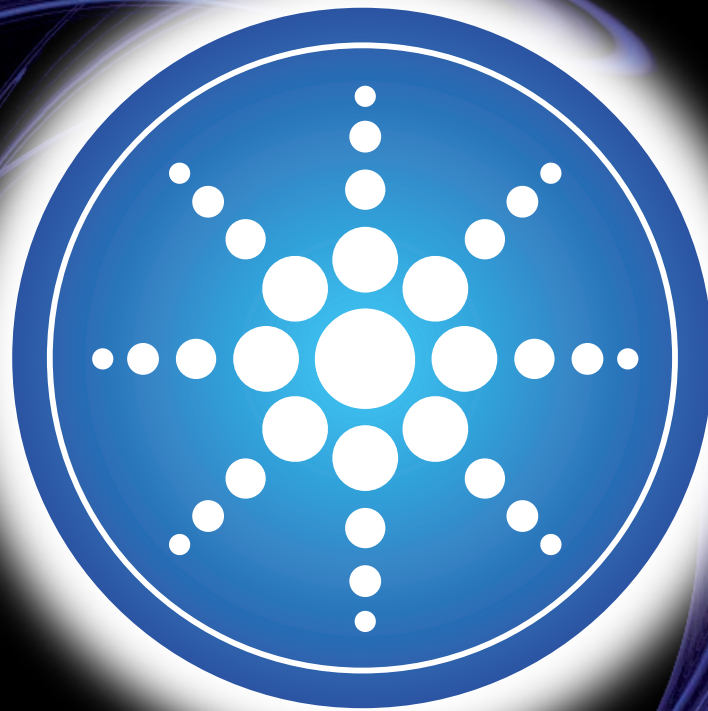


Publishing. Evolved.

Welcome to iPublishCentral





iPublishCentral is a one-stop self-serve infrastructure solution that enables publishers through a Software as a Service (SaaS) model, to market, warehouse, distribute and deliver content online with a pay as-you-go pricing.

Since inception, iPublishCentral has set new industry standards for innovation, technological flexibility and value.

Over 350 publishers from 40 countries have made iPublishCentral a vital part of their digital strategies to open new geographical markets, generate new revenue streams, build direct relationship with readers and make their business future ready.

As publishing continues to grow and evolve, so do the solutions built into iPublishCentral. Flexible pricing, multiple formats and innovative access plans are just the beginning.

Loaded with a growing list of leading edge functionality, reporting tools, and administration options, there has never been a better way for publishers to discover new revenue streams and take full advantage of their content in the electronic world.

Market module

- Create powerful word-of-mouth marketing campaigns with book widgets
- Promote titles across social networks and blogs using widgets
- Expand into international markets with widgets and ViewInside
- Create storefronts across the web and increase sales using widgets
- Increase traffic to publisher's e-commerce portal and sell directly to reader
- Enhance user experience with content samples by using ViewInside



Warehouse & Distribute module

- Leverage a fully hosted service without any installed software
- Reduce cost, time and effort in storing, organizing and retrieving assets
- Ingest content from local folders or FTP sites
- Manage metadata simply and efficiently
- Define, monitor and manage asset and user access
- Simplify title distribution to popular retailers and infomediaries via automated, scheduled and manual pushes
- Access metadata and assets from anywhere, securely



Designed to evolve with the industry, iPublishCentral is backed by widespread adoption and Impelsys' proven insight into publishing in the digital age.

Deliver module

- Generate fully functional branded portals, in any LTR (Left to Right) language, using logo, cover art, PDF and ONIX/metadata
- Create marketable online content products and bundles
- Monetize entire backlist without the overheads of traditional online publishing processes
- Sell print books and ebooks from the same portal with secure e-commerce
- Provide an offline reader to allow readers to download and read ebooks on their computer
- Offer features like multilingual content search, bookshelves and user personalization
- Offer individual and institutional access
- Experiment with various pricing models like content chunking and rentals
- Sell ancillary material or media files like audio, video, PDF and images associated with the product
- Make content available in multiple formats like .epub, .mobi, .LRF, .LIT, .palm that allow readers to access it over iPhone, Sony Reader, Kindle, Palm, Blackberry and other handheld devices
- Use advanced administration system to manage subscriptions, users and content
- Gain valuable insight into reader behavior and preferences through interactive reports



Specifically developed to meet the present and future needs of the publishing world, iPublishCentral offers superior ROI over traditional solutions built from scratch, empowering publishers with flexible pricing, content delivery in multiple formats, and the freedom to create new revenue streams without significant investment.

Since its launch, leading publishers like MIT Press, ACP Press, F&W Media, and many others have leveraged iPublishCentral to maximize the potential and profitability of their digital content.



A leader in providing electronic content delivery solutions to the global publishing market, Impelsys, helps clients compete, evolve, and grow in an increasingly complex publishing marketplace.

Impelsys' revolutionary products and solutions help publishers market, warehouse, distribute and deliver content online quickly and cost effectively. Through focused technology innovation and deep insight into the processes of the publishing industry, Impelsys helps publishers create new online products and revenue streams without significant investment.

A relentless drive for perfection and a passion for clients' success have made Impelsys 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.

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