

PUT YOUR PUBLICATION ONLINE

THE PERFECT BLEND OF TRADITION & TECHNOLOGY



mirado

Designed to bring printers and publishers from the present into the future, OneVision solutions allow publishing organizations to seamlessly transition from print-based to Web-based media.

Our software is a hybrid solution that allows PDF files originally created for print to be quickly and easily repurposed for the web. Particularly useful for cross-media campaigns, it is also intuitive and easy to use.

Execute your new media delivery strategy. Effortlessly.

- Add videos, flash animations, overlays, page jump-to's, web links, and email links to create an interactive web version of your publication.
- Efficiently repurpose content for print for an online environment
- Optimize and expedite post-print data processing
- Add significant value to a digital page that was originally designed for print
- Increase revenue opportunities by extending sales and service offerings

COMBINE TRADITION WITH TECHNOLOGY

Imagine bringing to your readers an entirely new way of approaching your next issue. OneVision brings the familiarity, layout and usability of the traditional printed page online, combining the convenience and function of today's printed page with the latest Web-based technology available. The result is a powerful interactive tool that effectively connects readers to relevant content, including online media, advertisements and third-party media.

It is a simple and intuitive tool that enables publishers to prepare print-optimized files for the Web. With this software, publishers can easily add contextual information to accompany stories and advertisements, including:

- URLs and email addresses—provide instant “call to action” or further information
- Rich media—flash animation or video
- Jump to page—enable quick links between pages and sections within multi-page
- Playback—provide animation (ads) or video content, email capabilities, etc.

BOOST YOUR ADVERTISING POTENTIAL

Publishers require new advertising options, and by placing a publication online with dynamic Web content, it is possible to sell rich media ads based on their run-time. Advertisers are demanding more ways to reach and connect with customers. Online publications provide innovative ways to communicate with readers. This software features a variety of tools to allow readers to interact with advertisers in real-time. When readers can directly access advertising content, watch a commercial or video or send an email in response to a job ad, they immediately get to the information that most interests them.

THE PRINTED PAGE: REDEFINED

Designed to bring printers and publishers from the present into the future, OneVision provides organizations with a way to efficiently transition from print-based to Web-based media. Users can now easily browse an entire print edition of a newspaper or a magazine, or quickly zoom-in on specific sections of interest. Once-static pages come alive with dynamic content, allowing users to access rich media, websites and related content with one click. Watch a video, listen to a song — all can be easily experienced by the reader.

MAXIMIZE OUTPUT

Printers and publishers benefit by looking to maximize the work that goes into the creation of print media. Why create an additional online version, when the print version can become an interactive tool? Rather than creating an entirely separate online presence, this software enables publishers to fully utilize their current asset — the printed page — and easily repurpose it for online.

The perfect marriage of print and online.

www.OneVision.com

On Paper. Online. On Time.

Precision Software Solutions for Premedia

