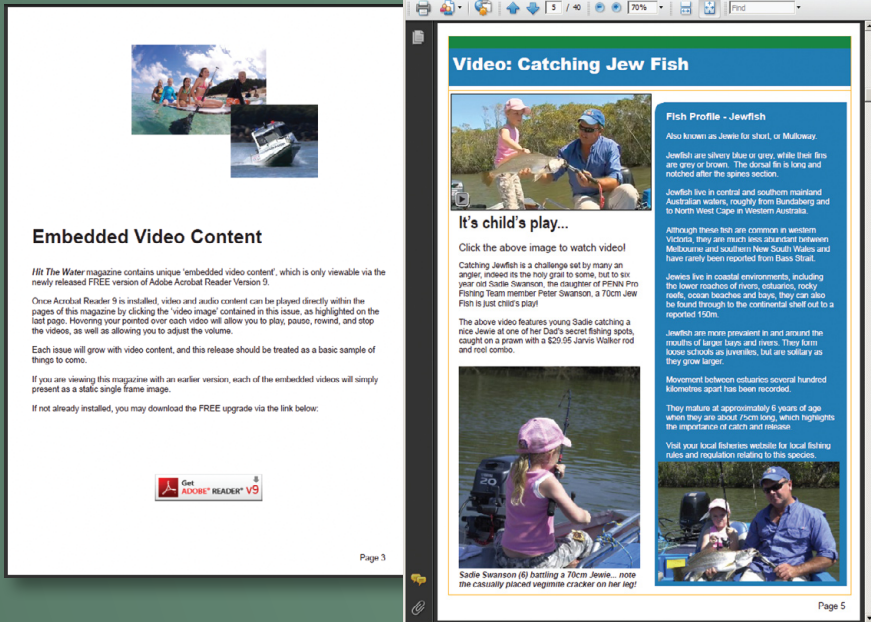


ECO Magazines takes off

Online magazine publisher offers an engaging user experience and competes with print magazines with digital downloadable magazine titles in Adobe® PDF



It is not often that an entirely new business venture is launched as a result of a new version of a software application. Queensland Australia's ECO Magazines, however, was launched as a result of the release of Adobe Acrobat® 9 Pro Extended software and its support for delivery of rich, dynamic content, including embedded video. ECO Magazines is a dedicated publisher of full-format, video-enhanced magazines available for download in Adobe Portable Document Format (PDF).



Adobe Acrobat 9 Pro Extended software—and its support for delivering rich, dynamic content, including embedded video—inspired and enabled ECO Magazines to launch a line of full-format, video-enhanced titles available for download in Adobe PDF. Over 90% of readers view every embedded video in a given title.

“Acrobat 9 Pro Extended is so effective, and the feedback we received so great, that we were inspired to launch ECO Magazines and provide a fantastically engaging and interactive user experience.”

Terry Turner, managing director, ECO Magazines

New software, new business

“The ECO Magazines venture wouldn’t exist had it not been for Adobe Acrobat 9 Pro software,” explains Managing Director, Terry Turner.

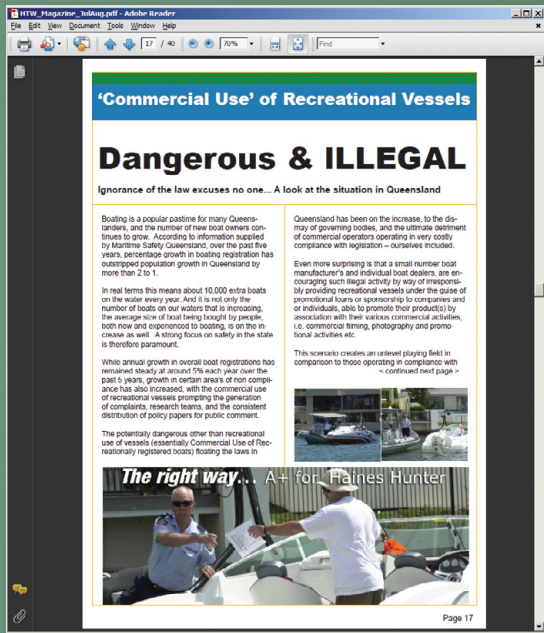
ECO Magazines has grown from its humble beginnings as a digital media division within its production and marketing-oriented sister company, Shoot Management, to a competitive online publisher. The first Acrobat Pro video-enhanced versions of ECO Magazines’ Defence Force Magazine had nearly 41,000 downloads in fewer than three weeks. Boating title, Hit The Water, attracted more than 57,400 downloads in slightly more than six weeks.

