

MOBILE FASHION AND LIFESTYLE: IMPRESSIONEN IS THE FIRST IPAD APP CATALOGUE PRODUCED WITH QUARKXPRESS THAT CONNECTS DIRECTLY TO THE CUSTOMER WEB STORE.

AGENCY KREATIVDIENST BRINGS THE IMPRESSIONEN CATALOGUE TO THE IPAD USING THE VERSATILE DIGITAL PUBLISHING FEATURES OF QUARKXPRESS AND APP STUDIO.



IMPRESSIONEN is a German catalogue known for offering its readers attractive, high-quality, and exciting fashion, lifestyle, and décor products. Read by mostly women with cutting-edge style and taste, the publishers of IMPRESSIONEN knew they had to reach their target audience through a new and stylish medium - the

iPad. To get there, IMPRESSIONEN Versand GmbH commissioned creative agency Kreativdienst, umbrella agency of p und r medienservice, dde-medien and katalogwerk. Florian Rathcke from Kreativdienst, who is part of the three-person leadership team responsible for producing the IMPRESSIONEN app, explains:

“The digital publishing concept to us is the logical continuation of the printed product and a valuable bridge to the IMPRESSIONEN Web store. Now with the app, customers don’t need to leave their iPad to order products.” The aim of the IMPRESSIONEN app was to fully embrace a cross-media concept; the iPad versions should reflect the content of the printed catalogue while being linked to the existing Web store.

Selection of digital publishing software

In order to produce the iPad version of the IMPRESSIONEN catalogue, the team initially carried out test runs with Adobe Creative Suite, “However, we decided on QuarkXPress with App Studio,” explains Rathcke. “The Quark App Studio cost model is significantly clearer and easier to understand and there are only fixed costs, no monthly fees or variable costs that are impossible to calculate. Plus, the fixed costs are incurred only when we publish.”

App Studio™ is included in the layout and design software QuarkXPress and allows designers to produce branded iPad apps, to offer these apps in the Apple App Store, and to design and publish content that their customers can then buy and download from the apps.

The Kreativdienst team comes from the printing sector and, although they have some experience in the creation of digital media, App Studio was new territory for everyone. However, it didn’t take them long to get familiar with the new processes. “The functionality of App Studio is easy to grasp, especially after you have grappled with the Adobe solution. Even without previous experience in this emerging area, my colleagues and I found it relatively easy to understand the procedure for generating interactive elements. I only had to actually use the tutorials when it was time to publish to the Apple App Store.”

Designing instead of programming

With App Studio it is not necessary to do any programming to produce branded apps. Users are provided with templates to select from for the app configuration. For the IMPRESSIONEN app, Rathcke and his colleagues chose the “Simple Kiosk” template, which is designed for companies publishing a single title or brand that includes multiple issues of that title. This template was given the IMPRESSIONEN branding using the logo, graphic elements, and other distinctive features so that the app was integrated seamlessly with print and Web output.



Kreativdienst then continued with the production of the first issue directly in QuarkXPress. The new App Studio layout space in QuarkXPress allows users to produce the vertical and horizontal alignment of a layout for the iPad

concurrently with content that can be synchronised automatically between orientations. Designers can enrich content with images, slide shows, video, audio and scrolling areas. Rathcke is particularly enthusiastic about the scrolling layouts, a QuarkXPress feature that allows users to define scrolling areas within a page. The contents of a scroll box are a separate layout (known as a QuarkXPress concept by the name of Composition Zones). Markers can be set inside the scroll box to trigger an action on the main page, e.g. hide or show objects. Using markers within a scroll box allows users to produce layouts that can feature multiple images and backgrounds, regardless of the state of the scrolling content. This function is particularly useful for product descriptions. "With these elements in particular, which are not even possible in animated PDFs, an app becomes exciting and offers more interesting design options than traditional file formats," said Rathcke. In addition, he sees the ability to design content concurrently in portrait and landscape orientation as another major benefit of App Studio. In the case of IMPRESSIONEN, however, it was the customer's wish to publish the app in landscape format only.

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— FLORIAN RATHCKE, KREATIVDIENST

Link to the Web store without any programming at all

Within the IMPRESSIONEN iPad app each individual product can be tapped to get detailed information and prices in a pop-up view. Because this information is hidden in the standard view, the products shown on the iPad screen can be featured much more prominently than, for example, on the Web page. Once a customer decides to purchase a product, a single click inside the app takes them to the corresponding item in the existing Web store. An item can even be placed in the shopping cart or basket, which is kept hidden while the user continues to browse before

CHALLENGES

- To produce a high-quality fashion and lifestyle catalogue for the iPad without any programming
- To test the iPad as an additional communication channel without excessive upfront investment or future cost commitments
- Seamless integration of the iPad app into the cross-media branding strategy, which also features printed and Web issues of the catalogue
- Simple linkage to the existing Web store in order to allow readers to order directly from the app

SOLUTIONS

- QuarkXPress
- App Studio

RESULTS

- Richly designed iPad catalogue app with engaging interactivity and direct links to the existing Web store
- Complete technical implementation of the app by the creative/design team without having to commission programmers
- Creation of a new, sophisticated communication channel without having to incur future costs



checking out. With this technique, a complete purchasing process can be integrated in the app without great expense and without additional development costs or programming.

“The App Studio options are well structured and easy to understand,” said Rathcke. “We had all the tools available that we needed for our project. Of course, we had to start from scratch when producing the first issue of the IMPRESSIONEN catalogue. Now we are producing the second issue and the work is definitely moving more quickly. This time it is likely to take us half as long for the approximately 110 double pages that are adapted from the printed catalogue.”

The IMPRESSIONEN application is available as a free download in the Apple App store <http://itunes.apple.com/gb/app/impressionen/id478822934?mt=8>. Rathcke and his colleagues want to bring further IMPRESSIONEN catalogues on to the iPad. He said, “We are planning to bring all IMPRESSIONEN’s main catalogues, two issues a year, on to the iPad. We are also working on a format that will only be available in the digital publishing version.”

ABOUT QUARK SOFTWARE INC.

Quark’s software enables organisations of all sizes to meet customer demand for engaging, relevant communications when, where and how they want them. Our solutions combine the power of XML with flexible layout and design to automate the delivery of customer communications to print, Web, and interactive experiences on the latest digital devices. Financial services firms, manufacturers, and governments around the world rely on Quark solutions to elevate customer communications to new levels, reduce time to market, and lower costs.

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