



## ProImage Equinox



**Flexibility to work with your existing content creation system**

**Analytics show who, where and when content is downloaded as well as what is being read**

**Combine time-based content with continuously updating feeds**

**Increase revenue opportunities with built-in classified ad entry**

**E-reader can be customized to fit your brand**

**Support for additional devices as they become available**

**Equinox, a unique software solution that enables magazine and custom publishers to automate the creation of their own branded tablet PC interactive editions.**

making  
complex  
publishing  
simple

Equinox allows publishers to immediately participate in the high-growth tablet publishing market, without the need to employ in-house technical expertise. It will enable the magazine's digital reach to be quickly

extended and monetized.

Input to Equinox may be via any source of editorial or CMS system as well as live feeds. Equinox will reformat the data and publish it to a large number of E-readers.

For more information contact any of our subsidiaries or visit our web site: [www.new-proimage.com](http://www.new-proimage.com)

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## Flexibility

Equinox is a flexible mobile publishing system that works with your existing content management system. There's no need to replace your existing system in order to publish to the iPad and other devices. Simply create your content and publish!

## Analytics

Equinox displays detailed analytics allowing you to keep track of when and where your products are downloaded as well as being able to see what is actually being read.

## Variable Content

Equinox also supports time-based and real-time content. With time based content you create and deliver a publication to your readers to read at their convenience while with real-time content you can provide updated information as it becomes available.

## Interactive Bookshelf

An interactive bookshelf makes it easy for your readers to see what products are available as well as what information may be available in back-issues.

## Classified Advertising

Optional classified ad entry allows readers to upload ad requests for real-time or published advertising. Ad information is relayed to an existing advertising system for approval before it is published to other readers.

## Workflow Support

Equinox can integrate with underlying workflow systems to provide additional automation. Processing pages through automatic content checking or automated image optimization allows you to work with your existing content while minimizing added labor.

## Preview and Publish

Equinox allows a real-time preview on the actual device before making the content available to readers. Once the content is approved it is available immediately, or if desired, it can be held until a scheduled release time.

## Customizable Reader

Make the Equinox reader your reader by customizing its look as well as its behavior. This allows each publisher to decide on the user experience based on the desired content. This allows a special interest magazine to have different look and feel from a news magazine.

## Platform Support

Although the lineup of electronic platforms is currently limited, this will not be true in the future. Not only will Equinox support new platforms, but based on the ability to integrate into processing workflows, automatic reprocessing data (including images) will optimize your content for each platform.