“Based on circulation, ECO Magazines’ titles are now as competitive, if not more so, than their paper-based competitors, and their potential for growth is unlimited,” says Turner. “They’re free to download, and available to anyone, anytime, from anywhere with an active Internet connection.”

Publishing is a competitive business and, in Turner’s view, anyone who has a computer and Internet access can be in publishing. “The major challenge we face in such a dynamic and competitive market is differentiation,” he says. “We need to set ourselves apart from other companies, and do what we do so much better. Adobe solutions enable us to do that, and our quick implementation of new technology allows us to gain a solid foothold. In the case of ECO Magazines, Adobe InDesign® and Acrobat Pro software enabled us to launch a whole new company.”

Giving a magazine some zing

Using Acrobat 9 Pro Extended, ECO Magazines combines multiple file types, including video and audio files, into a single, unified PDF file with eye-catching and dynamic tools for navigating through the variety of content and file types in each magazine issue. ECO Magazines also takes advantage of native support for Adobe Flash® technology, by converting standard video formats to FLV that is embedded within in a PDF file and plays back natively for anyone using the free Adobe Reader® 9.



With Acrobat 9 Pro Extended, ECO Magazines gained a competitive edge. More than 80% of readers utilise multiple active hyperlinks to additional information, as well as entry forms for competitions and requests for brochures.

“The recipient doesn’t have to deal with error messages about missing players or runtimes,” says Turner. “We also can easily distribute video with accompanying text on the same or a separate page of a PDF file. Videos can be embedded within a PDF so that they start running when the PDF file opens, when the surrounding page opens, or when the user clicks in the video.”

Turner and his team had long desired to converge video with its downloadable magazines, but until the release of Acrobat 9 they were unable to provide the experience the end user was seeking. “Although we’ve linked to video content from Adobe PDF files in the past, it didn’t have the impact of making the content literally come alive like it does now,” he says. “Acrobat 9 Pro Extended is so effective, and the feedback we received so great, that we were inspired to launch ECO Magazines and provide a fantastically engaging and interactive user experience.”

Not only has ECO Magazines incorporated numerous elements such as video into each magazine to encourage on-screen viewing, it also includes numerous other interactive benefits, such as active hyperlinks to additional information, and forms allowing entry to competitions and direct requests for brochures.

“Our research pool has indicated that more than 90% of readers viewed every instance of embedded video content, and that greater than 80% utilised multiple active hyperlinks associated with articles and advertisements to access additional information,” says Turner.

With Acrobat 9 and Adobe PDF ECO Magazines has a publishing format accessible to all. “We required a format that could be implemented with a single download and install, without the need for multiple plug-ins,” says Turner. “It also needed to work both online and offline for its functionality to be fully explored. Having looked at online ‘page flipping’ and other options, we chose Adobe PDF as the delivery medium because Adobe Reader is already installed on personal, business, and government systems around the world.”

Effortless integration for higher productivity

In addition to Adobe Acrobat Pro Extended, ECO Magazines uses Adobe InDesign for the magazine layout; Adobe Photoshop® for image creation and retouching; Adobe Dreamweaver® for website creation; Adobe Flash Professional to optimise video content for delivery on the web; and Adobe Premiere® Pro for film and video editing.

