



24SYMBOLS CLOUD AND SOCIAL  
READER  
AN ONLINE READING PLATFORM FOR YOUR  
ORGANIZATION

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## 1 OWNERSHIP GIVES WAY TO CONTENT ACCESS

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Internet, Web 2.0 and mobile have changed the way we consume and access all kinds of information and cultural pieces. While just a few years ago we were all dressing up to go to the movies, now we can just use our remote control to access almost any movie we want, at the comfort of our homes (and still go to the movies if we want!) Buying vinyls is still possible in some cases, but even CDs have been diminished by the easiness of going to iTunes or Spotify. Offering e-content in pure ownership models is just not enough. Huge competition from big retailers on one hand, and piracy on the other, are hurting many providers that had the old way as their only way out.

A service-based cloud reading and subscription solution becomes a key part of the solution for publishers. A tool is required that enables them to provide high quality content to users and customers, and that takes advantage of the new technologies and user trends, and in a cost-effective way.

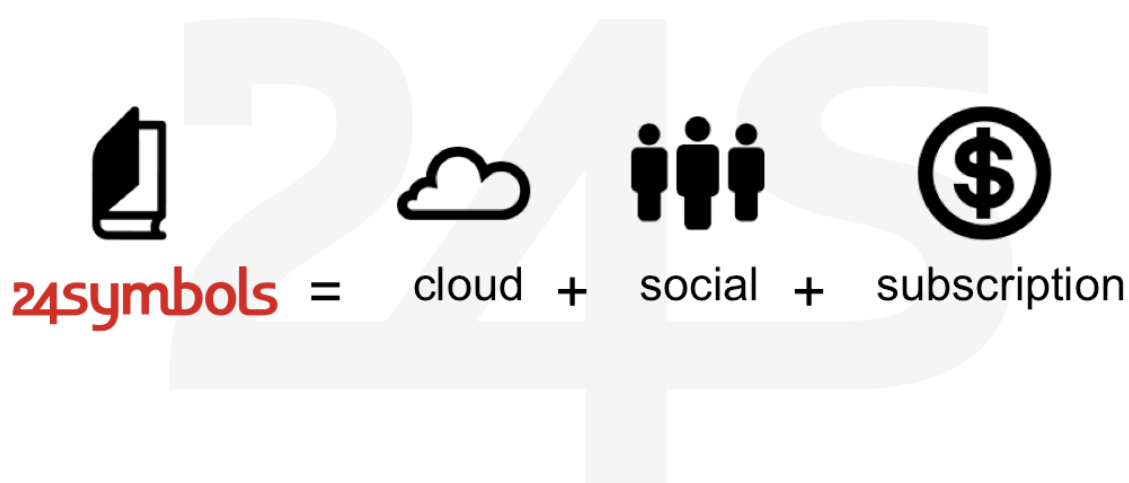
Publishers and content providers alike need to offer innovative means to compel users, but this is expensive for them, they are typically not technology companies so they do not have the know-how and besides, there are so many other priorities on their plates.

Now, 24symbols is offered as a SaaS (Software-as-a-Service) to publishers, academic institutions, product and service enterprises, and other types of companies interested in offering a branded cloud reading service to their customers and/or employees.

## 2 WHAT IS 24SYMBOLS?

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The award-winning 24symbols platform ([www.24symbols.com](http://www.24symbols.com)) enables cloud reading, social capabilities and access through a subscription model. This means that users can subscribe to the system (with different options available), have access to a multi-publishers' catalog, browse around, and, if they find a book they like, just click on it and read. They can share the books they want, the passages they enjoyed.



### 2.1 READ BOOKS ON THE CLOUD

Cloud reading means that all content related to the reading process resides in an Internet server (e.g. what the user is reading, the books she likes, the page she currently is, the highlights and annotations she writes, ...) This enables the user to switch devices (e.g. because she leaves the tablet at home and connects via a smartphone) and comfortably enjoy the same reading experience. The publisher can rest assured that the user accesses the content without directly downloading any file at all.

