

# iPad publishing— there's an app for that



## Zinio

[zinio.com/ipad](http://zinio.com/ipad)

Zinio, the world's largest online newsstand, brings thousands upon thousands of magazines to the people who love them. By paying once for a magazine subscription or single issue, readers can view the content on whatever PC, Mac, tablet or smartphone they prefer.

*"Hot was an amazing partner. Within a very tight time frame, they integrated seamlessly with our team and grasped the subtleties of our business, the platform for which we were designing, as well as what publishers would need from the app. I can't imagine working with a better group of seasoned, engaged professionals."*

Richard Maggiotto  
Founder, President, and CEO, Zinio

With the introduction of Apple's iPad, Zinio recognized an even greater opportunity for showcasing Zinio's offerings. With Hot Studio leading design concepting, the design for Zinio's revolutionary iPad application was born.

### Tall project, short deadline

Six weeks prior to the launch of the iPad, Zinio committed to a major app release for the device. In partnership with Pervasant, a leading mobile platform developer that specializes in iPhone apps, Hot worked closely with Zinio's seasoned internal teams and quickly grasped the company's business.

### Maxing the iPad potential

Perfectly suited for displaying large format magazines, the iPad can optimize interactivity with lush content—including video, audio, and slideshows—to create a rich user experience. Working with the app development team Hot Studio

sketched a prioritized product roadmap, then rapidly designed and implemented a store, reader, and new types of content, all tailored to make the most of the iPad's potential.

### The future of publishing starts here

The new app allows magazines—and advertisers—to easily and cost-effectively feature compelling content within the "pages" of a given title. What that means for readers is fast access thousands of interactive, full-color multimedia magazines right on their iPads. Zinio's iPad app allows magazines to bridge their print and digital properties, forging a uniquely immersive and engaging "reading" experience. This is nothing less than a catalytic leap in the evolution of the digital magazine.

Download the app:  
<http://bit.ly/pVONXY>