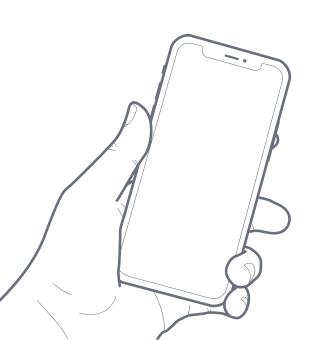
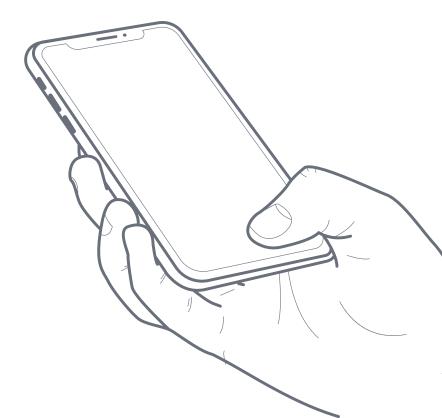
Media familiar to us, Media new to us

Appmedia

Mobile Application Books - Appbook

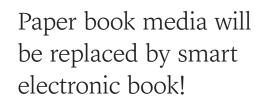






www.appmedia.co.kr





Steve Jobs_in a presentation showcasing the iPad

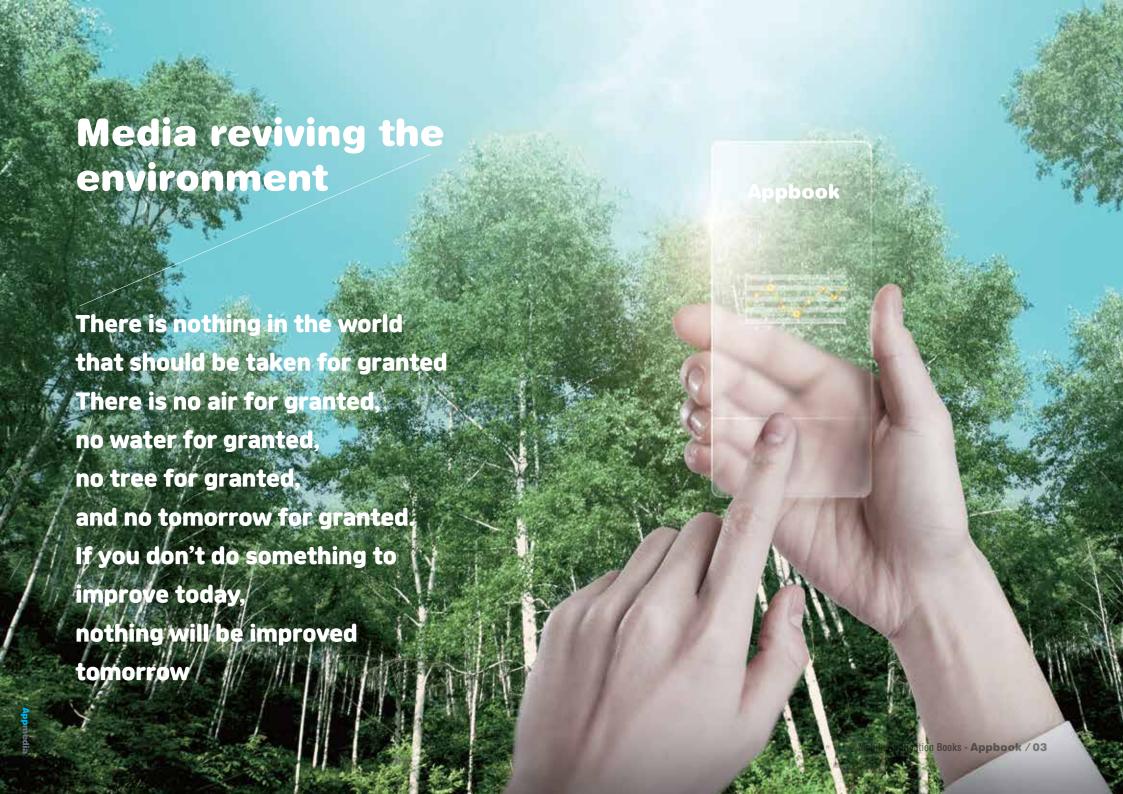
Some 10 years ago, smartphone came into existence and our daily lives have been transformed ever since.

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.



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 dying 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 CO_2 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.





