

Express KCS partners with PixelMags to put Newspapers on the iPad

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Express KCS has partnered with PixelMags to offer iPad and iPhone digital edition solutions to newspaper and magazine customers. Together they have developed a turnkey, end-to-end service for publishers seeking to enter the rapidly emerging tablet market. Express KCS will provide scalable staff resources to quickly convert InDesign, QuarkXPress, Flash and video content into layouts ideal for the smaller mobile and tablet screens.

Pittsburgh, PA / Los Angeles, CA - Express KCS has partnered with PixelMags to offer iPad and iPhone digital edition solutions to newspaper and magazine customers. Together they have developed a turnkey, end-to-end service for publishers seeking to enter the rapidly emerging tablet market. Express KCS will provide scalable staff resources to quickly convert InDesign, QuarkXPress, Flash and video content into layouts ideal for the smaller mobile and tablet screens. PixelMags brings their iPhone and iPad proprietary platform and development expertise to the relationship, as well as their experience with circulation auditing agencies and Apple.

Robert Berkeley, CEO of Express KCS said, "We are very excited about this new offering as many of our customers are seeking new ways to bring their content to mobile users. With estimates of 400,000 iPad pre-orders and analyst projecting 5 million units being sold in 2010, tablets present a landscape where digital newspapers with engaging user experiences can thrive. Developing a strategic relationship with PixelMags simply makes sense to our customers. They are a firm already leading in this space." This sentiment was echoed by PixelMags CEO, Mark Stubbs. "We are delighted about this partnership," Mark said. "Together, we are able to offer customers a complete service that combines our proven expertise in digital publication, user experience, and technology with the production and workflow scalability of Express KCS."

The two firms designed their Digital Editions platform to give newspapers and magazines the operational scale and commercial flexibility they need to bring digital products quickly to market. Publishers will be able to put their brands on iPads and iPhones in ways that expand reach, generate subscription and advertising revenue, and deliver rich user experiences. The platform will also make iPad and iPhone advertising more available to local advertisers who rely on newspapers as part of their marketing strategy.

About Pixel-Mags:

As an authorized Apple developer for the iPhone and iPad, PixelMags' goal is to provide the most realistic digital reading experience available. For more than a decade, the founders of PixelMags have worked in digital marketing and technology fields, gaining valuable knowledge, skills, and a true understanding of the digital world and what it can offer. The founders of PixelMags have focused their decades of experience and knowledge to create the most modern, user-friendly, cost-effective, and realistic digital publishing technology.

Express KCS:
<http://www.expresskcs.com>

PixelMags:
<http://www.pixel-mags.com>

Express KCS is a leading independent provider of media related backoffice functions,

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including creative design, advertising production, copy development and editing, image editing, packaging prepress, metadata management and manipulation, premedia, and web-based

technology solutions. The firm maintains offices in the U.S., UK, and Australia and an ISO 9001 certified production center in Gurgaon, India. For over 40 years, the company has served the creative and agency markets. Their client base now includes some of the world's leading publishers, agencies, FMCG companies, and corporations. Copyright (C) 2010 Express KCS. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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