



## Experion Case Study m-Book Application Development



## Publishing Mobile Flipbook (m-Book) on iOS and Android tablets and devices

### Overview

**Industry:** Publishing/ Training

**Customer Location:** United States

#### Business Needs:

(a) Increase revenues (b) Reduce publishing and training costs by creating m-books on App Stores to reach a global audience.

#### Solution

Designed and developed a mobile based flipbook application to provide users with quick and easy access to multimedia enriched, social media integrated training programs.

#### Benefits

- Publishing and training costs reduced by over 40%
- Increased revenues from global markets through App Stores
- Emulates 'real' book reading experience for the user
- Social Media Integration to increase communication between users and between users and author/trainer
- Content resides on a customizable and scalable framework
- Faster delivery of content, global reach, increased readership
- Multimedia enriched for exceptional visual aesthetics



The client is a world renowned provider of specialized training programs. Apart from direct interaction, the program run by the client provides training resources in the form of books, printed manuals, DVD/ CD ROMs and online access.

To reach out to a wider audience, the client required a downloadable multimedia enriched native mobile application to publish the training content to use. The mobile application or m-Book, was developed for iOS and Android platforms. The training content was organized over 12 chapters across 200+ pages containing 22000+ characters and 48-sessions with supporting videos and images.

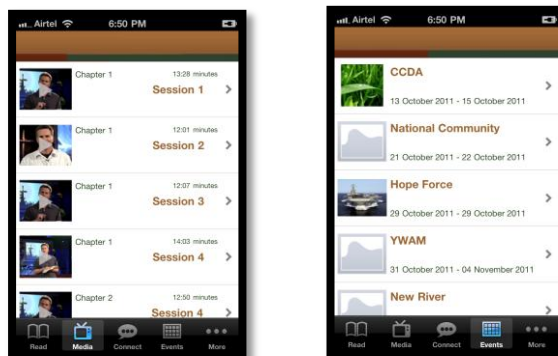
Based on international usability standards, Experion created slick, user-friendly screens with personalization options. Users could choose different skins and themes, screen brightening and dimming options for day/night reading. The videos and images were individually compressed, optimized and integrated with each chapter to ensure that the application functioned seamlessly, even if mobile/web connectivity was unavailable.

The application facilitated easy integration with social networking platforms such as Twitter and Facebook. This ensured faster communication and information exchange between trainer/author and users as well as between users.

The solution features a web based content management system using which events and news items can be updated and pushed to the users.

The m-Book application provides functionality to receive special events or promotion information posted by the author in his blog and Twitter & Facebook updates as news feeds.

The application thus provides a convenient option for a global user base to access the trainings and communicate directly with the trainers/authors.



**About Experion:** A 5+ year old company founded and managed by a team of experienced professionals with more than 200+ years of combined experience in technology and international business. Experion has a track record of delivering mobile, web and engineering solutions to over 50 customers worldwide. Our customers range from Fortune 500 and Global 2000 corporations to early stage start-ups.

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