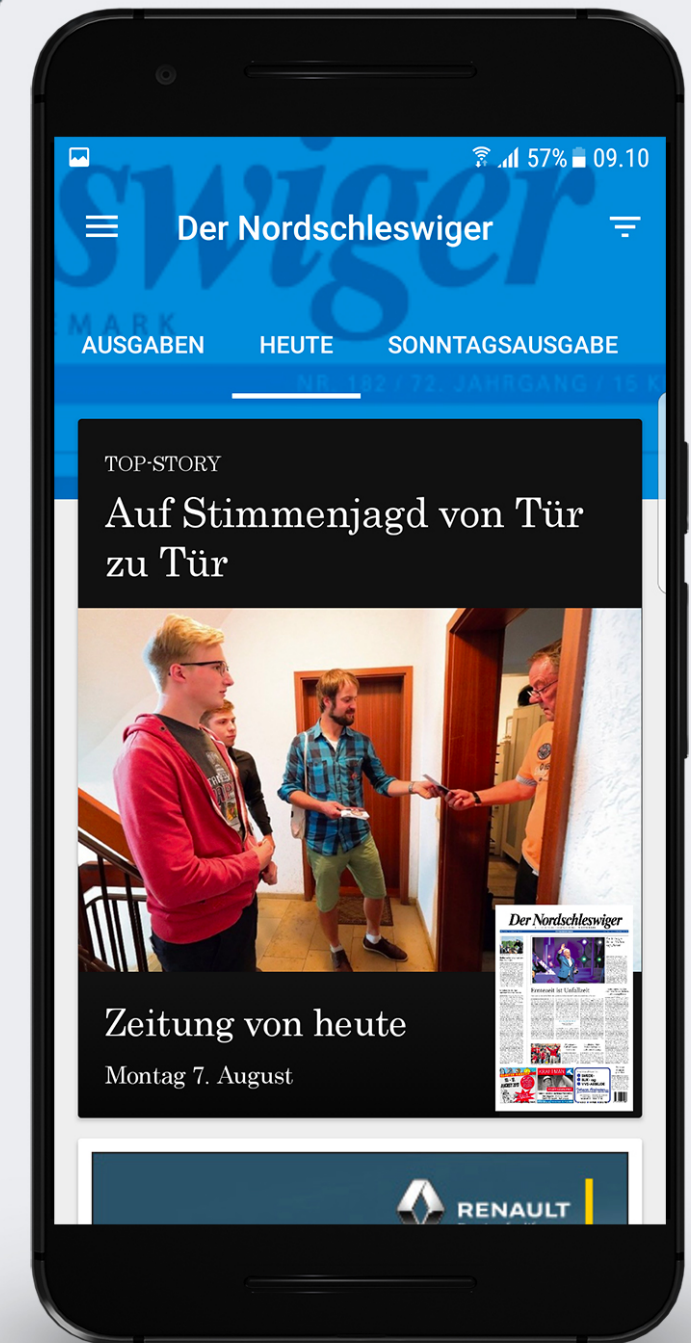
Display your content

On the Mobile Edition front page, you display all your content in modules. And you decide the order they're presented in.

Choose between these five modules:

- **Today's Top Story**
  Features the top story of today's publication and is publimanually prioritised in the article XML or automatically calculated based on article size, image size and position in cation. This module is placed first as default.

- **Publication content**
  This module features articles from your publication, grouped by category or section. The article with highest priority is shown with a picture, a headline, and a page number.

Display your content

- **Live Feed**
  This module features live news from an RSS feed. Similarly to Publication Content, the Live Feed is shown with a picture, a headline, and a release time instead of a page number.

