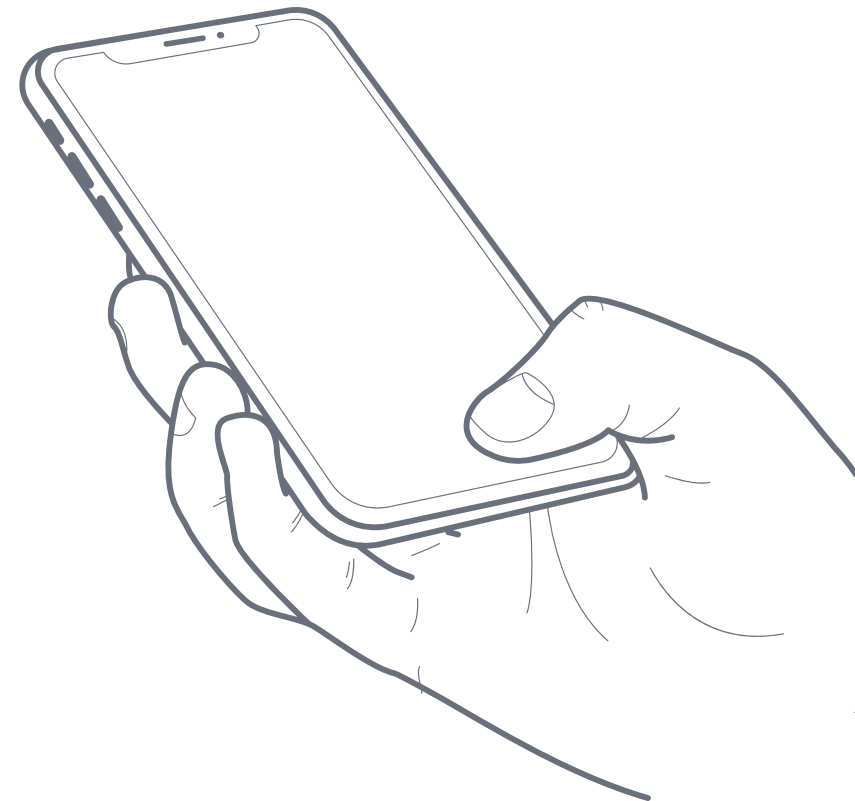
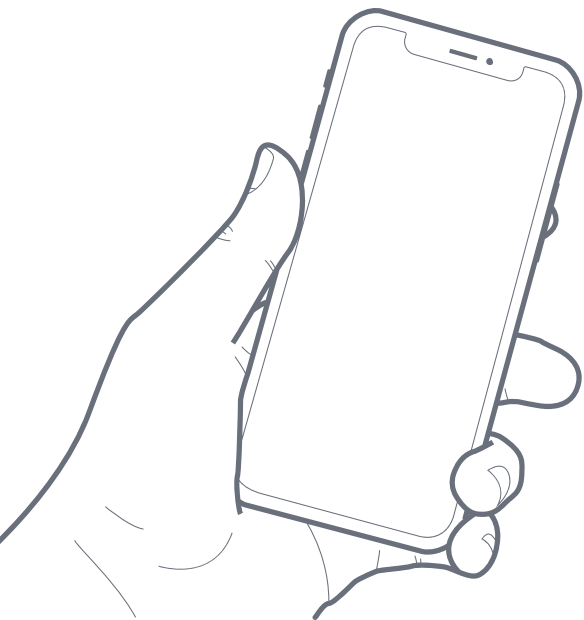


Media **familiar** to us, Media **new** to us

Appmedia

Mobile Application Books - **Appbook**



www.appmedia.co.kr



Some 10 years ago, smartphone came into existence and our daily lives have been transformed ever since.

A range of U.S. media including the Wired and the Fortune are now creating their own mobile application magazine (app book) instead of their paper printed versions.

The App Book improved so smart via enhancing user convenience and media convergence after many trials and error is now named “App Book 4.0” representing a powerful information delivery media.

