



WoodWing
Software bv

Adobe - WoodWing Tablet Publishing FAQ

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Q. What does WoodWing do?

A. WoodWing develops industry-leading editorial workflow solutions for the efficient production of print, online, and tablet publications. Many renowned magazine, newspaper, and book publishers, as well as communication agencies and corporate customers, rely on WoodWing for their multichannel publishing needs.

Q. What is the agreement between Adobe and WoodWing?

A. WoodWing will integrate Adobe® Digital Publishing Suite workflows into the WoodWing Enterprise publishing system and solely resell Digital Publishing Suite as a value-added reseller (VAR).

Q. Why did Adobe and WoodWing enter into this agreement?

A. Adobe and WoodWing serve the same professional media and business publishing customers and have a long-standing relationship through WoodWing's support for Adobe InDesign® software. Both Adobe and WoodWing see this as a beneficial arrangement that will allow WoodWing to maintain focus on the sale and innovative development of its mission-critical editorial workflow business. At the same time, this agreement will allow Adobe to more quickly scale its tablet publishing business to serve an even larger number of customers worldwide. Customers will now be able to use the WoodWing editorial workflow solution in combination with Adobe Digital Publishing Suite to deliver tablet content in a single, integrated workflow.

Q. How will customers benefit from this agreement?

A. Customers who currently use WoodWing Enterprise and Content Station will be able to take advantage of Digital Publishing Suite in their existing editorial workflow. Many magazine and newspaper publishing customers work in a WoodWing managed environment for multichannel publishing (print and web). WoodWing Enterprise will solely support the Digital Publishing Suite .folio file format, allowing customers to use Adobe Digital Publishing Suite for publishing to tablets in the WoodWing managed workflow.

This is a win for WoodWing customers who can combine the best-in-class WoodWing editorial workflow solution and tablet publishing plug-ins with the creative, publishing, analytic, and monetization benefits delivered by Digital Publishing Suite — all within a single, cross-media workflow.



Q. Will WoodWing support the Digital Publishing Suite .folio file format?

A. Yes. WoodWing will solely support the .folio file format in place of the .ofip file format used to deliver content to the WoodWing Reader Application and will cease support of the .ofip format by November 2012.

WoodWing will continue to support and develop its Digital Magazine Tools for InDesign, which are accessible through WoodWing Enterprise and used to efficiently create or add interactivity to content targeted to tablet devices. There is no change to the creative process in the way a tablet publication is designed and interactivity is added.

Q. Will WoodWing integrate Adobe Digital Publishing Suite into its editorial workflow offering?

A. Yes. Within WoodWing Enterprise, users will be able to create .folio files using the Digital Magazine Tools for InDesign and Content Station. The .folio files can then automatically be uploaded to the hosted Digital Publishing Suite platform. It is expected that the integration between WoodWing Enterprise and Digital Publishing Suite will be completed in November 2011.

Working in Digital Publishing Suite, users will be able to create branded applications that can be consumed on a broad range of tablet devices, leverage a robust distribution service to deliver .folio files to tablet devices, and take advantage of foundational analytics (powered by Omniture®) to measure and optimize editorial and advertising content.

Read an overview of Digital Publishing Suite, including features and supported mobile platforms. www.adobe.com/products/digitalpublishingsuite/features

Q. When will WoodWing and its reseller channel begin to sell Digital Publishing Suite?

A. WoodWing and its reseller channel will immediately begin offering Digital Publishing Suite as its sole tablet publishing solution.

Q. How long will customers be able to use the WoodWing tablet publishing solution?

A. WoodWing customers can continue to use the WoodWing Content Delivery Service and WoodWing Reader Application through the term of their existing WoodWing agreement, but no later than November 2012. WoodWing customers should plan to transition to Digital Publishing Suite by November 2012.

Q. How does the agreement between WoodWing and Adobe affect other WoodWing products?

A. WoodWing customers can continue to use Content Station, the Digital Magazine Tools for InDesign, and the WoodWing Smart Plug-ins without any change. This agreement does not affect customers who are not leveraging WoodWing Enterprise for tablet publishing.

Q. Will existing WoodWing customer support agreements continue to be honored?

A. WoodWing will honor the terms and conditions of existing WoodWing contracts for all current tablet publishing solution customers. At this time, there is no change in WoodWing's support policy or agreed-upon service levels for customers as a result of this transition. Technical support will continue to be governed by the terms of the WoodWing service agreements until the current support term has expired.

Q. Whom should WoodWing customers call for support?

A. Customers should continue using their existing WoodWing channels for first-line support, including WoodWing's Community site at <http://community.woodwing.net>.

Q. Will WoodWing customers be serviced by the same channel resellers?

A. Yes. Adobe and WoodWing are committed to a smooth transition for customers. WoodWing customers should work with their current channel reseller regarding any questions about their existing sales or technical support agreements.

Q. What is the pricing structure of Digital Publishing Suite?

A. Digital Publishing Suite Professional Edition is an off-the-shelf tablet publishing solution and is targeted to organizations that publish content frequently and require the ability to sell single issues or content subscriptions (as supported) through individual app stores.

Professional Edition includes both a platform fee and a .folio download bundle fee. The platform fee can be purchased on a monthly or annual basis at US\$495/month or US \$5,940/year. The .folio service fee is priced by volume based on the number of .folio downloads purchased.



Digital Publishing Suite Enterprise Edition is a custom tablet publishing solution that also includes access to APIs for integration with back-end publishing services such as subscription management, print fulfillment, and dynamic rich media ad platforms. The Enterprise Edition also includes a platform fee and a service fee.

For more details on pricing, see the Digital Publishing Suite buying guide at www.adobe.com/products/digitalpublishingsuite/pricing.

Q. WoodWing has a large network of partners; what will this mean for them?

A. For tablet publishing, the WoodWing reseller network will transition from selling and supporting the WoodWing tablet publishing solution to selling and supporting Digital Publishing Suite. All sales of Digital Publishing Suite will be made through the existing WoodWing distribution channel, as WoodWing has become a Digital Publishing Suite VAR.

Q. What are the next steps for WoodWing customers who have questions about their existing maintenance contracts or would like to discuss migration to Adobe Digital Publishing Suite?

A. Customers should contact their WoodWing or local WoodWing reseller representative for more information or visit WoodWing's Community site. Additionally, customers can learn more about Digital Publishing Suite at <http://www.adobe.com/products/digitalpublishingsuite/>.