### 2.2 SHARE WHAT YOU READ

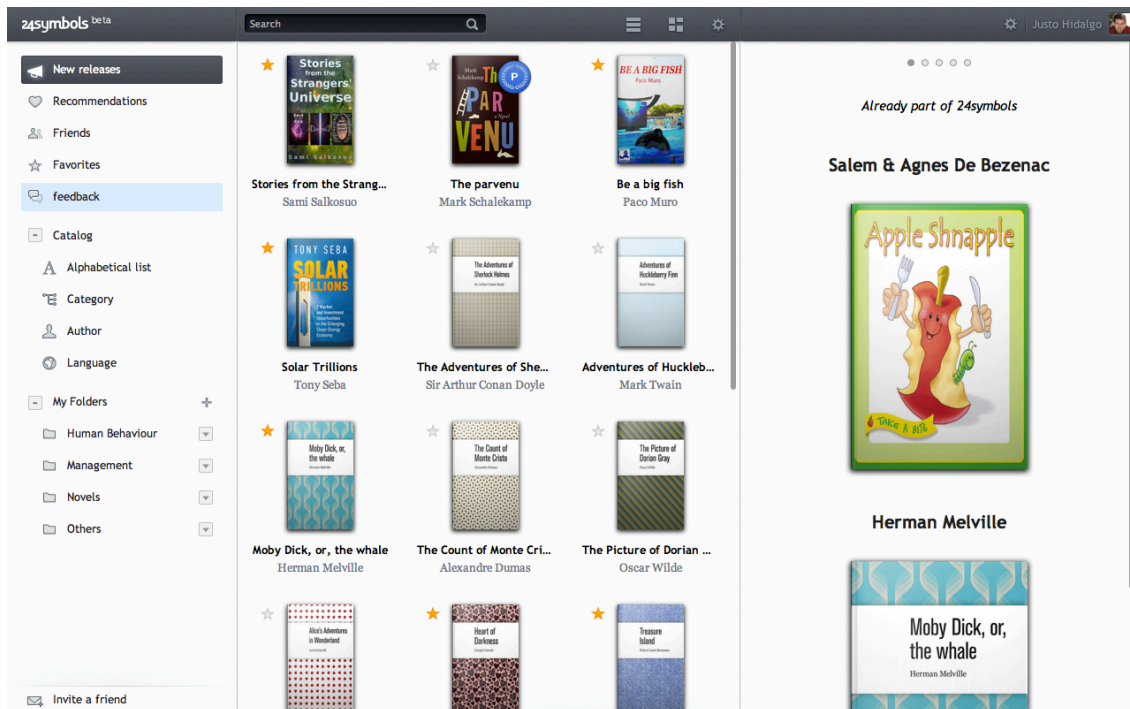
Social reading refers to the capability of interacting with other readers before, during and after the reading experience.

When reading on an internet-enabled device, it is possible to recommend a book on social networks, to make comments or to share passages with your friends, to sniff around what your friends read or like, to chat about a book you love... in a matter of seconds and with just a few clicks. These alternatives are key for the new online marketing strategies that will necessarily support the literary successes of the future.

## 2.3 SUBSCRIBE

24symbols lets your users, customers or employees access books when they subscribe. The 24symbols.com service is based on a freemium model, but there are other similar subscription options that are available for you.