Mobile Application Books - **Appbook**

Now, the App Book is serving as a “Virtuous Cycle Media” offering easier and more accessible user experience by replacing paper printed media, working as information delivery and marketing tool and also contributing to the environment protection.

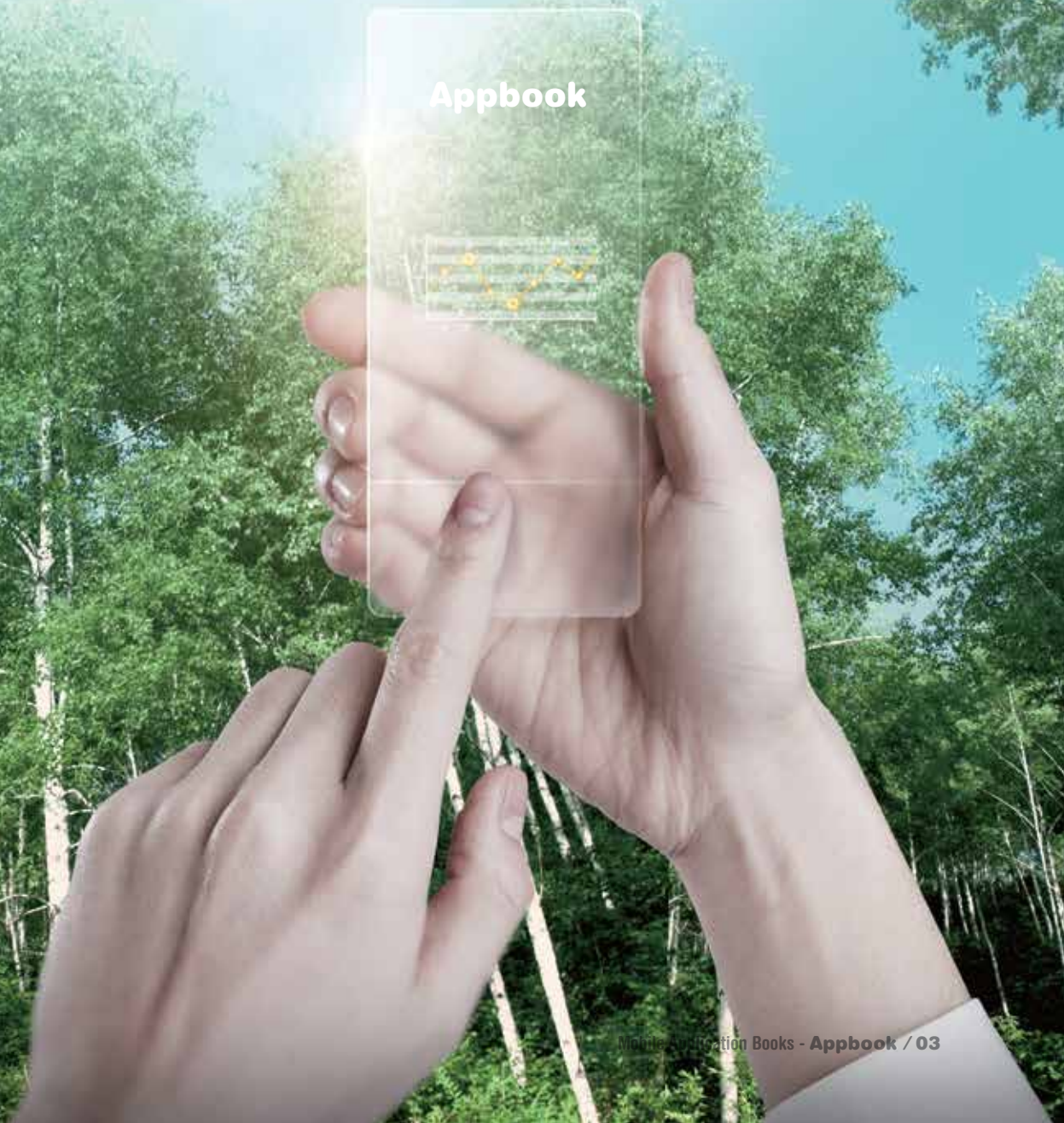
Paper book media will be replaced by smart electronic book!

