Realize your dream through mobility

Definition of Digital Publishing

Readable through mobile devices (e.g. iPad, Android Tab-lets, etc.)

Collectable of virtually all sorts of content or materials (e.g. Text, Photo, Hyperlink, Video and Audio, etc.)

Available with special effects in the content (e.g. Lightbox, Page inside a page and Animation, etc.)

Connectable with other parties through social networks (e.g. Share to Facebook/Twitter/Yo uTube, Email content to others, etc.)

Read

Show

Magic

Share

M-Pub

M-pub

No hardware investment, no software to install. A new generation of cloud based digital publishing tool for advertising agencies, media publishers and companies of all sizes intended to produce, distribute and monetize engaging content and publications for smart phones and mobile tablets.

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Value to Customers

Transform traditional print publications into interactive, media-rich experiences:

- Magazine
- Catalog
- Sales Kit
- Product Manual
- Newsletter
- Training Guide
- Textbook
- Brochure
- Corporate Internal Document

- Deepen reader engagement

- Strengthen your knowledge of reader's consumption patterns and behaviors

- Boost circulation with new advertising opportunity and revenue

- Reduce total cost of printing and production

- Sharpen corporate and brand images

- Build your digital archives that eliminate expenses for storing hard copies

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Features

Multi-platforms - With one centralized content management console, your creative and immersive content can be published across a variety of mobile devices such as iPad, Android and Window tablets.

Drag & Drop Content Editing - Simple drag and drop of page content and other elements such as email, Facebook, Twitter and YouTube.

Interactive Overlays Support - Hyperlinks, Audio & Video, Lightbox Effect, Inside Pages and Slide Shows.

Content Navigation - "GoTo" button that allow users intuitively configure the navigation of the publishing content.

Cloud Processing - Rapid and flexible delivery of your publications to mobile devices in real time. You may choose to host the content in our secure cloud or corporate private cloud.

Controlled Access - Protect your content and restrict access using our cloud-based store and access control tools.

Custom Development - We customize special features for clients who needs something extraordinary to match their publishing.

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Award

M-Pub is awarded in Hong Kong ICT Awards 2011, Gold Award of Best Lifestyle Award (Green, Healthy & Creative Living)

Gold Award
金獎
HONG KONG ICT AWARDS 2011 香港資訊及通訊科技獎

Comments from Judging Panel

This is a cloud-based mobile publishing platform which can enable publishing content to iPhone and Android platforms easily. The key strength of the platform is the user-friendly what-you-see-what-you-get interface. It popularizes mobile publishing ; makes it easy and more affordable to individuals and enterprises by lowering the technical barriers and costs. It is a DIY engine with advanced editing functions that can be used by marketers and designers with little requirements of technical skills.

Professional Capabilities of Apptask Ltd.

Solution Architecture

For different mobile platform such as iPhone, iPad, Android and Windows mobile 7 etc

E-catalog, E-Manual, E-Newsletter, E-Salekit Solution

Editors & Designers

Push Update

Apptask's Cloud Computing Infrastructure

Mobile Users
Smartphone/ Tablet/ Laptop

Marketing & IT Executives
Summary report sent via Email
Online management report / KPI report

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Showcases and Success Stories

Standard Charter Bank (China)

SCB create a multi-lingual e-Guide on iPad which serves as corporate internal product catalog for bank staffs.

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Showcases and Success Stories

HK Trade Development Council

A multi-lingual Sales Kit running on iPad which distributes to TDC field sales staffs which make use of the dynamic and immersive contents such as video clip and lightbox to attract customers' eyeball.

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Showcases and Success Stories

Hong Kong Disneyland

Hong Kong Disneyland using M-Pub to create its internal communication platform where corporate news can be delivered to staffs in most efficient and cost-effective manner.

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Showcases and Success Stories

Youth Shanghai

Youth Shanghai is the first-of-its-kind government publication e-bookshelf on iPad operating by the China Communist Youth League Shanghai Committee. It is intended to enhance the publications' circulation rate and spread to wider audience.

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Showcases and Success Stories

MetroBox

MetroBox, a well known HK local business magazine, made use of the mobile version to increase advertising revenue by offering more promotional channels such as video clip to its corporate customers. It is also able to reduce cost in printing less hardcopies yet reaching more readers.

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Showcases and Success Stories

CTM

Macau CTM, a local telecom service provider, equipping its retail stores frontline promoters with sales kit on iPad. Not only that they could present to customers with media-rich contents, but also email them with selected contents such as various phone packages on the spot. It greatly deepens the engagement with potential customers.

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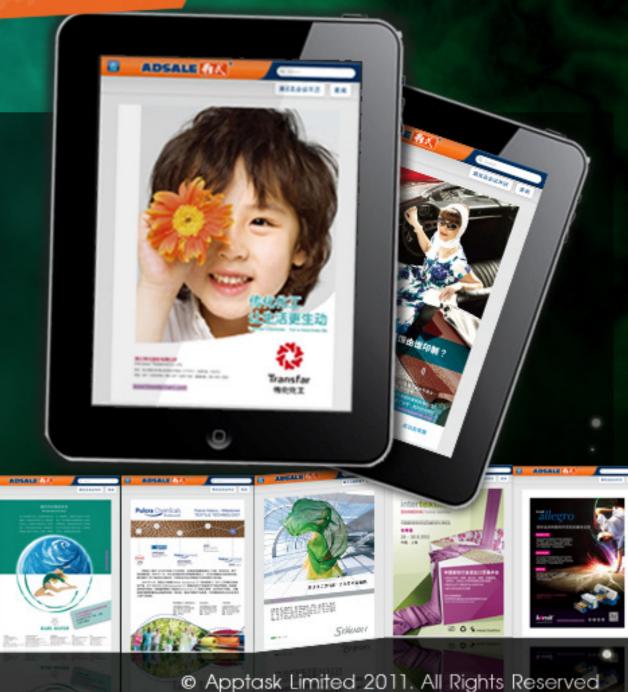
Showcases and Success Stories

Hong Kong University of Science and Technology

HKUST extended its alumni magazine to mobile version
to reach more audiences and reduce printing cost.

Showcases and Success Stories

Adsale

A leading industrial & manufacturing magazine publisher extends traditional print copies to mobile version not only to revitalize its image with a meticulously designed bookshelf but also create a new revenue stream by selling advertisement video clips inside the issues.

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Showcases and Success Stories

Bauhaus

Hong Kong's first fashion e-catalog make use of mobile platform with media-rich content such as animation and video. Interactive game also embedded to add more creativity elements. Catalog content can be easily and timely updated through content management system.

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Showcases and Success Stories

Mover Magazine

A highly visual trendy magazine full of engaging elements such as 360-degree object rotation and image panoramas.