

# Taking It To The Reader

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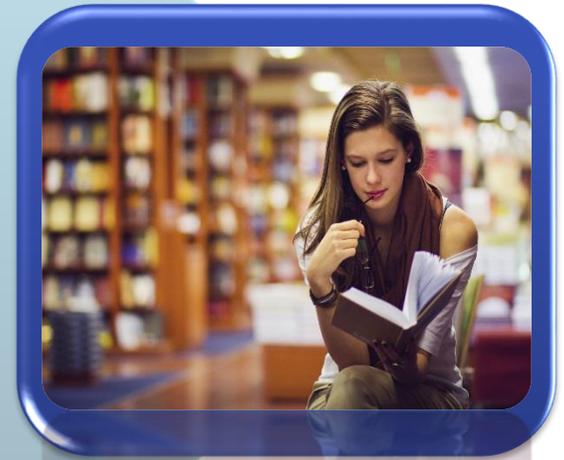


*With Learners for Life*



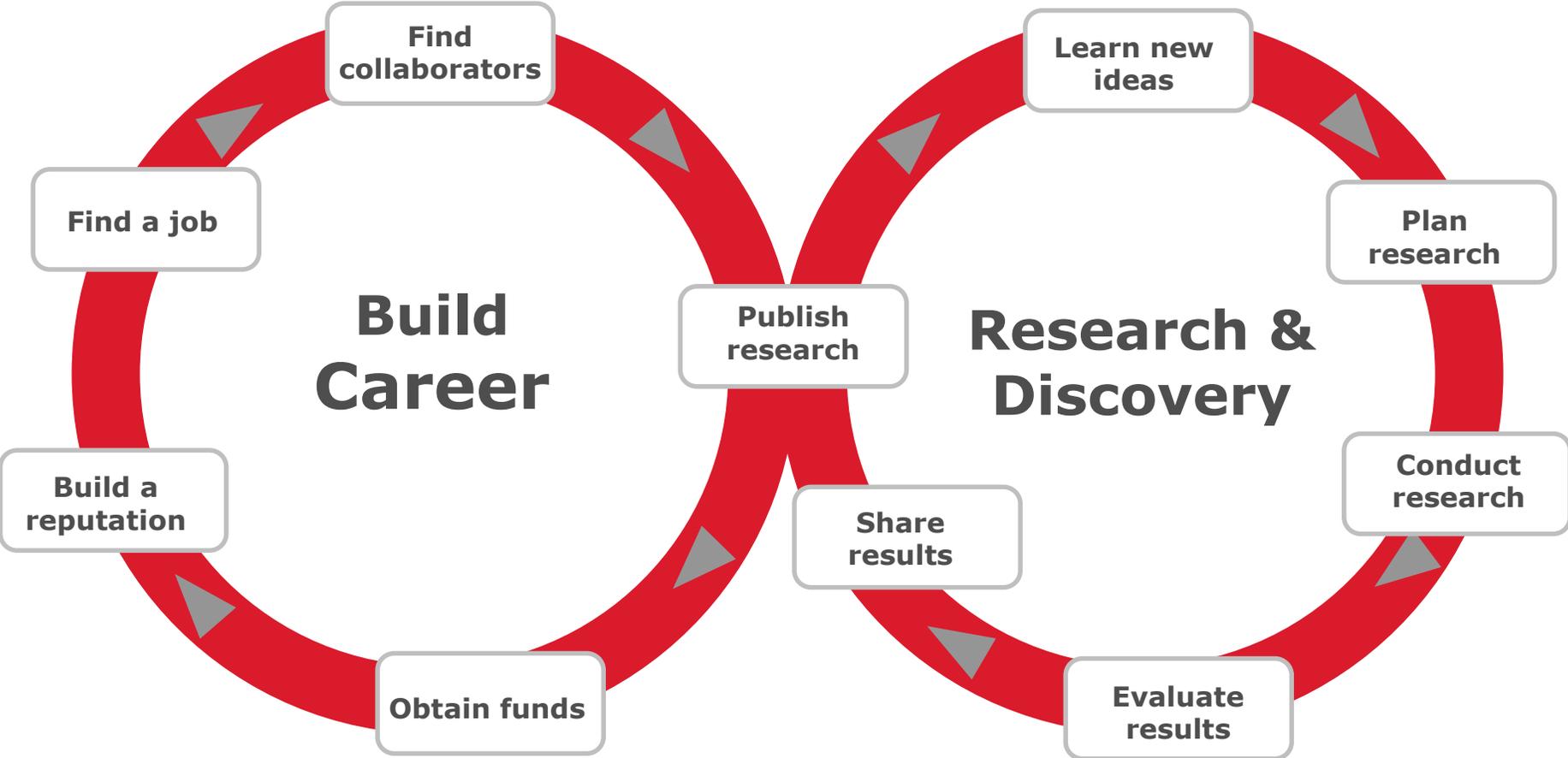
# Taking it to the Reader

...Or Taking it to the Doer?