Steve Jobs_in a presentation showcasing the iPad



Media reviving the environment

**There is nothing in the world
that should be taken for granted
There is no air for granted,
no water for granted,
no tree for granted,
and no tomorrow for granted.
If you don't do something to
improve today,
nothing will be improved
tomorrow**



Paperless

Tons of environment-polluting substances are emitted to produce and regenerate paper.



And there is a bleaching process for paper creation that can seriously damage the environment.

Trees are transferred to pulp factory and go through heating and chemical processing and turn into "wood fiber." Then they are diluted several times by water and made into white paper after a number of dyeing and bleaching.

Some 45-70kgs of chlorine is needed to bleach and ultimately produce one ton of paper.

Organic materials such as trees create various organic chemicals such as dioxin when combined with chlorine, and the waste water produced during the bleaching process contaminates the environment.



The paper we use emits some 2.1 billion tons of CO₂ every year.



The CO₂ emitted during the whole process from felling from forest to completely degrading in a landfill is 6.3 tons per one ton of paper.

This means that some 2.1 billion tons of CO₂ is emitted into the air as some 335 million tons of paper is produced annually worldwide.

High Levels of Danger by Unplanned Development, Tree Felling and Fire at the Amazon, the lung of the earth

Leeds Univ. in the U.K. released a research result in 2015. According to the report, the tropical forest sucked up as much as 2 billion tons of CO₂ annually in the 1990s.

However, such suction feature of the tropical forests dropped to half in 2015.

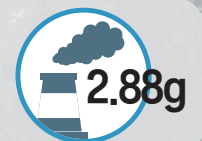
Currently, the Amazon tropical forest is in a serious danger which can wreak irrevocable havoc on the forest.



MBC NEWS



One A4 paper consumes 10 liters of water and emits 2.88g of carbon!



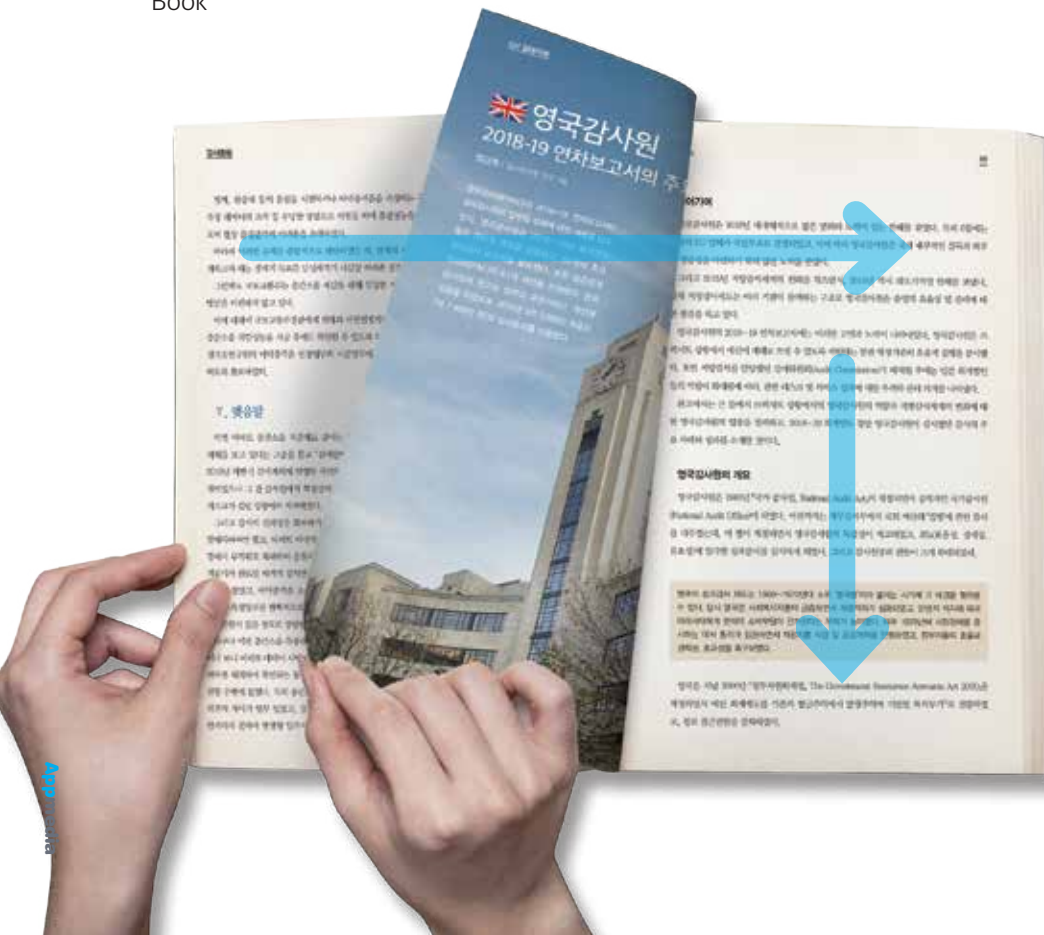
Media Familiar to Us – Introducing the Appbook