Company

ECO Magazines

Queensland, Australia

www.ecomagazines.com.au

Challenge

- Multiple format content delivery
- Accepted delivery platform
- Utilise online and offline environments

Solution

- Launched a family of online, environmentally friendly magazines using Adobe Creative Suite® Design Premium and Adobe Acrobat 9 Pro Extended software
- Leveraged native support for Adobe Flash technology within Acrobat 9 Pro Extended to deliver engaging user experience complete with embedded video in each magazine
- Delivered each magazine issue as a unified PDF file

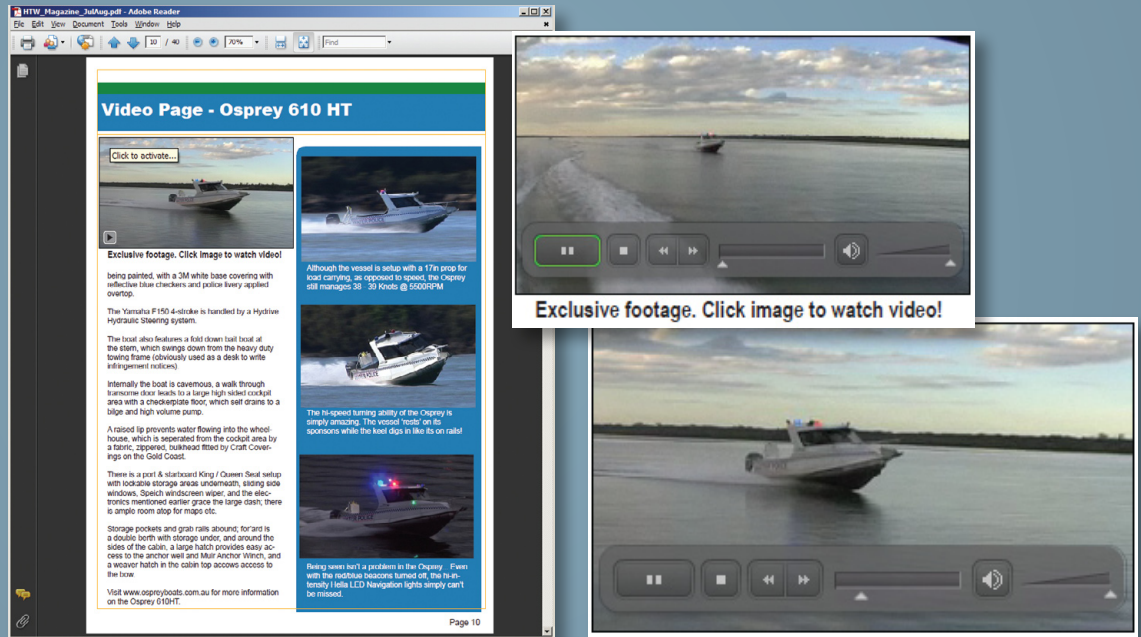
Benefits

- Launched new online magazine division
- Delivered dynamic, interactive experience for readership, resulting in over 90% of readers viewing every embedded video
- Gained competitive edge with more than 80% of readers utilising multiple active hyperlinks associated with articles and advertisements to access additional information
- Increased productivity of a quality product with a smaller core group of employees
- Achieved faster time to market

Toolkit

- Adobe Acrobat 9 Pro Extended
- Adobe Creative Suite Design Premium. Components used include:
 - Adobe InDesign
 - Adobe Photoshop
 - Adobe Dreamweaver
 - Adobe Flash Professional
- Adobe Premiere Pro

The ease of integration and harmony among Adobe applications and the ability to essentially drag-and-drop content between multiple applications helps ECO Magazines produce rapid, quality results with a smaller core group of employees.



“Adobe software applications enable us to produce rapid, but quality, results with a much smaller core group of employees.”

Terry Turner, managing director, ECO Magazines

Turner says the ease of integration among Adobe applications offers tremendous productivity boosts to the organization. “Being able to essentially drag-and-drop content between multiple applications is critical in our production path,” he says. “Adobe software applications enable us to produce rapid, but quality, results with a much smaller core group of employees.”

Turner adds that productivity lies in the ease-of-use of the software. “Adobe products are all relatively intuitive, and are very much point-and-shoot applications. They encourage experimentation, deliver great results, and proficiency in their use follows quickly. They just work for everyone, and the products all work together in harmony to attain the desired end result,” he concludes.



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