

## **YUDU Media Corp Launches Next Generation Digital Edition Platform**

FOR IMMEDIATE RELEASE

### **State-of-the-art digital editions enable a fully accessible digital publication and transform the reading experience**

BOSTON - April 18<sup>th</sup>, 2007 - YUDU Media Corp has announced the release of YUDU Publishing, the new Digital Edition solution designed to transform the reading experience of 3D, page-turning digital publications. Enhanced features include infinite zoom and super sharp vector text, superior video streaming and faster page loading. The solution is also the first of its kind to allow for the parallel production of a fully accessible digital edition, which will dramatically increase the number of digital publications available to the blind and partially sighted.

YUDU Publishing delivers state-of-the-art digital editions of newspapers, magazines, catalogues, brochures and any other printed material, enhanced with interactive rich media features. The cutting-edge capabilities of this new product include improved features such as infinite zoom, Digital Rights Management and YUDU Stats, the comprehensive statistics reporting system for crucial reader information and effectiveness measurement. Additionally, the YUDU Publishing solution doesn't require any special software downloads and is designed with simplicity and ease of use in mind at all times. (<http://www.yudu.com/us/portfolio.html>)

YUDU Media ([www.yudu.com](http://www.yudu.com)) delivers digital media solutions designed to help media companies forge valuable online relationships with their existing readers, while expanding their audience and advertising base around the world. Leveraging five years experience as Digital Alternatives, YUDU Media understands and is well positioned to address the challenges that today's media companies face. Devin B. Holmes, YUDU Media's President, who brings more than 12 years experience in the publishing and technology industries, commented on the YUDU Publishing solution:

"The release will mark a revolutionary move in not only the digital edition industry, but the publishing industry as a whole. More readers than ever before are browsing digital editions for news, information, entertainment and trends and our improved software will encourage companies and publishers to stop the digital revolution from passing them by".

"YUDU Media has also made a commitment to helping those with disabilities gain access to online content, something which we feel is extremely important and often overlooked. Government accessibility compliance is one of our key objectives and so all of our YUDU Publishing digital editions are able to meet government accessibility regulations."

This accessibility advancement will mean an increase in the number of publications available for the blind and partially sighted. YUDU Publishing digital editions are also programmed to utilize short cut keys to help those who cannot use a mouse. View an accessible YUDU Publishing Digital Edition at (<http://publishing.yudu.com/A813/welshrec12>)

### **About YUDU Media Corporation**

YUDU Media operates from Boston, MA and London, UK. With over five years experience in the digital edition publishing industry, the company has expanded and rebranded to mark the introduction of their own ground-breaking digital edition solution, YUDU Publishing, developed to improve the digital edition reading experience.

Devin B. Holmes, President of YUDU Media, formerly worked for the publishing and media powerhouse The New York Times Company where he was responsible for leading transformational efforts in both the technology and circulation areas to better equip the company for future growth.

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Notes for the Editor:

For more information on YUDU Media Corporation or the YUDU Publishing solution, please contact Grace M. Love at YUDU Media on (+1)888 FOR YUDU (367 9838), or email [grace.love@yudu.com](mailto:grace.love@yudu.com)

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