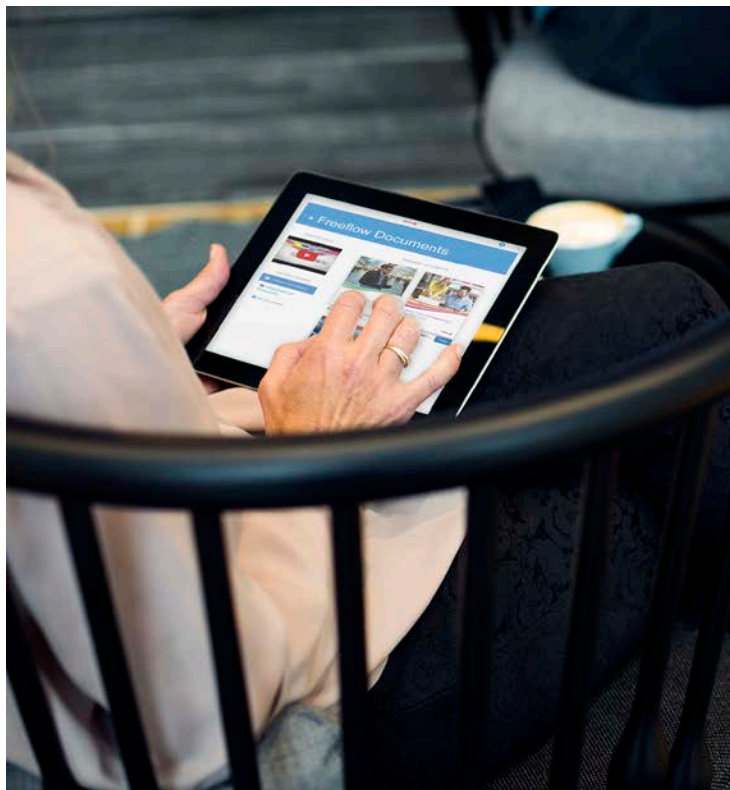


# A More Scalable and Profitable Online Content Collection for You and Your Customers

Increased audience and monetization without lengthy production or development times are things every publisher needs. Xerox® FreeFlow® Digital Publisher and the new output format, Custom Storefront, allow you to create desktop and mobile storefronts that can include featured content, integrated videos, content recommendations and interactive advertising.

Custom Storefront is an output option from Xerox® FreeFlow Digital Publisher that cuts digital content production time by 80% and produces mobile-friendly reading experiences on any screen size and orientation—within a native mobile app or in your Web browser. Now, you can create a consistent reading experience for your end client's collection of documents, videos and messaging across Web browsers, mobile or laptop, using this presentation format.

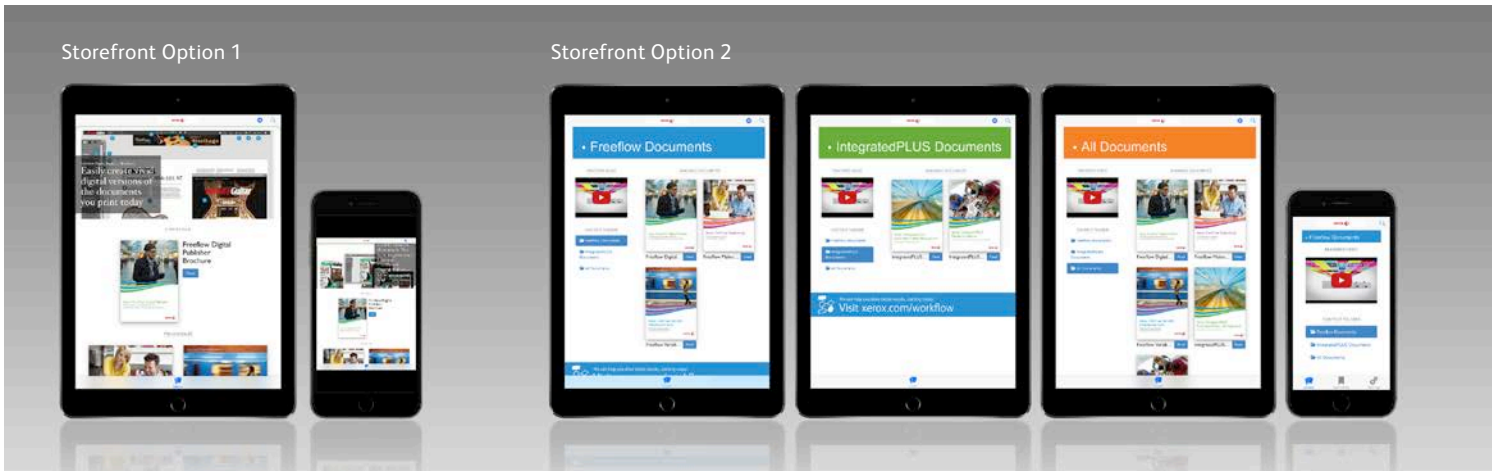


## Custom Storefront App

To see a demo, go to your mobile device app store and search for “production workflow”, and download the app.

### Storefront features:

- Carousel content at the top (directs the readers to the most important messaging)
- Featured content (could be a video or a document)
- Folders (e.g., languages) to organize content. When you touch on a folder, the Available Documents section refreshes to display the solution brochures available in that language.
- Banner ad below the Available Documents



Now you can create organized, reader-friendly collections of documents and rich media for any subject, department, market segment or product—for the enterprise or publicly accessible—using FreeFlow® Digital Publisher and the new Custom Storefront output option. Choose between the two options listed below or create a fully customizable Storefront designed to your customers' exact specifications.

### Storefront Option 1\*

- <http://staging.freeflowdp.com/storefrontdemo1/>
- **Logo** is the same as used in the standard app presentation
- **Carousel** automatically selects JPG/PNG/GIF images from the most recent articles and can be customized
- Carousel with featured articles
- Vertical document grid
- Shadowed cover images
- **Banner Ad** (footer) with color-matched background

### Storefront Option 2\*

- <http://staging.freeflowdp.com/storefrontdemo2/>
- **Logo** is the same as used in the standard app presentation
- **Slides** can be an automatic Carousel like Storefront Option 1, a Carousel with custom slides or images associated with Folders
- **Sidebar** with Featured Video and selectable Folders
- **Video** can be YouTube®
- **Folders** use a default color of blue, but can be customized; the Folder icon can be changed to another glyph/icon in the library
  - Up to five Folders
  - Custom document grid displays content from selected Folders
  - Custom slides change with selected Folder topic
  - Shadowed cover images
- **Banner Ad** (footer) with color-matched background

\*The above are predefined custom storefront templates. Customers can choose Storefront Option 1 or 2, or a custom layout billed per hour.

### Making a Custom Storefront

- Your customer provides a set of files and pertinent setup information to get started.
- Documents are uploaded, processed by the workflow and converted to digital and mobile formats.
- A Custom Storefront mockup is created for concept approval.
- The Custom Storefront is built and refined as necessary.
- The new Custom Storefront is now ready to go live.
- If a mobile app is also requested by the end client, the production process continues to create the apps.
- The mobile apps are built and submitted to the app stores for approval.

Use this URL for a sample custom storefront in action:

<http://solutions.freeflowdp.com/workflow/>

For more information, go to [www.xerox.com/digitalpublisher](http://www.xerox.com/digitalpublisher)