

Adobe Digital Publishing Suite supporting major subscription models

SAN JOSE, US/JOHANNESBURG, SA: Adobe Systems Inc has announced that Adobe Digital Publishing Suite will support both Apple App Store Subscriptions and Google One Pass for magazine and newspaper publishers. Currently available as pre-release technology, the suite is already being used by leading global publishers to create and distribute their titles on tablet devices.



With 130 Adobe-produced titles available for purchase and download today, the addition of subscription capabilities is claimed to increase the business opportunity for publishers - including more than 3000 publishers and content authors currently participating in the pre-release programme for Adobe Digital Publishing Suite.

"The publishing industry has been eager to deliver subscription editions of their magazines and newspapers - and our Digital Publishing Suite will support both Apple subscriptions and the Google One Pass service," said David Wadhwani, senior vice president, Creative and Interactive Solutions, Adobe. "We think Google One Pass will open up the market for publishers and that healthy competition between technology providers will ensure a vibrant future for digital publications. Whatever device readers choose, they can now expect a lot of great digital editions heading their way."

"We're excited to be offering new ways for consumers to enjoy our content on multiple digital devices," said Ross Burrige, head of Emerging Platforms, Dennis Publishing and editor-in-chief, *iGIZMO*. "Providing a seamless experience is core to digital magazines, and Adobe has been a fantastic partner in bringing familiar tools and models to production methods and readers alike."

Adobe Digital Publishing Suite supports a wide variety of payment methods: free content; single issue purchases; and the ability for publishers to tie into their existing e-commerce and fulfilment mechanisms for print and digital bundling and other offers. In the latest pre-release of the product, there is new support for Apple App Store subscriptions when used with a publisher entitlement server. Broad support for Apple App Store subscriptions and Google One Pass will be available in the very near future.

About Adobe Digital Publishing Suite

The product is designed to provide professional publishers with a set of turnkey hosted services, tools and viewer technologies to create, publish and sell digital content directly through leading mobile marketplaces and content aggregator partners. Built on the foundation of Adobe Creative Suite and Adobe InDesign CS5 software, Digital Publishing Suite is designed to enable the design and delivery of innovative publisher-branded reading experiences. As an end-to-end solution, the suite of tools is designed to allow customers to create, distribute, monetise and analyse rich digital content across the desktop and tablet devices. Currently available through Adobe Digital Publishing Suite pre-release program, the first commercially shipping version of these tools is expected shortly.

Additional information is available at www.adobe.com/digitalpublishing and on the Digital Publishing blog. Connect with the team on Facebook at www.facebook.com/adobedigitalpub and on Twitter at twitter.com/adobedigitalpub.

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