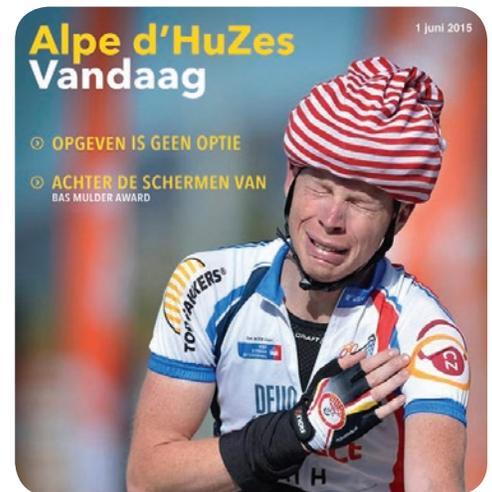


“FreeFlow Digital Publisher pumped previously unimagined digital life into a print magazine and solved a major distribution problem for the Alpe d’HuZes annual fundraising event. We’re proud that Xerox technology contributed to the success of an event that raised €11,500,000 (Euros) to help battle cancer.”

– Dharminder Biharie  
Xerox



## The Challenge

How do you crank out a 24-page magazine every day for five consecutive days to document the action, color and excitement of more than 5000 amateur bicyclists climbing one of the highest mountains in France to raise funds in the battle against cancer? Xerox and some of our competitors were asked to design a solution.

Xerox was the only company with the technology and the imagination to respond.

## The Solution

A print-only magazine would pose both production and distribution challenges. Our recommendation? Use the Xerox® FreeFlow Digital Publisher to convert the magazine to digital format, extending its life and usability way beyond the printed page. With FreeFlow Digital Publisher, we would transform the Alpe d’HuZes print magazine into digital content that would spring to life on screens of all sizes – smartphone, tablet, laptop and more.

## The Results

By starting with flat print and adding the richness of video, audio, hyperlinks and slide shows, Xerox energized and enlivened the magazine’s contents while simultaneously broadening its distribution potential to anyone with a digital device. The resulting interactive, digital magazine documented the event’s daily drama for thousands of volunteer riders, donors, cancer patients and their families.

Each rider was driven by two desires – to finish the grueling course as many as six times and to satisfy the sponsors who had pledged their support.



Photo: Mary Romijn, Alpe d’HuZes 2015



Photo: Harry Kleijnen



Photo: Frank van Engelen



Photo: Frank van Engelen

### “Help us fight cancer”

The request came from Toob Alers at Dutch graphic design firm, Buro Toob, through our channel partner Xtandit. Buro Toob planned to produce a magazine to document a major fundraising event – one in which more than 5000 amateur bicyclists, sponsored by generous associates, would climb the Alpe d’HuZes mountain, the same course ridden by professionals during the legendary Tour de France.

Each rider was driven by two desires – to finish the grueling course as many as six times and to satisfy the sponsors who had pledged their support. KWF, the official body in Holland for the fight against cancer, would receive all the money raised.

Buro Toob and Xtandit were driven by a desire to produce a slick, 24-page magazine that would be published every night to document that day’s event for interested observers – a daunting design, production and distribution challenge.

The design firm had asked a number of different Xerox competitors to help, but none had come forward.

### The Xerox Solution: FreeFlow Digital Publisher

When the request came through, Xerox immediately recognized the opportunity to provide support for a most worthwhile cause, using an exciting, homegrown technology.

Xerox® FreeFlow Digital Publisher could help the designers overcome both production and distribution obstacles. The revolutionary software solution was perfect for projects like this, where flat, printed documents must be transformed and enlivened for consumption on today’s most popular digital devices – smart phones, tablets, and laptop and desktop computers.

FreeFlow Digital Publisher allowed young graphic design students from Grafic School Utrecht to prepare a PDF just as they would for any printed piece and then use FreeFlow Core to convert the content to digital format. The browser-based, configurable workflow automation software uses familiar drag-and-drop techniques, and content processing software prepares the job for digital publication of almost any kind – e-mail, web sites, and mobile apps. The availability of digital content also opens up numerous opportunities for social-media sharing, making it easy for any event-oriented news to go viral.

Designers were able to bring the content to life by embedding rich content media, including movies, YouTube videos, interviews, background articles, photos and music.

### Tracking Usage

FreeFlow Digital Publisher’s analytics feature revealed that the six issues of the magazine, published over five days, received nearly 190,000 page views from 6,400 distinct readers in 33 different countries. They consumed the magazine’s content on both iOS (64 percent) and Android (36 percent) devices, with the average reader viewing 20 different pages.

### Crossing the Finish Line

Xerox® FreeFlow Digital Publisher turned a potential production nightmare into a pleasant dream. At the end of every event day, *Alpe d’HuZes Vandaag* was distributed digitally to more than 105,000 interested individuals. That audience was able not only to read the results but also to click on links to news coverage, statistics, and human-interest features about the riders and their connection to cancer patients.

Because of FreeFlow Digital Publisher, the Alpe d’HuZes came alive for people who may never have been able to receive a print publication.

For 5000 riders, and for Xerox, crossing the finish line was a very proud moment.