

## L'APPART: A LUXURY APP CREATED WITH APP STUDIO AND QUARKXPRESS

The French luxury magazine expands with an app available in static and interactive versions thanks to App Studio and QuarkXPress. The app will be available to a global audience in eight languages.

Each month, L'APPART provides 750,000 readers from around the globe the latest news on all things luxury – from property, hotels, and palaces to watches, design and automobiles. Now, in addition to a beautiful print magazine featuring a range of articles, images and advertising, L'APPART offers readers a new interactive app complete with videos, audio, slideshows, Web links, 360° views and even geolocation and online reservation features.

The monthly magazine was founded in 2009 by Editorial Director Lydie Madonna and Publication Director Julien Madonna. The luxury magazine presents property, locations, architects, designers and outstanding brands from the four corners of the globe. With its aim of acting as a mouthpiece for the most fashionable artists, the magazine also offers sections dedicated to the people and brands that are building luxury in the 21st century. Designers, architects and stylists from across the world are able to enjoy their time in the spotlight within L'APPART, which describes their journey, visions and achievements.

Julien explains, "We designed the magazine to meet the demand from our 750,000 readers to find the latest trends in design, watches and automobiles and other luxury goods as they search for outstanding purchases."

### QuarkXPress: The Clear Choice

L'APPART, which is entering its sixth year of publication, has always been produced with QuarkXPress. "We continue to choose QuarkXPress to create L'APPART, for



historical reasons and because it offers us functionality that suits our requirements," explained Julien. In 2013 Quark launched App Studio, which led Julien and Lydie to consider the many opportunities and benefits of going digital.

"L'APPART is available in palaces, spa reception areas and other luxury establishments. By producing an interactive, digital magazine we can now reach beyond the print version to satisfy requests from our readers and advertisers."

Entrusted to an external studio, the first attempt to produce the L'APPART app was not satisfactory. "The app was only a static PDF version of the magazine, which was not particularly interesting and, above all, it did not sync with the high-quality image of our print magazine," said Julien.

As Publication Director, Julien then chose to bring production in-house, leveraging QuarkXPress and App Studio on the advice of Vincent Drouot, a digital publishing trainer. "In light of Julien's needs, his attachment to QuarkXPress and the potential offered by the latest release and App Studio, it was clear L'APPART should move forward with Quark to create an open and rich app that would appeal to their target readers."

**Complete Control of Creation**

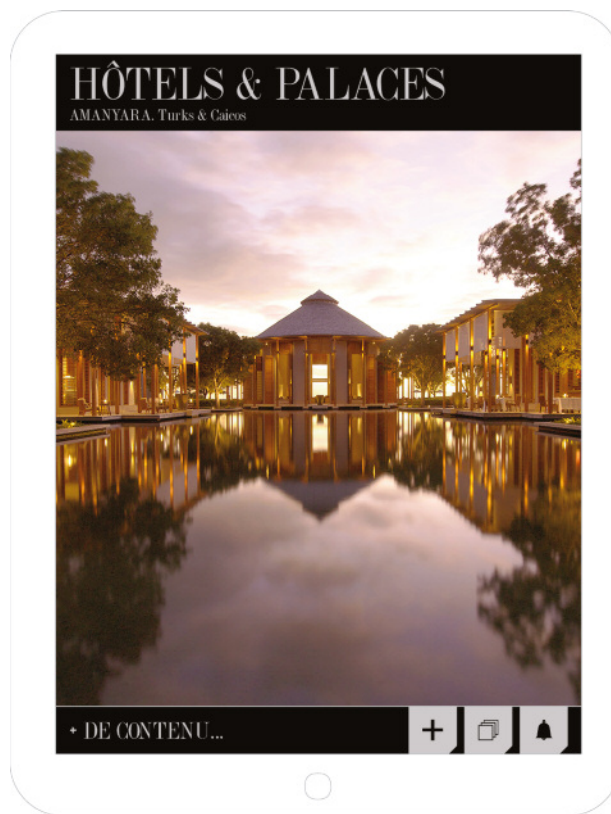
One of the challenges of producing L'APPART is that it does not have a single templated layout design. "Each month we change the layout depending on the editorial focus, which means the template changes from one issue to the next," explained Julien.