Everyone's familiar and same way to read a book!
 People turn pages from left to right and read things from up downward.

Web-based E-books are redirected to pages via button link just like regular website whereas the App Books can easily be subscribed for its content.
 Images and fonts used in the books can also be accessible just the same via the App Book

App Books are also read the same way as conventional books;
 from left to right, from top to bottom

Appbook UX the same as books



Media New to Us – Introducing the Appbook

App books can create content that is difficult to apply on paper books, offering more immersion and dynamism for such content

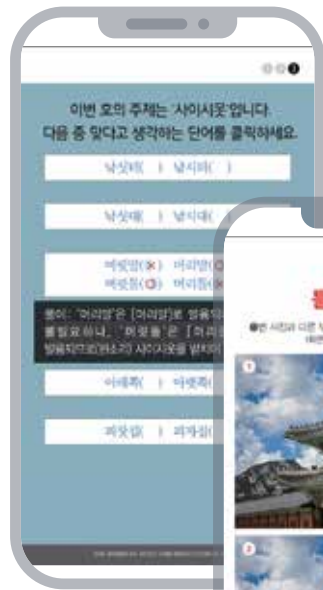
Video

In App Book, you can immediately retrieve and play videos to the book via video or youtube video links and imbeds, which means you can see the content immediately.



Quiz

OX Quiz or inquiries can instantly tell users whether they are right or wrong when they choose an answer for fun



Game

A simple casual game can be applied on the App Book.(e.g.: Spot the difference, Coloring book)



Event

With App Book, you can enter for an event or competition right away via mobile instead of participating in a survey or writing a postcard for an offline event



VR Virtual Reality

You can experience the virtual reality of a space on mobile App Book through VR technology instead of a few limited photos describing the space on paper books



Incomparable Accessibility – Introducing the Appbook

Compared to Paper Books

A person needs to go through a tedious process of subscribing when the person wants to get an internal publication or magazine of an institution regularly. We have to sign up first for application and then wait for the publication to arrive.

And for the subscription to happen in the first place, we have to have the book within your reach for the subscription details, limiting the possibility.

However, the App Book carried by anyone with smartphone resolves this problem of accessibility.

Paper books are fundamentally very inaccessible media now when 5G is a near future.

You can download the content immediately after you download the App Book from the app store.



Different from Birth: – Introducing the Appbook

‘WEB’ and ‘APP’

Basically, the two do not share the same development language, and the web requires internet connectivity either wireless or wired and brings the content from the web server.

