

WEBCOM TO INTRODUCE E-BOOK PRINT COMPLEMENT IN NEW YORK

Toronto – February 2010 – Webcom has expanded its print services for books, catalogs and directories to include an e-version that will help publishers, educational institutions and businesses reach online audiences with a virtual page-turner. The new WEBview is a powerful tool that integrates advanced functions in familiar ways with intuitive and easy to use features.

Existing PDFs created for printed publications are transformed into interactive electronic copies that allow publishers to launch print and online promotion simultaneously. “This added service gives our customers greater flexibility with their marketing strategy given the fast turnaround of WEBview,” says Gerry Cronin, New Product Development Manager at Webcom. Using the same files for dual purposes means customers are saving time and money by leveraging the initial effort made in file creation.

WEBview, which will be demonstrated at the Publishing Business Conference and Expo in New York City next month, is available in two tiers. The *WEBview Advantage* package delivers all the key features necessary for end-users to view books, catalogs or directories electronically including interactive search, navigation, hyperlinks, online sharing capabilities and zoom functionality. Viewers can become fully immersed in the rich *WEBview Impact* version through embedded videos, animated visuals, streaming videos and audio, alongside the original text of a publication. Both tiers are offered with comprehensive user activity analysis and reporting.

When needed, direct e-commerce links can be made through secured hosting with access originating from publisher, university or corporate websites. Online versions of publications are ready for any social media strategy with an ability to track and analyze reader activity.

Cronin comments on Webcom’s position on the use of print and e-publishing, “Printed publications will be in demand even with coming generations. At the same time, the internet has changed the dynamics of reaching broader audiences and niche markets that Webcom can easily accommodate with a complementary publishing solution that interlinks the two mediums.”

For more information about Webcom or the upcoming conference, visit www.webcomlink.com/PBC.

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Webcom consults with publishers of books, catalogs and directories across North America to support broad publishing strategies, from planning and prepress of print production to managing warehousing and fulfillment needs. Demands of online audiences are addressed through the WEBview print complement to transform publications into highly interactive e-books. The benefits of both traditional and digital printing are maximized by an extensive range of eco-friendly Legacy papers with FSC certification, multiple bindery options, specialty coatings treatments, and countless trim and run-sizes to achieve cost efficiency. For more information visit our website www.webcomlink.com or call 1-800-665-9322.