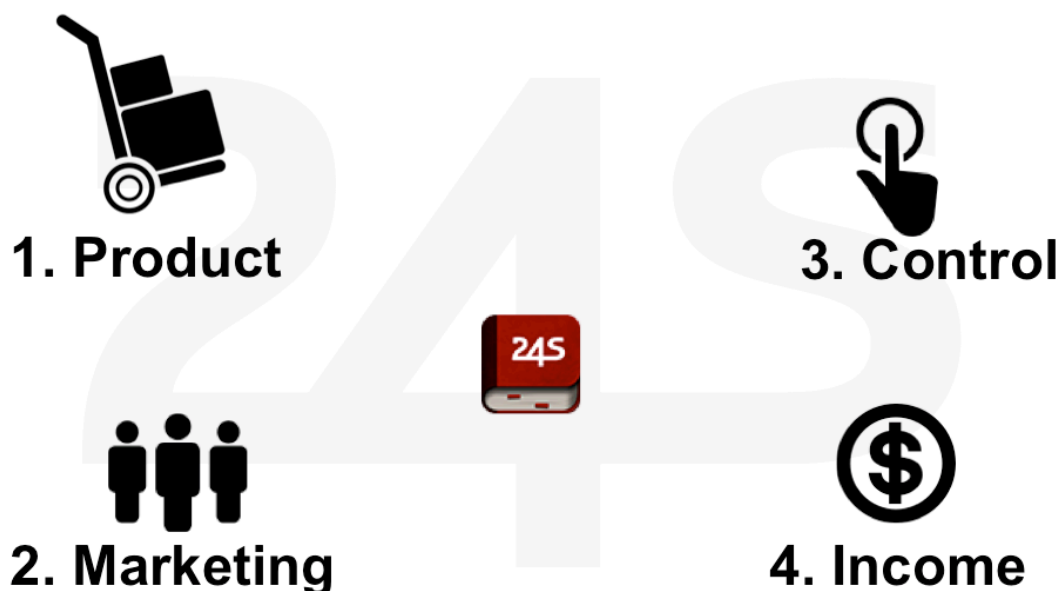
- Want to offer all your books for free (e.g. for internal consumption for your employees)?
- Want to offer all books for a flat rate?
- Or other variations of a subscription model?



### 3 MAIN BENEFITS

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Having the 24symbols Cloud and Social Reader in your organization provides the following main benefits.



#### 3.1 PRODUCT

Have access to a service that uses the same technology of the award-winning 24symbols.com reading site. Multi-device (desktop browser, iPad, iPhone, Android, ...), ePub2 compliant, offline reads, secure synchronization, ... are some of the key features required for a successful deployment of a cloud and social reader, and that 24symbols has ready for your organization. The details of the product can be seen in the following main section.

#### 3.2 MARKETING

In a market with millions of books, the ability to successfully market and position your books can be key for you. Even in corporate accounts where fewer books and documents are stored, a proper organization of the content is important for employees and stakeholders to find what they need. 24symbols provides several marketing capabilities:

- **SEO & virality.** Each publisher, author and edition has its own uniquely identified page in 24symbols, which can be organically positioned in the search engines. In addition, publishers, authors, editions and passages inside of each book can be shared in facebook, twitter and google+.
- **Internationalization.** 24symbols was born with internationalization in mind. It can be easily localized to different languages, and the cloud reader is prepared for different i18n environments (latin/saxon, slavic or ideographic.)

- **Recommendations**<sup>1</sup>. 24symbols provides a recommendations engine that greatly enhances the discovery of books based on prior readings.

### **3.3 CONTROL**

One of the key benefits of a cloud reader is the ability to better understand the behaviour of the users in order to provide a better service in an incremental and iterative way and make sure everything is delivered in a satisfactory and secure way. How that is achieved in 24symbols is shown in the following couple of bullets:

- **Traffic and social stats**. As users interact with the online server, 24symbols can provide real-time statistics about traffic and social metrics, such as the number of unique users, the number of users per book, number of comments per book, etc. As 24symbols.com is added new statistics, our corporate customer can enjoy them instantly.
- **Cloud DRM**. Users do not need to worry about complex DRM clients as everything is managed and controlled by the 24symbols clients and server. In cloud reading, content is sent to the client in an extremely secure and fragmented way, making sure possible hacking actions do not affect entire books or catalogs.

