



Get your NewsReader iPhone app up and running in just days!

The CCI NewsReader is a generic, configurable iPhone app solution that will get your news app up and running in just days. The app is based on the standards set by leading international news organizations and features what the public expects from a quality iPhone newsreader.

It can be easily interfaced with any XML- or RSS-feed or directly into your editorial system.



FEATURE HIGHLIGHTS:

Monetization:

You decide whether the app should be free of charge or payable. In terms of advertising, various ad placements (like headers and trailers or even in between articles) are supported.

Branding and set-up:

An online configuration tool allows for easy customization. The design can be specified with own logos, colors and fonts to create a very recognizable look and feel. The app has built-in buffering for offline usage. Section setup is dynamic and may be altered at later stages, added or removed. Each section can be individually managed and sourced.

Social Media:

The app supports sharing of news articles on social media like Twitter, Facebook - plus SMS and email recommendations.

Service:

CCI handles the initial setup and registration of the app in the App Store licensed under your name. On demand, custom extensions can be added to the reader on a time and material basis.

CCI Europe A/S is provider of editorial and advertising solutions for multimedia news environments. Our CCI AdDesk, CCI NewsGate and CCI NewsDesk products are the most robust and powerful systems in the industry and are implemented in news organizations across five continents. We provide the platform to support evolving needs of the world's largest news organizations and scalable solutions to help growing media brands optimize their business strategies. Constant innovation and strong customer commitment remain the cornerstones of CCI's business model. CCI is an Oracle Certified Partner and Adobe Gold Solution Partner.



CCI Europe A/S

Axel Kiers Vej 11 / DK-8270 Højbjerg / Denmark / Phone +45 87 33 55 88 / info@ccieurope.com
www.ccieurope.com

