Like magazines, newspapers, television and even the Internet, the iPad is a medium for telling stories: informing, entertaining and engaging the people who use it. Each medium has its own rules of engagement and user expectations, and iPad users typically expect a more tactile, dynamic and interactive experience than they get from the media that preceded it.

With its ability to blend several types of media — including video, text, images, audio and 3D technology — with mobile connectivity, the iPad maximizes the creative potential of the storyteller as well as the possibilities for engaging the consumer. And unlike print or even television, where the reader is the passive recipient of information, the iPad invites user participation, interaction, response and social sharing, expanding the possibilities of active consumer engagement.

**IPAD CATALOGS**

Take glossy catalogs, for example. Print catalogs are an attractive way to view products, with high-quality images attractively positioned next to descriptive text. But user interaction is limited to flipping from page to page without active engagement with the actual content. Online catalogs allow consumers to zoom in and out, look at alternate views of the product and bookmark and share it, but at the cost of the captivating image quality and tactile pleasure of the printed catalog.

Publishers who use the iPad to deliver catalogs don’t have to sacrifice the aesthetic qualities of print for the convenience of interactivity, however. Cooliris, a Silicon Valley company focused on turning digital content into immersive visual experiences, has developed a product called Cooliris Decks, which uses the iPad interface to create a beautiful, high-quality, print-style catalog that allows the consumer to engage with the published content. Using Decks, publishers can universally update all of their catalogs simultaneously, optimizing discovery and user engagement while eliminating distribution costs. Consumers can “flip” through decks and create a personalized catalog from the publisher’s entire range of product offerings, and make a purchase with a single tap. (Publishers can use the Deck Editor at editor.decksapp.com to create their own decks from multiple templates.)

**IMMERSIVE DISPLAY ADS**

The iPad also has the potential to revolutionize display advertising. Advertisements on the iPad can be as eye-catching as print ads, as entertaining as TV commercials and as trackable as online Web ads. Cooliris Immersive Ads can help publishers turn advertisements into interactive art that can be attractive, fun and captivating — more like cool Super Bowl ads than static print or annoying Web popups.

Eschewing intrusive Internet advertising techniques, Cooliris Immersive Ads encourage higher levels of interaction by allowing users to decide for themselves whether they want to engage with an expanded, full-screen ad by tapping on a banner.

With Cooliris Immersive Ads, high-quality banners invite consumers to “choose your own adventure” by exploring 3D objects and scenes, watching videos, reading and sharing. Cooliris Immersive Ads also take advantage of the iPad’s built-in accelerometer. Consumers can rotate, tilt and zoom in on products so that they can see the shine of the glass of a phone or how the fabric of a garment hangs from different angles — shattering the barrier between viewing a product in print or online, and evaluating how it looks from all angles in a store.

Users interact with the iPad at two distinct points: in an app and during mobile browsing. Advertising recall rates on iPads have not yet been studied extensively, but in a Compete survey on advertising recall on smartphones, 52% of in-app users said they recalled an ad compared with 42% of mobile browser users. Combine this with the surge in tablet adoption and the ability to create truly immersive ads and it’s no wonder that advertisers are interested in the iPad.

The iPad’s powerful combination of flexibility, interactivity and beautiful user interface makes it an engaging media consumption device that can be a much more effective platform for delivering not only editorial content but advertising as well. 📲