### **3.4 INCOME AND TCO**

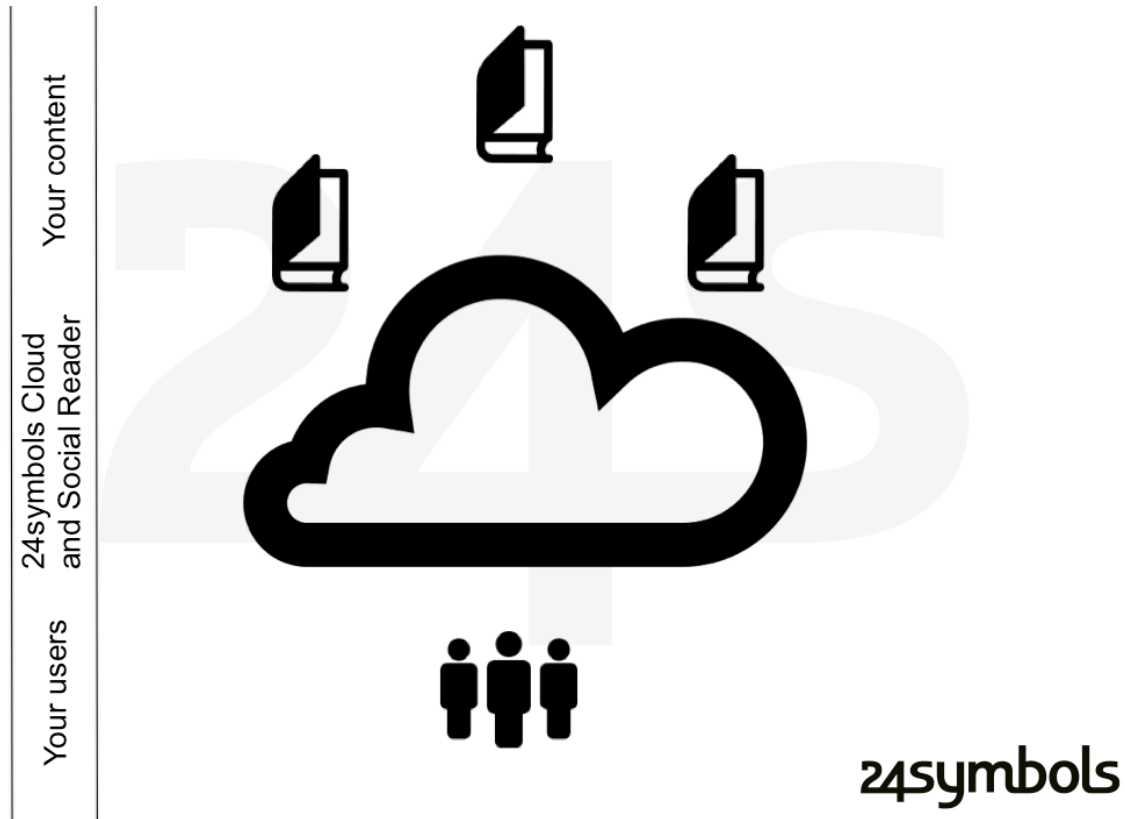
Last but obviously not least, income and TCO (total cost of ownership) are critical components in order to make a decision to incorporate a cloud reader to a publisher or company's offerings. In terms of TCO, a service-based offering like this ensure the minimization of the risks, since companies do not need to worry about complex deployments, headaches with multiple operating systems and devices, maintenance of the system, etc. In addition, the price of the service is tiered so it accommodates the company's own growth.

From an income point of view, 24symbols offers a complementary and alternative channel for commercial offerings, a very attractive one for new types of readers. It also enables additional print sales by using 24symbols as a discovery channel. If your goal is not to sell, but to increase and improve the training resources of your current customers or employees, 24symbols is the perfect way to publish product documentation in a single, appealing way which improves the performance of your team.

