



Tools for production & automation

Kevin Burke

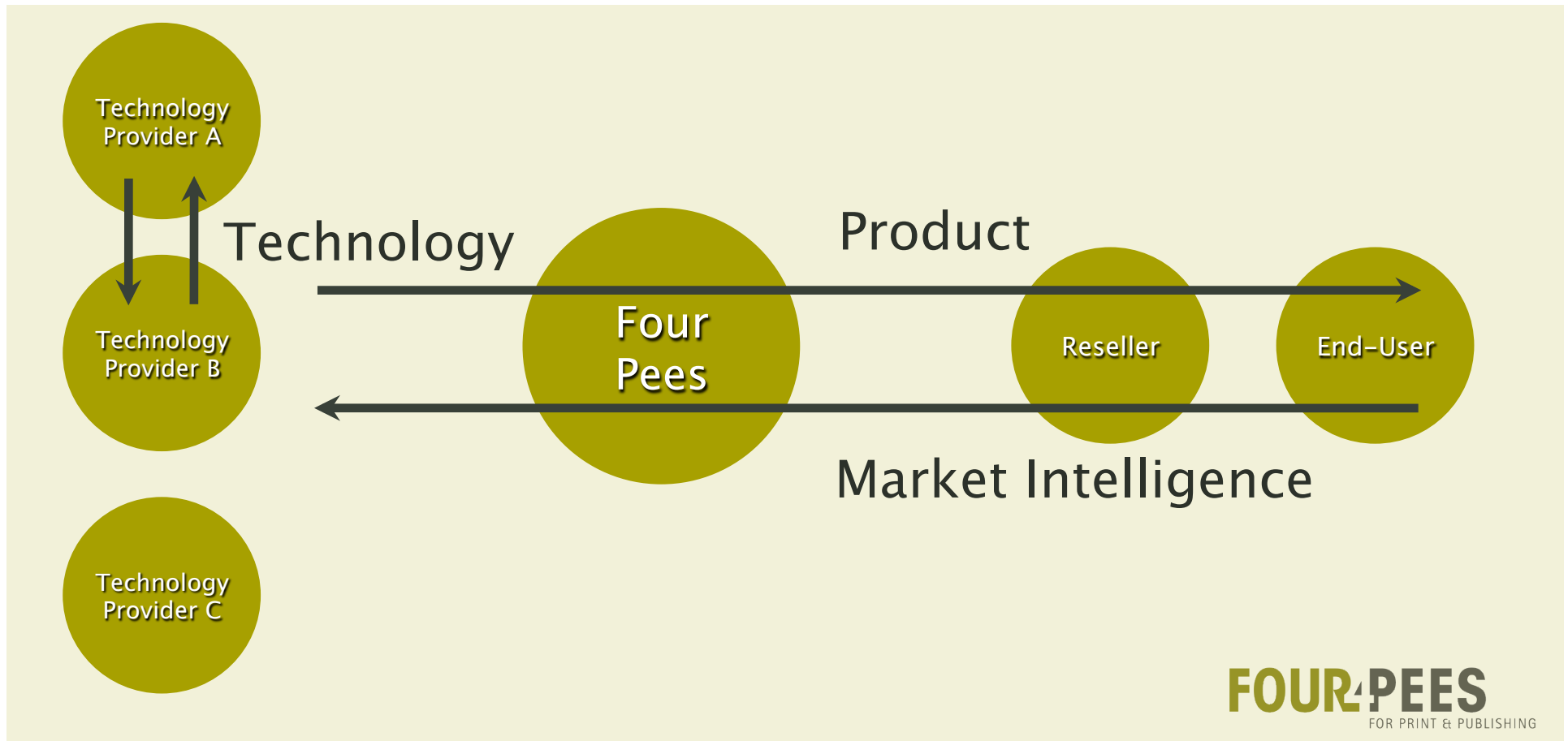
Business Development Manager, North America
Four Pees

What is Four Pees?



- International Sales & Marketing Organization
 - The “Four P’s of marketing”
- Founded in 2007 in Ghent, Belgium
- Services for Technology Companies
 - Building and managing sales channels for our partners
 - Providing strategic and tactical marketing services for our partners
- Supporting local resellers
- Currently expanding in North America, South America and Asia

Four Pees Position



Four Pees Proposition



**We help our partners and resellers
overcome the hurdles that prevent
a product from selling**

Four Pees Proposition



- Marketing/PR
 - Strategic
 - Operational
 - Product Management
- Sales
 - Direct (if no local partner is present)
 - Indirect (in close partnership)
- Professional Services
 - Installation
 - Integration
 - Technical Support

Markets













- Publishing
- Conventional printing
- Digital printing
- Large-format printing
- Graphic Design/Agency

Partner Portfolio

Production & Automation Tools For Printing & Publishing



Creative Collaboration	PDF Creation	Checking & Proofing	Corrections Manipulating Optimizing	Production	Delivery
 RemoteDirector®	 	  RemoteDirector®	 	  TWiXL publisher	

FOURPEES
FOR PRINT & PUBLISHING



TWIXL **publisher**
Digital Publishing Solution

FOURPEES
FOR PRINT & PUBLISHING

Twixl Publisher



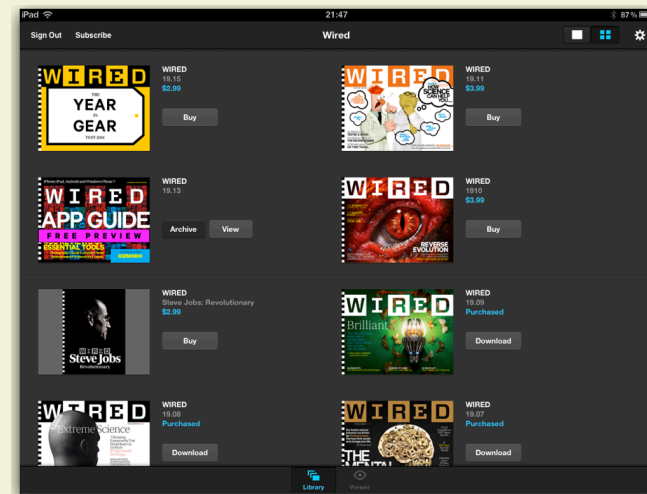
- An InDesign add-on for creating tablet apps
 - Plug-in
 - App builder
- Designers can use familiar InDesign tools along with Twixl's interactive add-ons to create native tablet apps, no coding required.
 - Links, buttons
 - Slide shows, audio & video
 - Scrollable content
 - Panorama VR and image sequences (360° views)
 - Web viewers – external or embedded, HTML5
 - Web overlays
- Easily repurpose documents designed for print into interactive tablet apps

Twixl Publisher



- For publishers, agencies, corporate marketing
- App Store distribution
 - Public
 - Magazines/catalogs
 - Public brochures
 - Portfolios
 - Single issue / single document
 - Multi-issue or “kiosk”
- Enterprise distribution
 - In-house
 - Sales team empowerment
 - Internal technical documentation and brochures
 - Single issue / single document
 - Multi-issue or “kiosk” (private server with user management)

Twixl Publisher



- “Unique” one-time license purchase business model – No monthly fees
- Three price points based on requirements
- Enterprise Kiosk solution for internally hosted and distributed multi-file apps

FOURPEES
FOR PRINT & PUBLISHING



Thank you...

And please stop by our
sponsor table

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