On the contrary, the “App” is operated automatically when it is downloaded from the app store to the local phone.

It is hard to say one is much better than the other technology because they have their own strengths.

It is important to see whether the content is well conveyed to the subscribers.

Design

Normally, a web is designed by a “web designer” and the App Book is designed by “editing designer.”

The App Book with this editing designer in place can deliver the sentiments and feel of the design more effectively than the web.



Design “App Book” optimized – Introducing the Appbook for mobile

Most of the e-books and magazine on the market use book image PDFs, so they are not suitable for mobile content in which they get smaller.

Also regular EPUB-base text books don't allow easy application of photos or multi-media content, so many e-books are made produced as novels or essays, mainly text-based.

App Book applies design layouts optimized for mobile, making it easy to subscribe and read just like a paper book

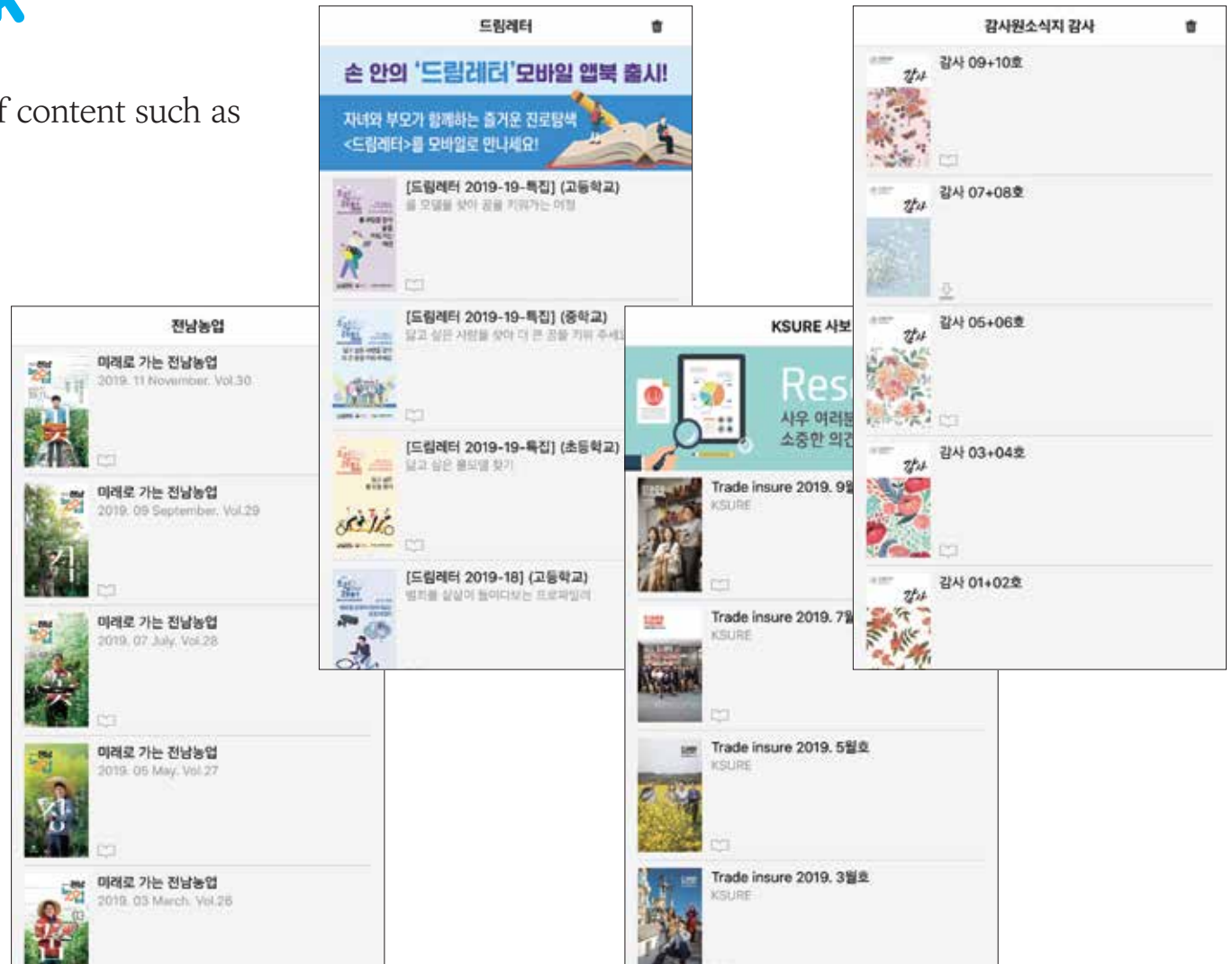


Container-Type (Bookshelf Form) 'App Book' – Introducing the Appbook

One App Book can contain a variety of content such as periodic magazines or series