- **Video**
  Include YouTube videos in your app with this module. Videos are displayed with a play icon across the picture, a video title and a video description.
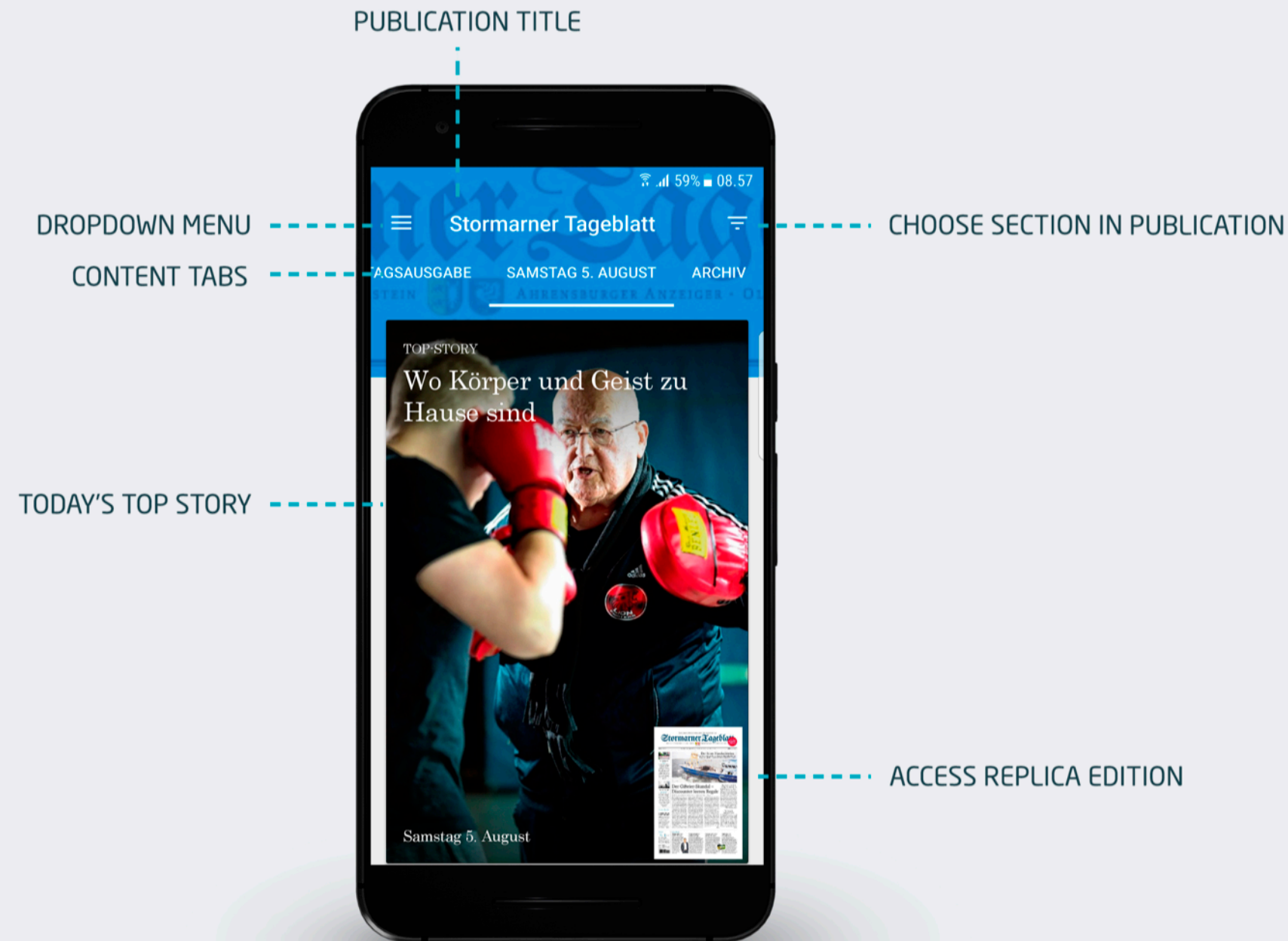
- **Web View**
  Use this module to display anything from ads to links, crosswords or any other type of web content.

