

# Datasheet

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Why iPublishViewInside™  
and  
iPublishWidget™ ?



**impelsys**



ViewInside™ + Widgets is part of iPublishCentral, a hosted solution to market, distribute and deliver your print-content online. Publishers can create online samples for print-content and viral word-of-mouth marketing campaigns using ViewInside™ + Widgets. Many publishers and online book retailers, like Amazon and Harper Collins, have found that offering content samples for titles maximizes print sales.

By adopting our solution, you can immediately offer a similar solution on your e-commerce portal. Widgets help to drive traffic to your portal by creating an instantaneous and viral marketing program. Getting started is as simple as...

- Creating a free account on [www.ipublishcentral.com](http://www.ipublishcentral.com)
- Uploading a PDF file of the print-content
- Uploading the title's metadata or ONIX feed
- Uploading a logo for branding
- Choosing a presentation template and publishing

## SOLUTION

**Our solution enables publishers to...**

- Propagate titles by creating widgets for blogs, Facebook and MySpace profiles
- Offer ViewInside™ on their E-commerce portal by adding a simple line of code
- Provide users social bookmarking and email tools to help spread the word
- Include a Buy link to multiple shopping carts and order fulfillment services
- Brand the ViewInside™ + Widgets
- Choose the pages to showcase as samples
- Maintain print look & feel and pagination
- Access detailed and interactive reports

### Publishers can also...

- Display a Table of Contents for each title
- Add full-text search across all pages within the book and allow selected pages to be accessed for reading
- Provide inline hyperlinks from content pages to other marketing programs
- Add additional modules for audio/video, author bios, activities, quizzes and evaluations

Specifically designed keeping in mind publishers needs and products, our solution offers an unmatched feature-cost benefit. View Inside™ + Widgets powers books, journals, magazines, comics, whitepapers and research reports.

## FEATURES

### Features at a Glance

- **Publisher Branding**  
Upload a logo to brand the ViewInside™ + Widgets.
- **Title Branding**  
Display the front cover, back cover, flaps and spine binding for the title.
- **Embed Code**  
Allow publishers and users to copy an easy embed code to enable the widget on their e-commerce portals and personal blogs.
- **Facebook and MySpace Applications**  
Allows the ViewInside™ + Widgets to be added to users' Facebook and MySpace profiles.
- **Social Bookmarking**  
Allows users to add bookmarks to social networking sites along with book reading groups like Shelfari, Library Thing and Good Reads.
- **E-mail Page**  
Enable viral marketing by users sending E-mails to their friends.
- **Landing Page**  
Publishers can create a custom landing page on click of the widget or launch the ViewInside™ directly to preview the title.

- **Buy Links to Publisher's E-Commerce Site**

Enables visitors to buy the print title from the publisher's e-commerce site or those of their distributors. Options can be enhanced to include buy links from online retailers like Amazon, Barnes & Noble and others.
  - **Table of Contents**

Display the Table of Contents of your title within ViewInside™ + Widgets.
  - **Single/Double Page View**

View pages in ViewInside™ as a spread with page-flip or as individual pages.
  - **Close-up View**

ViewInside™ allows zooming-in to the page content, diagrams and images.
  - **Thumbnail View**

Presents all the pages in ViewInside™ as thumbnails allowing for ease in navigation.
  - **Full-text Search**

ViewInside™ + Widgets allows users to search through text across all pages in the title. The search result links will be active only for the allowed sample pages.
  - **Internal/External Hyperlinks**

All links present in the sample pages of the title will be active.
  - **Associated Media**

Embed audio/video players to display associated media for a title. These can include links to Youtube, Metacafe and other video sharing sites.
  - **Links to Author and Review Sites**

Display links to author biographies, blogs, interviews and book reviews within ViewInside™ + Widgets.
  - **Reports**

Access detailed and interactive usage reports showing the pages that were accessed, how long the visitors spent on each page, the searches carried out by the visitors and the spread of the widget across other sites. Along with this standard web traffic reports and geographical reports are also shown.
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## Why us?

Features Offered	Google Book Search	Amazon Search Inside	Scribd iPaper	Adaptive Blue	iPublishCentral ViewInside™ + Widgets
Widgets	X	Yes	Yes	Yes	Yes
Preview of Pages	Yes	Yes	Yes	X	Yes
Publisher Controlled System	X	X	X	X	Yes
Publisher can Control Page Previews	X	X	Yes	X	Yes
Add to Publisher's Portal	X	X	Yes	Yes	Yes
Ad Supported	Yes	Yes	Yes	Yes	No (in the paid version)
Publisher Branding	X	X	X	X	Yes
Title Branding	X	Yes	X	Yes	Yes
Facebook & MySpace Application	X	Yes (book reviews only)	Yes	Yes	Yes
Social Bookmarks	X	X	Yes	Yes	Yes
Buy link to Publisher's E-commerce Site	Yes	X	Yes	Yes	Yes
Email to Friend	X	Yes	Yes	Yes	Yes
Associated Media	X	X	X	X	Yes
Full-text Search	Yes	Yes	Yes	X	Yes
Links to Author and Review Sites	X	X	X	X	Yes
Reports	X	X	X	X	Yes
SLA	X	X	X	X	Yes

## About Impelsys

Impelsys is a leader in providing electronic content delivery solutions to the global publishing market. We help our clients compete, evolve and grow in an increasingly complex marketplace. Our revolutionary products and solutions help publishers market, distribute and deliver content online quickly and cost effectively. Through focused technology innovation and deep insights into the processes of the publishing, we help publishers create new online products and revenue streams without the overheads of traditional online publishing.

Impelsys' drive for perfection and passion for client's success has made us the preferred partner of leading publishers like McGraw-Hill, Elsevier, Wolters Kluwer, Benchmark Education, Marshall Cavendish and Houghton Mifflin among others. Headquartered in New York City, Impelsys operates across North America, Europe and India. For more information, please visit [www.impelsys.com](http://www.impelsys.com).