



Get to the point.

Automatic social media editions for newspapers.



- ▶ Automatically create your own, branded iTwips summary editions from your existing newspaper content.
- ▶ Transforms newspaper content into social-media-savvy condensed editions for Facebook, Twitter and LinkedIn.
- ▶ Distribute iTwips Editions anywhere, anytime and on any device including iPhone, Android and iPad!

One powerful smart media app. Distribute to three platforms!



Three platforms for one iTwips Edition.

- 1.** Your readers get right to the point with iTwips Editions on the Web. Plus, readers can distribute iTwips anywhere using the social media savvy sharing and follow story features.
- 2.** iTwips for the iPad offers even more, advanced "reader" features that combine easy-to-read design with videos and photos.
- 3.** iTwips on the iPhone and Android devices includes all the content available on the Web and iPad editions in addition to special smart phone features such as locations and camera functions.





Fast and Easy Distribution.

Integrate and deploy iTwips quickly and easily with the AKiiRA Smart Media Apps cloud.



- ▶ The AKiiRA Smart Media Apps cloud allows you to distribute special iTwips Editions across multiple platforms and online networks.
- ▶ Create your own mobile applications for the iPhone, Android and the iPad.
- ▶ Deliver a new, powerful “get to the point” experience for your readers that takes up almost no bandwidth or administration overhead.

Smart Media App Cloud Features:

- ▶ Deliver iTwips two ways: As a SaaS platform or as an AKiiRA Media Engine Appliance.
- ▶ AKiiRA Media Engine Appliance works as a plug and play solution that can be integrated into your content management systems, RSS feeds and other document source systems.
- ▶ iTwips SaaS (Software as a Service) provides online access to media processing and delivery capabilities without the need to install any hardware or software.
- ▶ Supports custom iTwips applications you can integrate into your Web pages, enterprise services and document management systems.
- ▶ Scales with your enterprise to support a growing customer base.



What newspapers can do with iTwips:

- ▶ Develop new editorial products targeted at advertisers. With iTwips you leverage your current content by packaging it into special condensed offerings that can be targeted by your advertisers and marketing partners.
- ▶ Keep readers engaged longer with your content. iTwips is social media savvy and can be added easily to Facebook, Twitter and LinkedIn plus our new Story page follows readers with the latest news developments.
- ▶ iTwips Editions attract the same premium advertisers as your main Web content. But, iTwips is smart and does a better job matching content with premium advertisements based on its ability to intelligently analyze content and present this enhanced meta data to advertisers.



What your readers get with iTwips

The iTwips Edition app lets users get right to point by delivering complete online condensed newspapers that include graphics, videos and photos—all in an easy-to-use visual format. The innovative new iTwips



story interface can follow users with the latest news for headlines, and present the news in visual formats such as NewsMaps, headline collections, and even track news about people and events.

In addition, iTwips News can be delivered on any platform—Web sites, smart phones, iPhones, Android phones, and a great new reader format on the iPad.