Intuitive navigation

PUBLICATION TITLE

DROPDOWN MENU

CONTENT TABS

TODAY'S TOP STORY

CHOOSE SECTION IN PUBLICATION

ACCESS REPLICA EDITION

Stormarner Tageblatt

...AGSAUSGABE   SAMSTAG 5. AUGUST   ARCHIV

TOP STORY
Wo Körper und Geist zu Hause sind

Samstag 5. August

You easily navigate in Mobile Edition using tabs. Scroll through the content under each tab, and swipe between different tabs.
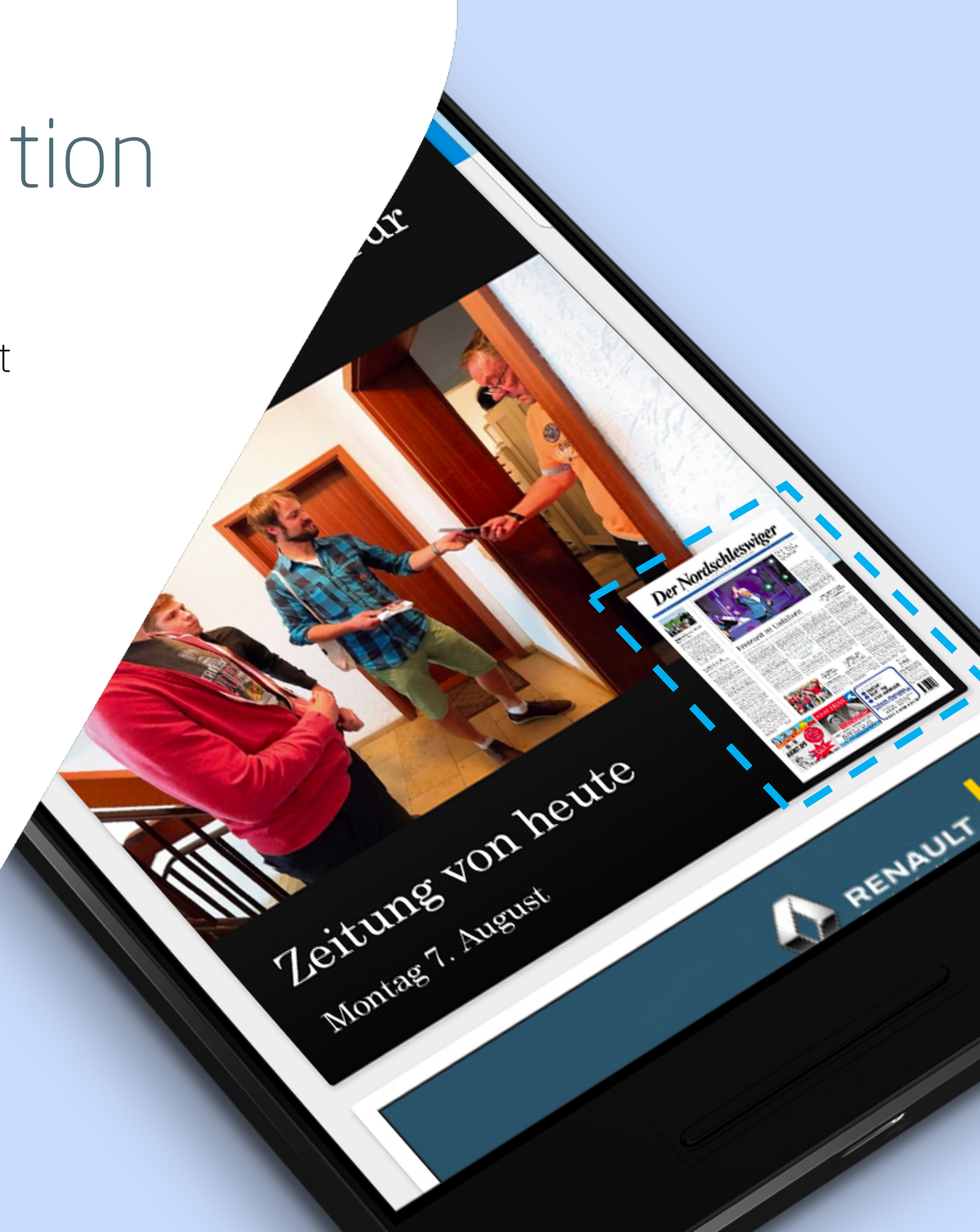
The menu features items such as login, my newspapers, bookmarks etc., and is placed in the top left corner on Android and as a bottom bar on iOS.
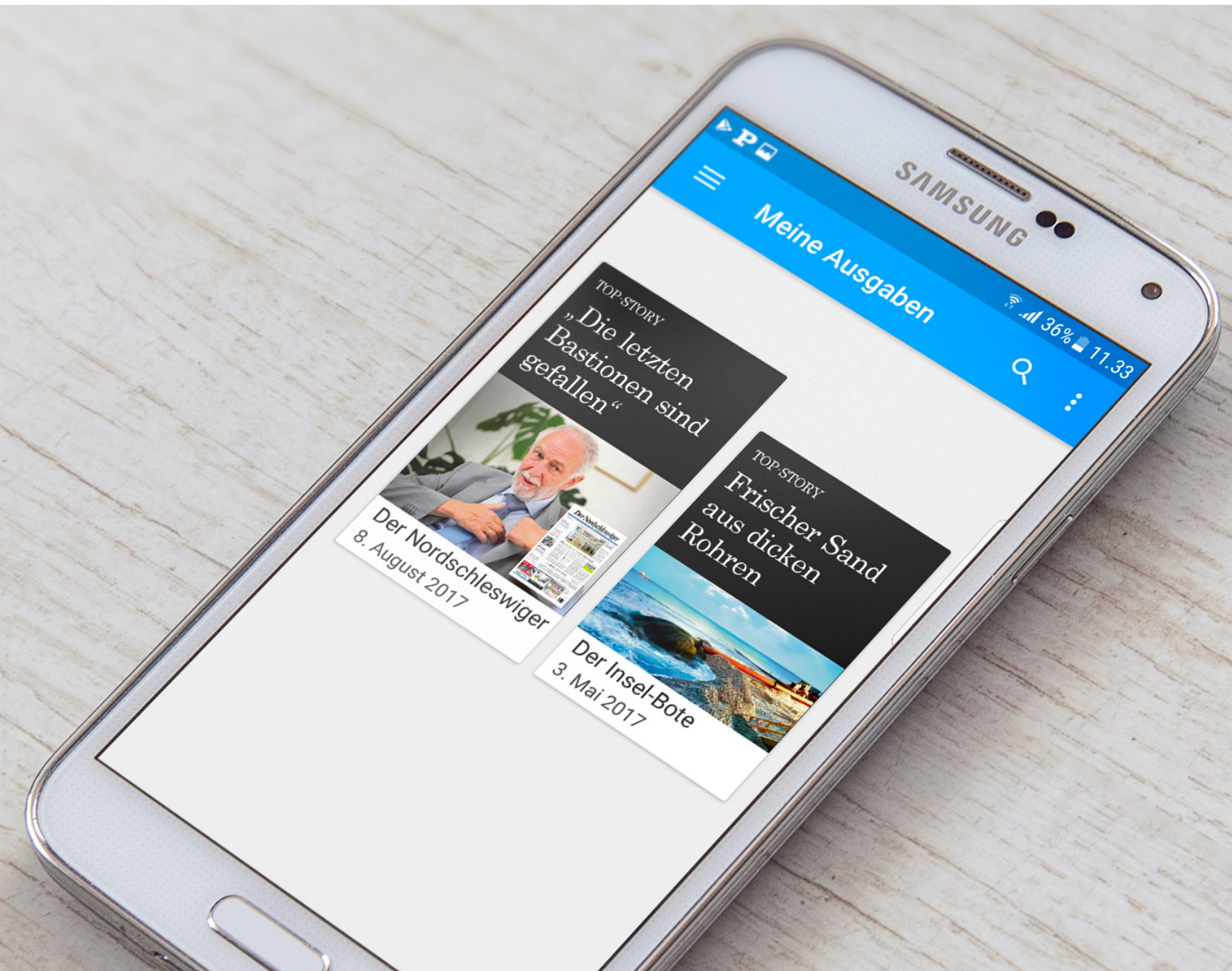
Quick access to the replica edition