App Book is more suitable for useful informative content than for instant content such as web news.

The Container-Type App Book allows reading of any previous versions and offers multiple uses for magazines, corporate magazines, manuals, catalogues etc.



PORTFOLIO – Introducing the Appbook



KIAF ART SEOUL 2020 Exhibition info

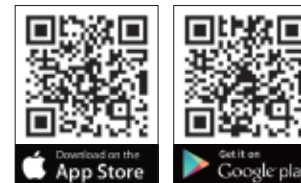


**K-SURE App Book
K-SURE Internal
Corporate Magazine**

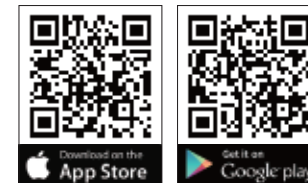
**House Agency App which
only company employees
can download**



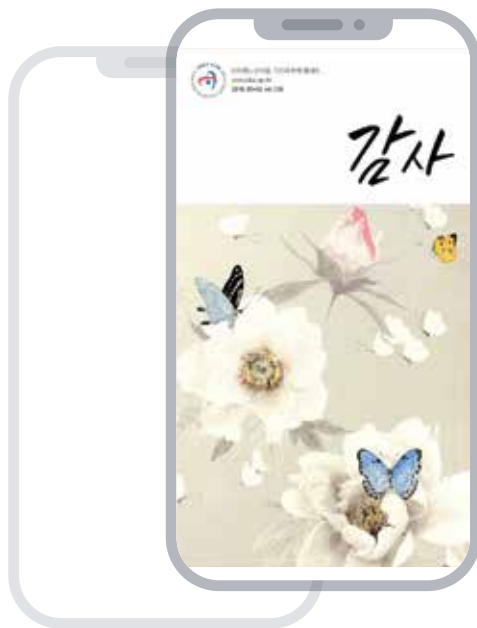
**Dream Letter App Book for the
Ministry of Education**



App Learn Korean for Thai



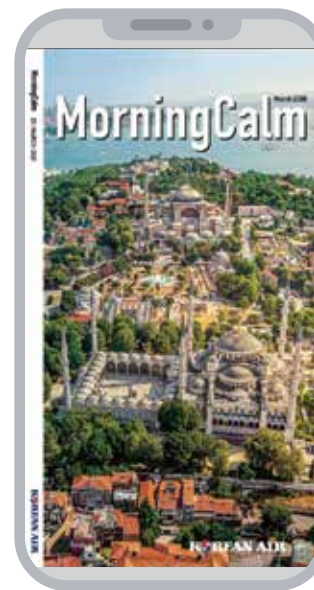
PORTFOLIO – Introducing the Appbook



Magazine App Book for the Board of Audit and Inspection



Court Magazine Appbook



MorningCalm Sample



Thai Elite Magazine Sample



Even if we care about our environment, we cannot fully do away with the paper books just yet.

However, we can reduce the number of paper books produced by using more convenient App Book and help protect our planet, thereby creating a virtuous cycle

Thank you

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