

# eNGage

ePublication Platform for Social Collaboration



The widespread popularity of tablet devices have radically transformed the way people retrieve contents, enable learning and perform specific electronic tasks. Slowly becoming the preferred mobile computing choice, these devices are natural tools for electronic publications (such as e-books and e-magazines) as they are easy to use, read and are light enough to carry around.

eNGage is a tablet-based platform that brings electronic publications to a whole new level. Whether they are students, employees or professionals, the users can benefit from the ecosystem that the platform creates. The platform acts as a knowledge clove for individuals who will have access to the resources provided by their organisation, as well as contents from commercial publishers.

With its unique social collaborative features, the users of eNGage will be able to share their thoughts, ideas and notes effortlessly with like-minded people. The sharing will render the e-book content richer over time as compared to when the reader first purchased it.

For educators, publishers and organisations, eNGage presents a secure platform, which helps to protect the Intellectual Property of their content. It provides easy-to-use publishing features, that allows the seamless delivery of contents to readers. It also serves as an additional channel of revenue for commercial publishers, as they are able to sell the electronic version, fused with engaging multi-media resources on top of their printed edition.

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## CHALLENGES

- Costly and lengthy process of production and distribution of hard copy publications
- Passive reading of books and magazines, impeding knowledge retention and learning process
- Mobile workforce requires up-to-date information while in the field

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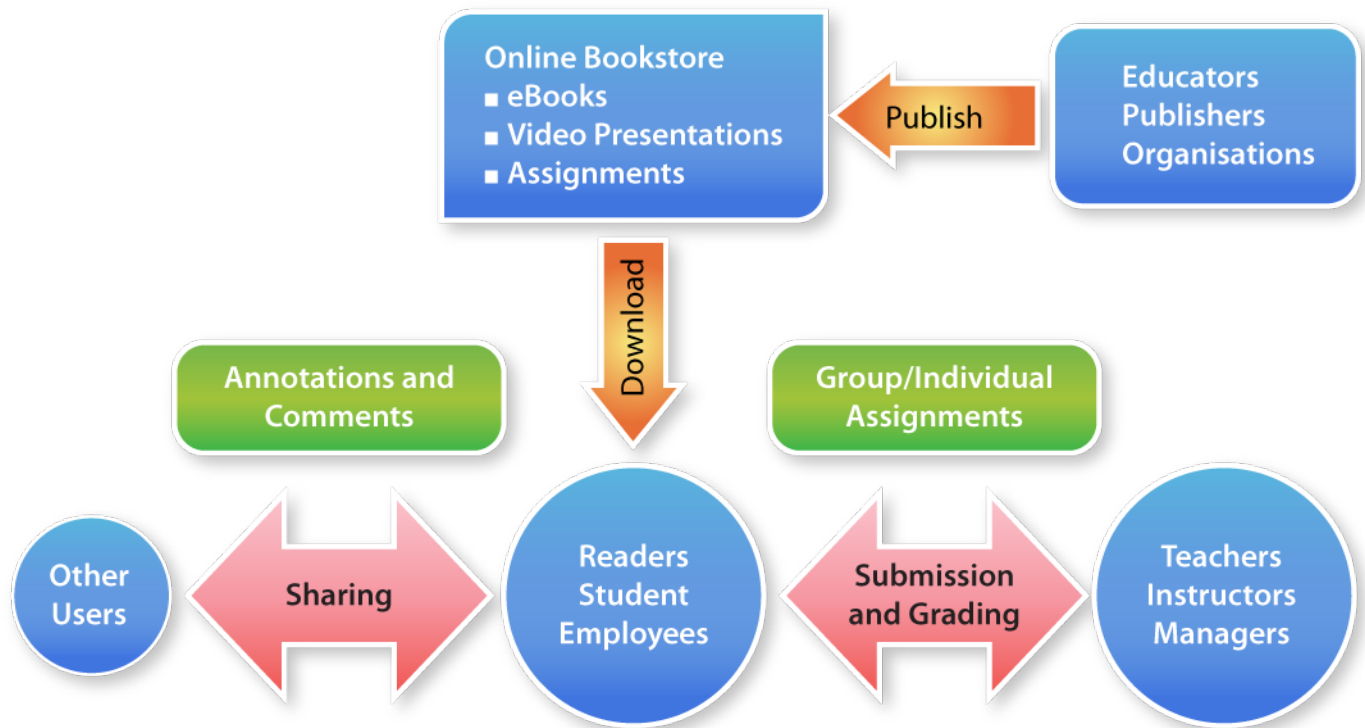
## SOLUTION

- Secure and integrated platform that delivers up-to-date publications to employees, students and readers

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## BENEFITS

- Secured platform for both publishers and end-users accessing the contents
- Interactive, lively and personalised content for enhanced learning
- Social collaborative learning on an integrated platform



## Support for Multiple Content Types

eNGage supports a variety of content types that can be published. Content can come in the form of:

- Electronic books, similar to traditional books
- Video Presentations, presentation slides that are synchronised with video
- Group or individual assignments, which can be submitted for grading and assessment

## Social Collaboration Platform

The eNGage tablet client provides a myriad of features that makes reading and learning an enjoyable and fun experience.

Downloaded content can be annotated using freehand writing, videos, audio, images, text and hyperlinks. These annotations can be shared via the eNGage platform with other students, employees or readers, hence creating a social learning environment. With such ease of access to a communication channel, users will be encouraged to raise questions and share valuable insights with one another. Over time, this will help build an engaged learning and collaborative environment.

In the education arena, eNGage is useful in alleviating physical stress from students who have to carry heavy textbooks. There is no longer the fear of losing books since the purchases made will be stored electronically in eNGage.

## Powerful and Convenient Publishing Capabilities

The eNGage platform provides publishers a web-based interface to publish their content easily. Enriching contents like video, images, audio and web links can be embedded to engage users and stimulate their interest.

Content providers need only to publish their content once and consumers will be able to access the content via a wide range of popular tablet devices such as the iPad and Android tablets. This will allow content providers to reach out to a wider range of audiences while reducing the distribution time for publishers.

The eNGage platform ensures that the published contents are protected through a built-in Digital Rights Management system. Moreover, publishers can also receive payment for their paid content through third-party payment gateways when consumers purchase these publications.

Unlike traditional publications, content providers can simply publish incremental updates as and when one is available, and the readers will have immediate access upon publication.

Private organisations can also opt for an enterprise solution where they can have their own online bookstore, provided by eNGage.