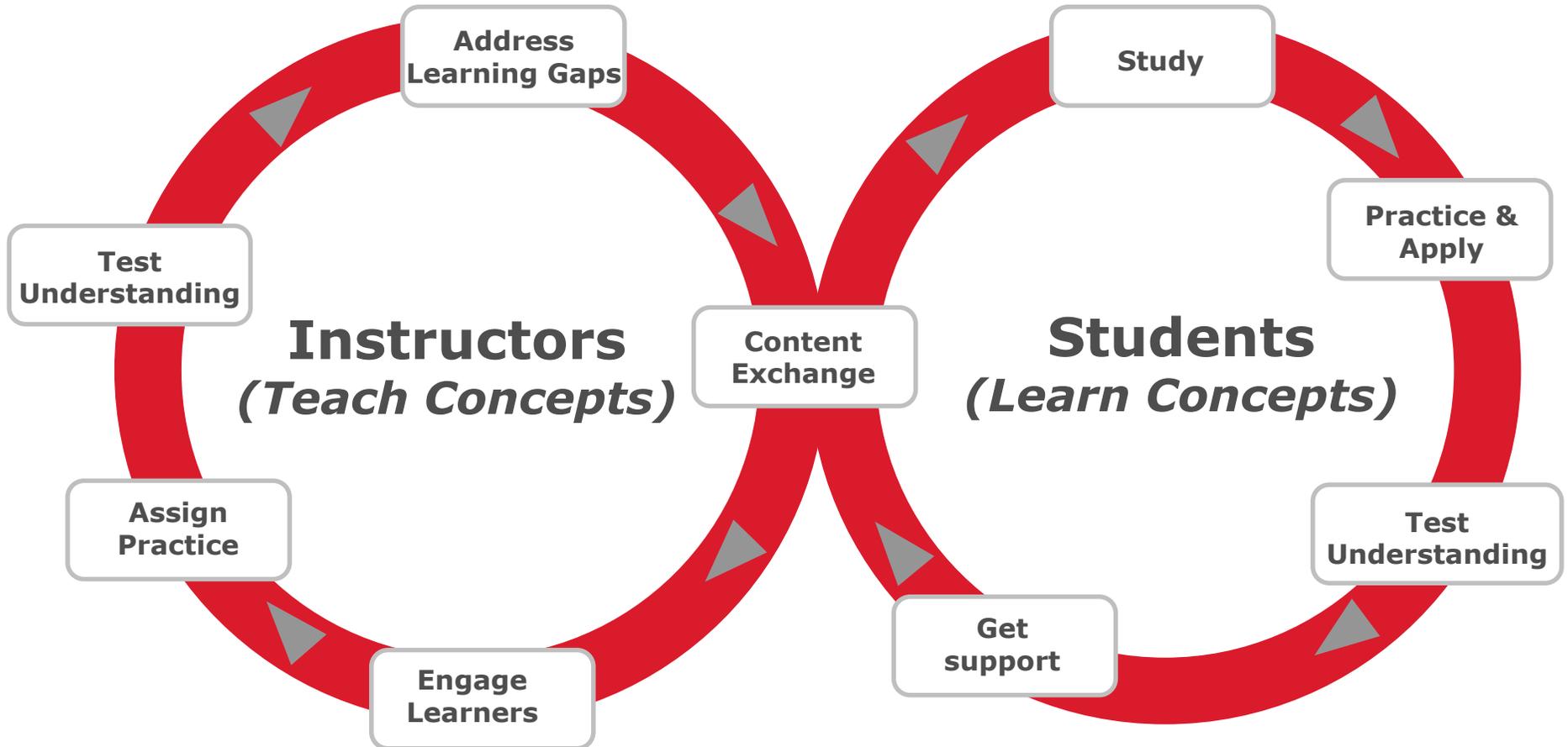


## The customer.

# The STEM Customer



# Education: Students & Instructors



# Reading is about two-way engagement.

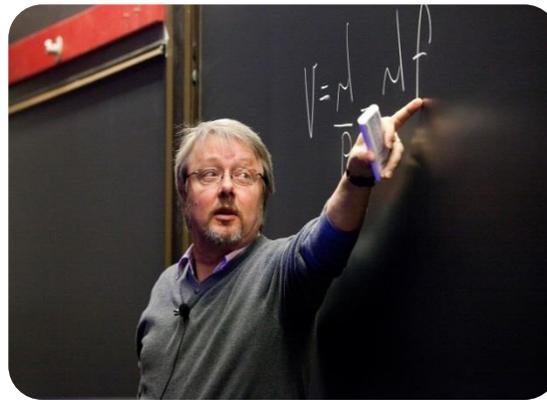
Connection driving behaviour.

## STEM



Supporting the entire researcher workflow

## EDUCATION



Enabling personalized learning

## TRADE



Achieving Reader Interest

# Consumer Connectedness

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## Nomophobia

No-mo-pho-bia

noun : an exaggerated, inexplicable, and illogical fear being without a mobile device, power source, or service area.



# Publishers Roles

## Our New Operating Principles

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- **Mobility:** content must be accessed via any device or platform
- **Cloud:** real-time content
- **Standards:** interoperable to workflow tools and platforms
- **APIs:** accessible by all networks
- **Tagging Techniques:** discoverable
- **Objects/Components:** transportable
- **Analytics:** relevant



We can define the ways people learn and share information – but we need to move quickly and may require us to work together.

For more information  
Please contact

**Ken Michaels**  
CEO

# Thank you