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

54, 624 54 263 49544 445455 6964 OF ROOM AND DATE THAN ONE OF RESIDE AN BY DESIGNATION AND RESIDE MALES OF SALES OF SAL THE STATE PROJECT OF THE PART SHE REPORTED THE TANK THE T Seeks visualists before eith dell traff. PERSONAL PROPERTY AND ASSESSMENT AND ASSESSMENT AND ASSESSMENT AND ASSESSMENT MATERIAL WORLD STORY STORY NAMED OF TAXABLE PARTICIONS REPORT SON- IN CONTROL WHEN THE SHE WAS ARREST WARRANT IN STATE OF THE REPORT OF THE PARTY OF THE PART STREET, STREET, STREET, STREET, हैं नेत. देशका करान कर्षण राज के द्वारत नावका एत बंध वंदा राज वंदा है जा एक एक प्रतास WELL BURGET \$15 miles 19404 mil, 210 45/11 % for \$100 and 410 miles (1410 miles). Market & Sectional desire account also decreased where Y. WAT H WICHER GES SHEEL SUR-DURING DIE WEDING GIER DIE R ****************** D. FORTH WALL DO NOT WALL O WELL THE PART BATTER STORE SHE STORE STORE SHE BESSEL I & DADAR MEDI Solders send on the laws were the way about other supple Pursua aur craum 1991, minmas, <mark>my c</mark>hama air mina spra no dh DEX DOCUMENT MARK B STRUCK IN BY KENDY SHOPEN RESY RESERVING BUILDING SHE Deliver Ex. NOC 600. RAIDE STREET, NAMED AND ADDRESS OF THE PARTY THE OTHER RAPID DESI THE BOOK HELD THE CHOICES AND DESCRIPTION FOR A THE RESIDENCE OF THE STATE OF THE S 1915 AND TRACE TO ARREST TO COMMENTS SHADOW ARREST AN 2010-2 TENSO DE RATES DES ESPOSO SERVICIO DEL PARADO DEL REN WITH ST SEEL, S K. KIR BUTTO DARGE.

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 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.

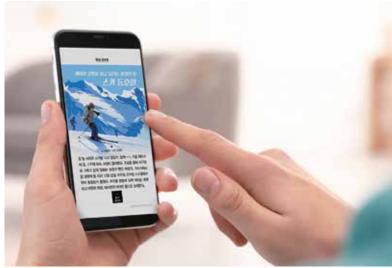
However, the App Book carried by anyone with smartphone resolves this problem of accessibility.

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.

_ Introducing the Appbook





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

불이 꺼지지 않는

그리고 이방인의 도시

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 multimedia 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







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Trade Descrip 2015; 05 Grades

다른 듯 똑 닮은

공사에서 출발하여 잠설 야구장 야기로 만당의 꽃을 피웠다는 49 별하기 그자없다. 공사 야구 동호 는 박성태 과장은 NC다이노스의 하고 위트 있는 말씨에 천화력 4 의 든든한 만형이기도 하다. 폭탄 또한 출중하여 후배들로부터 때 든는다.

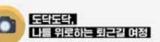
야구라면 네 사람 중 가장 오랜 -대리, 유치원생이던 94년부터 LC

박 3일 동안 야구 이야기만 할 수 있을 만큼 아구광 이다. 동가들과 술 한잔하는 자리에서도 IG 정기를 휴대폰으로 볼 정도로 괜심이 극에 달하고, 야구를 '1'도 모르던 여자 친구를 야구 마니아로 만들었을 만큼 카리스바(?)도뛰어나다.

10월에 새신당이 되는 박재범 대리는 모임 중 가장 늦게 아구에 입문했다. 올 초부터 키움 히어로즈를 응원하면서 KBO를 관전하였고, 뒤늦게 야구를 알 았지만 그 열정이 대단하여 동기들 사이에서는 '늦 바람이 무섭다'라는 평을 얻을 정도, 공교롭게 예비

Trade impra 2015, 11 diagonolog-Darrenber





#오늘 일도 감사히 마치미

회사에서 업무를 끝내고 집으로 가는 길. 차에서 석양을 바라보며 오늘도 수고한 나 스스로를 위로한다.



집으로 가는 길(1)

부드러운 커브길이다. 그 과정의 멋스러움을 즐기는 것

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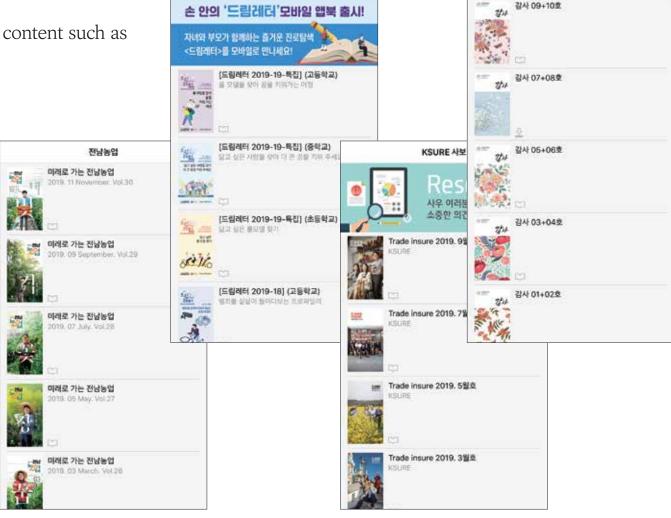
Container-Type (Bookshelf - Introducing the Appbook

Form) 'App Book'

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.



드립레터

감사원소식지 감사

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



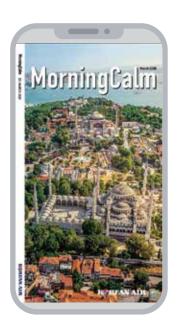




Court Magazine Appbook







MorningCarm Sample



Direct Install



Thai Elite Magazine Sample



Direct Install

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

Media familiar to us, Media new to us



Mobile Application Books - Appbook



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