

Xerox® FreeFlow® Digital Publisher

Prepress automation and digital publishing in a single, seamless process.

Now you can help current and prospective customers extend their reach by providing enhanced electronic versions of the documents you already print for them. FreeFlow Digital Publisher lets them deliver information where and how people want to consume it, simply and efficiently.



A single, unified workflow.

With FreeFlow Digital Publisher, any document can be created once, and then automatically optimized for different devices—using advanced technology that works seamlessly with your digital printing software.

Xerox-quality output.

FreeFlow Digital Publisher delivers the same, high-resolution imagery you've come to expect from Xerox digital printing—crisp, clear photos, graphics, and text in both replica and non-replica formats. An option for one- or two-page views caters to reader preferences, while mobile articles are optimized for viewing on today's mobile devices.

How it works.

When files come into FreeFlow Digital Publisher, the version optimized for printing is automatically routed to your Xerox® digital presses. At the same time, digitally optimized versions can be distributed to a broader audience through today's digital media, such as Web browsers and mobile apps that can be downloaded from the Apple® iTunes® Store, Google Play®, or the Amazon® App Store.

Powerful profit potential.

FreeFlow Digital Publisher adds value for your customers, and a steady stream of revenue opportunities for you. With 24/7 tracking, publishers gain critical insights on how their content is consumed. Delivery is fast, and FreeFlow Digital Publisher eliminates the cost of inventory control, handling, postal fees, and customs surcharges.

Easily create vivid, digital versions of the documents you print today.

- 1 Video**—Increase viewer engagement—and the time consumers spend on the digital edition—by embedding videos, or using a “blow-in style” overlay.
- 2 Hyperlinks**—Text, images, and ads can be linked to pages within the digital edition, or to websites for e-commerce.
- 3 Table of Contents**—Lists sections and articles inside the digital edition.
- 4 Print**—Lets the reader select which pages to print. (Can be customized to turn off for subscriber-managed or protected content.)
- 5 Share**—Readers can email a page or article, share content via social media, and create a link or a widget—all through an easy, drop-down menu in the navigation bar.
- 6 PDF Download**—Lets the reader save a PDF file of the digital edition. (Can be customized to turn off for subscriber-managed or protected content.)
- 7 Search**—Readers can search for content across issues, or within a single issue. Search items are highlighted, and a thumbnail of each page shows up in the results.
- 8 Post to Social Network**—Allows the reader to post content to social networks.
- 9 Intuitive Navigation**—Nav bar lets the reader browse pages, or jump to a specific section.
- 10 Zoom**—Readers can enlarge page content by clicking the “plus” sign in the navigation bar.
- 11 Search-Engine Visibility**—Digital content is visible to search engines, where it can be indexed to improve discoverability.
- 12 Advertising**—Publishers can generate revenue through the digital issue with elements such as banner or button ads, rich-media sponsorships, cover pages, custom links, and served ads.
- 13 Archiving**—Back-issues tab displays previous editions, giving the reader access to more content and extending content shelf life.

For more information, visit www.xerox.com/digitalpublisher

