



DIGITALLY CONVERT PRINT CONTENT INTO RICH ONLINE EXPERIENCES

IgniteTech's Olive Software cloud-based digital publishing platform ensures digital content is transformed and optimized for online audiences. The technology is designed to automatically transform your print-first content into rich, interactive online content that can be delivered to your audience through multiple channels.

WHY IGNITETECH OLIVE SOFTWARE?

IgniteTech's Olive Software platform allows you to grow your audience by opening new digital channels and grow revenue by creating new strategies for monetization and engagement.

The platform empowers newspapers, libraries and publishers with a premiere cloud-based e-publishing platform designed for the next phase of digital transformation.

- **Turn Digital Content Into Revenue:** Harness robust content distribution models for additional revenue and audience growth and engagement.
- **Find New Revenue Streams:** IgniteTech knows all the best practices on monetizing your content and generating new revenue streams with your existing content.
- **Grow Your Audience & Improve Retention:** Reach farther by leveraging Olive Software's proven apps, best practices, engagement tools and content distribution channels.
- **Reduce Content Management Costs:** Our advanced cloud-based, multi-channel cross-media platform reduces cost and pressure on your internal circulation, content, IT and field resources.

- Quickly and cost-effectively create high-quality digital versions of content
- Transform feeds into content optimized for multi-channel consumption
- Deliver rich, interactive experiences for readers, regardless of device
- Distribute and monetize through a variety of built-in capabilities and partners
- Maximize subscriber value through searchable, interactive digital archives

DRIVE ENGAGEMENT, BUILD MEANINGFUL DIGITAL EXPERIENCES AND BOOST ADVERTISING REVENUE WITH OLIVE SOFTWARE

BENEFITS & FEATURES

Achieve More, Pay Less

Olive's platform helps you make the leap from expensive, labor-intensive conversion and digital publishing services to a more automated, easily scalable and low-cost publishing process.

Create Dynamic Digital Editions

Our replica eEditions are known for their readability and fidelity to the original printed piece. Olive eEdition is more than yesterday's newspaper — enriched with live media, integrated with your website to deliver story updates and viewable on any platform — with a responsive design that readers enjoy using.

Streamline Your ePublishing Process

Update, enrich and publish live, fully-interactive content that is immediately readable on any device. We pick up where your print production ends, transforming your "print ready" content into a powerful XML database that drives mobile-friendly, responsive HTML5 results across a range of different publishing channels — including Olive Apps, HTML5, EPUB and more. We can also provide custom formats needed for Amazon or Barnes & Noble stores.

Boost Digital Advertising Revenue

Your eEdition offers a significant opportunity to engage local and national advertisers. Reap the benefits of advertising campaigns and take advantage of a new set of revenue streams for your publications by leveraging real-time bidding and private exchanges.

Keep Your Existing CMS and Investment

By using smart interfaces, our products can be integrated with any print or web CMS, combining and packaging content from any source to deliver greater value to consumers. Our publishing process leverages your current systems and workflow, enabling you to preserve the processes you've worked so hard to create.

Manage Subscriptions and Paywalls

Our next-generation paywall and subscription management solution allows for maximum flexibility with your content and product packaging, from a simple hard paywall to sophisticated content metering and promotions that convert anonymous users into subscribers.

Maximize Searchability and Flexibility

Our proprietary micro-content management technology lets you create content from legacy, new and/or third-party sources, automatically transforming any print or digital content into unified, richly-tagged XML form that's optimized for reuse and consumption on any device. When it comes to digitizing paper, microfilm and PDF conversion, Olive XML Distiller offers a faster, more accurate and more scalable solution than any other content intelligence and tagging solution.

"Traffic numbers are increasing — and not only for new readers. Established readers are coming back more often and staying on the digital newspaper sites and mobile app longer. Good news for the paper, readers and advertisers."

The Las Vegas Review Journal

Automate Content Marketing

Go beyond just notifying readers 'today's issue is ready' — engage them with Olive's powerful email tools for both notifications and marketing automation. Our powerful email products offer advanced options that are geared toward publishers' needs.

Make Content Easier to Read and Access

Our powerful and flexible HTML5 eReader delivers a print-like reading and consistent experience across all browsers and devices. It requires no heavy PDF download and supports quick-streaming content access that is suitable for newspapers, magazines and books.

IGNITETECH OLIVE SOFTWARE SOLUTIONS

- **Dynamic Newsstand**

Transform your print publication into live and engaging premium digital content by displaying live story updates, more breaking news, video and image galleries and interactive content such as live crosswords — all while never having readers leave your site.

- **Cross Media Newsstand**

An integrated and easy-to-deploy product for delivering all of a publisher's internal and external content — including print, digital and social content — with a single easy-to-use mobile app.

- **Digital Archives**

Convert, preserve and protect your historical microfilm, print and electronic content so your audience can access and view from any platform and any location.

- **Active Tear Sheets**

Save money and serve your customers better by distributing tear sheets digitally.

FOR MORE INFORMATION

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Olive Software Arms Publishers With Multi-Channel Content Intelligence and Technology Innovation