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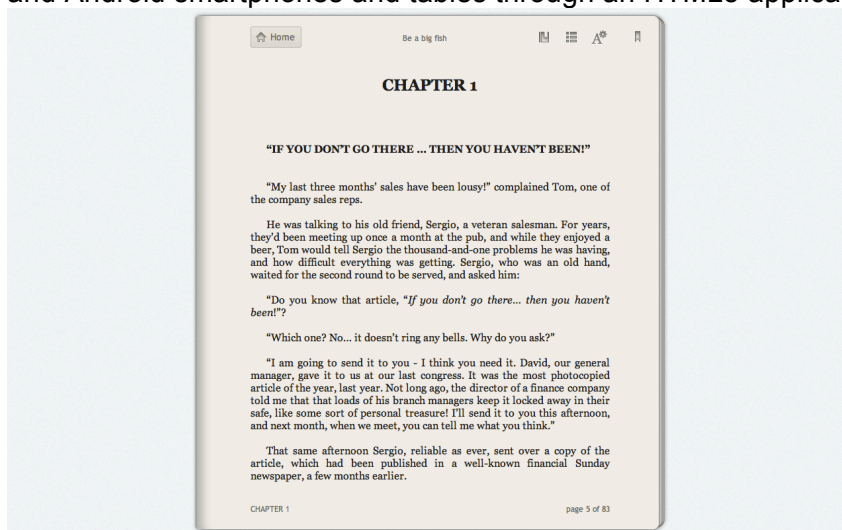
<sup>1</sup> Optional module

## 4 DESCRIPTION OF THE SERVICE



The 24symbols Cloud and Social Reading platform offers the following main features:

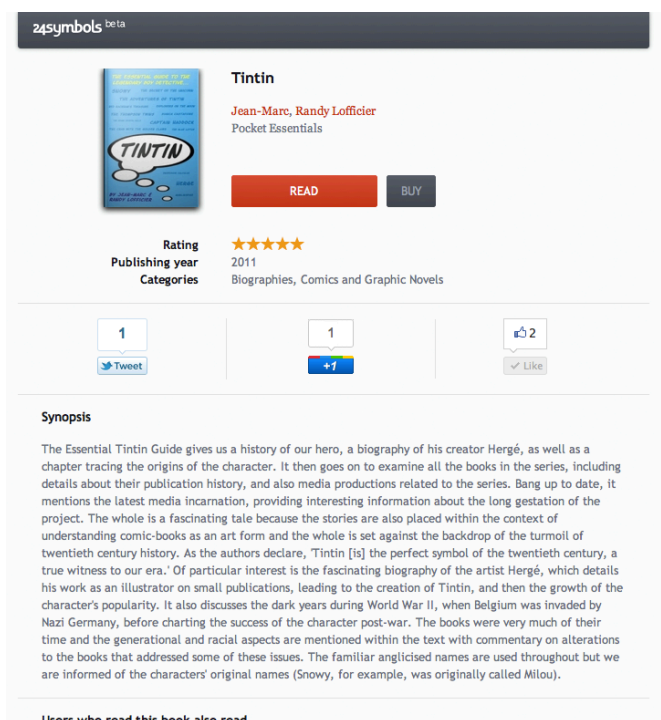
- State-of-the-art platform that is currently considered one of the best designed ones in the market.
- Efficient and secure cloud reader available for computer browsers, iPad, iPhone and Android smartphones and tables through an HTML5 application.



- LTR and RTL directionality reading options.

## 24symbols Cloud and Social Reader

- Offline read for mobile devices<sup>2</sup>.
- Social capabilities: share the book, share a specific passage, in twitter, facebook, Google+.
- Subscription payment model: available in Paypal, and other payment mechanisms.
- Localization. Have content in different languages and enable users to search for them.
- Book recommendation engine available<sup>3</sup>.
- Catalog search engine.
- Users can create their own public and private folders, and set up their main language.
- Geolocation constraints (IP-based.)
- Publisher, Book and author pages.

