

Singapore 2010-04-05

IGP:FLIP Portals Launched

Infogrid Pacific - Press release

Infogrid Pacific brings advanced digital content publishing strategies to small and medium publishers starting at just \$99 per month

5 April 2010 – Singapore - Infogrid Pacific announced it's flagship digital content production system, IGP:FLIP is available as Software as a Service (SaaS)

Small and medium publishers around the world are struggling to implement digital content production and distribution strategies. Many see it as an additional cost without benefits. The release of the *IGP:FLIP Portals* product makes the power of the most advanced digital content production environment immediately available to small and medium publishers anywhere, giving them the same tools and business advantages as large publishers.

In addition to the obvious benefits of enabling them to instantly generate multiple e-book formats and print PDFs, *IGP:FLIP* delivers a clear future-value digital content strategy, overcoming the limitations and weaknesses of XML content production using legacy desktop publishing systems and expensive to implement general XML approaches.

"Publishers know they need two things. First, the ability to publish their content for current digital channels such as the internet, Kindle, iPad and the exploding range of ebook readers. Secondly to maintain their print presence while saving money. What they also need is their content to be ready and reusable for an undefined future. This means the XML is just as important as the technology. To address this we specified *IGP:FoundationXHTML*, compliant with the W3C standards and HTML5 ready, to make content ready for the future. *IGP:FLIP* is a combination of ten years publisher content processing experience, plus all the exciting web technology developments of the last three years or so." said Richard Pipe, CEO Infogrid Pacific, on the launch of the program.

Deepak Chandran, CTO at Infogrid Pacific added, "We started with a simple set objective in our minds. There had to be a better way to address the complexities of XML publishing than currently existed. *IGP:FLIP* was conceived as a ground-shifting product to challenge current and legacy desktop systems, and allow powerful XML content strategies at the lowest possible long term cost of ownership."

IGP:FLIP Portals have all the features of a fully featured *IGP:FLIP* deployment including *IGP:Document Designer*. Deepak explained, "one of the problems with XML production systems was the rigidity of XML templates. Book designers want more freedom, so *IGP:Document Designer* was born. It allows the instant and interactive modification of all the

major elements of a book or document, and these can be instantly seen in the PDF. It also supports Design Profiles so the one XML file can generate multiple PDFs instantly.”

IGP:FLIP has been used to produce over a million publisher book pages to date. “As beta users, we have used all the incarnations of the system during the development phases. It delivers quality, stability and consistency. Add ease of training and use, and the production teams are considerably more productive. We are able to produce high quality and complex books in multiple e-book formats and print PDF. We have customers from the US, UK and around the world. Not only do we deliver e-books and PDFs, but also the FLIP XHTML for future use in their own *IGP:FLIP* systems”, said Duming D'Souza, Managing Director of Estel Conversion Labs.

IGP:FLIP users span across the Philippines, Germany, Spain, New Zealand, US and the UK. Among the early adopters of the system Juan Carlos Sibal, Vice President, CentralBooks, Manila had an interesting experience to share. “In 2009, we engaged Infogrid Pacific to provide us the digital content distribution system for our high value content. We heard about the development of this system which outputs multiple book formats and print ready PDF in real time. After a demonstration of capabilities of *IGP:FLIP* my team and I couldn't resist having it in our production facility before the commercial release. The decision was easy considering the capabilities of the system and SME friendly licensing policy with no seat or CPU licenses. We are now in complete control of our content and the system”.

IGP:FLIP Portals breaks the barriers that constrain small and medium publishers from adopting digital content business strategies. It is available both as Software as a Service (SaaS) model and a dedicated site license. It empowers any publisher, irrespective of their size, with immediate digital publishing capabilities, and a digital content strategy to build future business.

IGP:FLIP Portals are available to publishers and publisher service providers at prices that are accessible to all.

About Infogrid Pacific Pte. Ltd.

Infogrid Pacific (IGP) is a Singapore based company with their development centre in Pune, India. It has sales offices in Auckland, London and Singapore. IGP specialize in advanced content management technologies and solutions that challenge the traditional barriers of ownership cost and complexity.

For more information about Infogrid Pacific, *IGP:FLIP* Portals and the supporting technologies and services contact:

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