If your reader wants to access the replica edition, it's available right at the top in Today's Top Story module.

With Mobile Edition your readers don't miss out on anything. They simply get a new way to access all your content – on top of the replica edition.

No more heavy downloads

With Mobile Edition you can choose only to download the article text (XML file). This reduces the memory and data consumption and consequently the phone bill.

By clicking the Replica-thumbnail on the Today's Top Story module, your reader can still access and download the replica edition.

If the reader has downloaded the article text, it's shown on a card under 'My newspapers'. If the reader has also downloaded the replica edition, a front page Replica-thumbnail appears on the card.
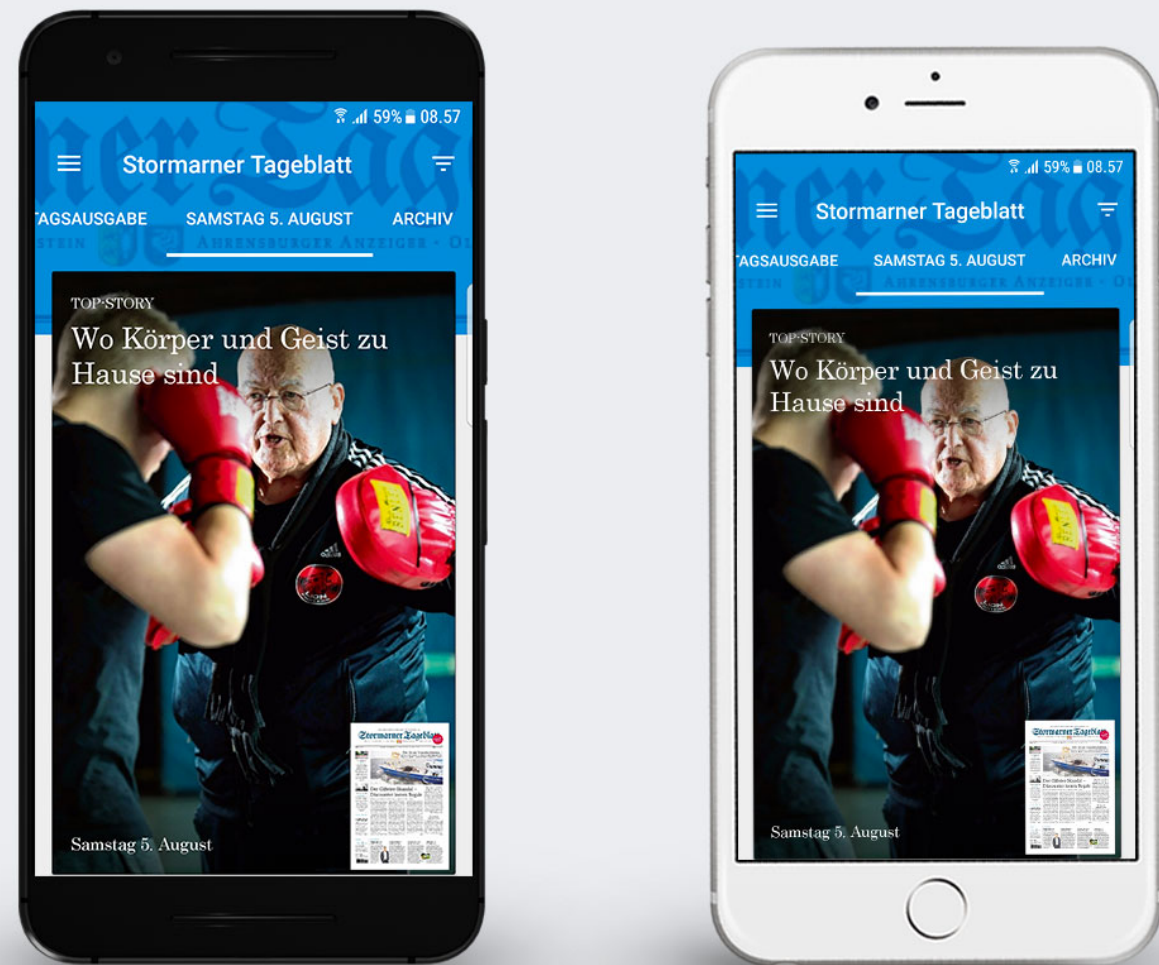
Fulfils customer demand

The way you present your content is optimised for your readers' convenience. Without depriving them of access to the replica edition.

Mobile Edition is simply built to suit the needs of smartphone users who are steadily gaining ground in the media market.

Smartphone users demand solutions that are tailored to their device and doesn't overload their phone's internal storage. Mobile Edition is that solution.

Compatibility

The Mobile Edition interface is an add-on to the Visiolink apps and is accessed when readers open your app on a smartphone.

Mobile Edition is available for both Android and iOS.

Android Mobile Edition is compatible with Android 4.1 or newer and it requires the Android Material Design Visiolink upgrade.

The iOS Mobile Edition is compatible with iOS9+ devices and requires the Visiolink iOS News Modules design.

Subject to change

Mobile Edition will be released September 1 2017 and is currently in the final stages of development.

As we're still developing, there may be some changes to the design, and the mock ups featured here might not resemble the final design in all details.

This product description is continuously updated, and if you should have any questions about Mobile Edition we're happy to answer them. Reach out to your Visiolink contact or get in touch here.

Stay updated on www.blog.visiolink.com/