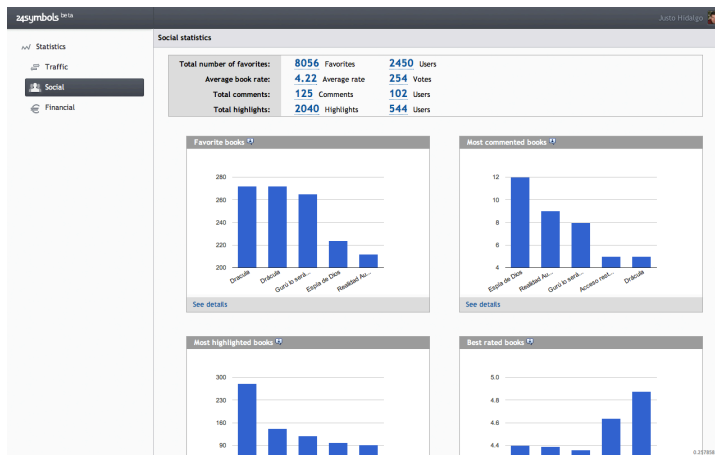


- Usage statistics about users, content and social sharing.

<sup>2</sup> Already available for iPad, rest of mobile devices at the end of 2012Q1

<sup>3</sup> Optional module

## 24symbols Cloud and Social Reader



- All key functionalities implemented in 24symbols.com will be automatically added to your service. Be continuously on the user experience and technology forefront!

## 5 TYPE OF CLOUD SERVICE OFFERED

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Take advantage of the most advanced technology for cloud and social reading. In addition to enjoying each key new feature added to 24symbols into your cloud reading service, Cloud and Social Reader clients will have the following benefits:

- Do not worry about the server SLA. As a SaaS service, you don't need to assign any resource to this. We will. 24symbols offers a cloud-based service so the customer does not need to worry about anything related to the running of the service. 24symbols, along with its technology partners, will make sure the service is working at the SLA that is required.
- Have access to reading traffic and social statistics, and assign specific statistics access to your authors/agents/publishers.
- Do you want a free-only or a premium-only service? You can configure that book by book.
- Our team support as you populate your Cloud Reader with your IDPF ePub2 and/or Adobe PDF books (categorization, ePub visualization and quality check so the reading experience is optimum.)
- Dedicated team for SaaS bug and service fixes, working along with the core product team. This means a more direct and closer relationship with our customers.
- Prioritization of product enhancement requests in the roadmap. Direct access to the Director of Technology and the Director of Product Management for discussion about product needs.

### 5.1 CUSTOMIZATIONS ALLOWED

The Cloud Reading platform offers the following customizations to our customers, based on what it is offered at the 24symbols platform:

- Logo
- Colors
- Brand-related elements (buttons, tips and messages, shadows, ...)
- Messages

## 6 PRICING

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Contact us with your requirements and we will review your case.

The general pricing scheme is as follows:

- **Setup fee** (once at the beginning of the contract). The cost of the setup fee depends on the initial customization required. It has the following tiers:
  - o *Basic*: different domain, same look&feel than 24symbols, just the logo and references to the company need to be modified. Same cloud server provider than 24symbols.
  - o *Advanced*: different domain, same feel than 24symbols, with branding updates in logos, icons, etc. Same cloud server provider than 24symbols.
- **Book Upload**
  - o At a cost per book/document uploaded to the platform<sup>4</sup>, for the following services:
    - Categorization of the book
    - Processing of the ePub/PDF to make sure it has the highest quality possible (this typically requires some editing to the ePub and updates to the CSS files)
  - o Book quality maintenance is included in the monthly fee. Up to 2 updates a year (e.g. new edition of the book that replaces the previous one) are also included.
- **Contract period**
  - o It can be billed monthly or for the whole yearly period. Cost is tiered so your business can scale accordingly.

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<sup>4</sup> Cost will depend on the volume

## 7 CONTACT INFORMATION

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Please contact Justo Hidalgo ([jhidalgo@24symbols.com](mailto:jhidalgo@24symbols.com) / @justohidalgo) with your specific requirements to review your case in detail.

If you want to see how 24symbols can work for your organization, register for free at [www.24symbols.com](http://www.24symbols.com)!