"The new Xenon Graphics Engine is one of the major updates to QuarkXPress. Its flexibility and responsiveness mean that layouts can be changed quickly; you can add high-definition images and in real-time ensure the output will be impeccable," said Drouot.

"The software is fluid, with a very well-designed user experience that is accessible whether or not you are a technician. The benefit of using both QuarkXPress and App Studio is that designers are able to work within a familiar interface to easily extend their design skills to produce digital apps. Furthermore, the HTML5 enrichment palette – the most important element of App Studio – is very intuitive and allows designers to work in project mode, which lets them manage the print, digital and interactive versions in one file," continued Drouot.

**"WE NEED LESS THAN A DAY TO GENERATE TWO VERSIONS OF THE APP, WITH ALL ITS INTERACTIVE CAPABILITIES. THIS IS AN ENORMOUS TIME-SAVINGS WHICH ALLOWS US TO CONCENTRATE EVEN MORE ON THE CREATIVE DIMENSION OF THE MAGAZINE."**

– JULIEN MADONNA, PUBLICATION DIRECTOR, L'APPART





Available in the App Store, L'APPART offers an enriched reading experience with clear buttons offering readers the ability to obtain more content related to articles and advertisements, including audio and video files, 360° images of products, slideshows and more.

"For our clients in the hotel sector, we also offer geolocation functions and online reservation forms which are available directly via the magazine," explains Julien. "It is even possible to make an appointment with an automobile salesman to test drive a vehicle." In production terms, the print magazine is finalised in four days and, Julien explains, "We need less than a day to generate the two versions of the app, with all its interactive capabilities. This is an enormous time-savings which allows us to concentrate even more on the creative dimension."

"We truly appreciated Quark's responsiveness to meet our demands. In one month we were able to be trained

on the new tools and to move smoothly to a high-quality app, without interrupting our production flow," said Julien.

Today, L'APPART offers readers the printed magazine along with an iPad app available in two versions: static and interactive. L'APPART will be available in the App Store in eight languages: French (France, Canada), English (United Kingdom, United States, Canada), Mandarin (China), Japanese, Russian, Arabic, Spanish and Portuguese (Portugal, Brazil).

"Delivering L'APPART in eight languages requires us to automate our production process as much as possible. App Studio, as our digital publishing platform, will allow us to refine the logistics of production as we move ahead to reach our readers around the world both in print and digital formats," said Julien.

### About App Studio

App Studio ([www.appstudio.net](http://www.appstudio.net)) is the next generation digital publishing solution that uses HTML5 to push the bounds of user experience without the high cost and effort associated with custom app development. App Studio is the only digital publishing solution that allows users to create branded content apps using QuarkXPress, InDesign, HTML5 and XML. Through a managed cloud environment designers, authors and extended teams are able to collaborate to create rich, interactive content that can be delivered across multiple platforms and devices.

### CHALLENGES

- Extend beyond print to reach 750,000 readers around the world
- Create a high-quality iPad app with engaging interactivity – not a PDF replica
- Bring app creation in-house with familiar, easy-to-use design tools

### SOLUTIONS

- App Studio with QuarkXPress

### RESULTS

- Creative and editorial teams trained and successfully working with App Studio within one month
- Requires less than a day for creative teams to generate the app from final print version
- Readers can access the interactive iPad app in eight languages
- Clients in hotel and auto sectors can offer online reservations and test drive appointments directly through the iPad app

## 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.

To find out more about Quark Enterprise Solutions visit [www.quark.com/enterprise](http://www.quark.com/enterprise) or contact us at [www.quark.com/contact](http://www.quark.com/contact)

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