



crunchreader



What is Crunchreader?



The Crunchreader is a simple and flexible way to publish your content in a way that makes it possible to reach large audiences at a low cost. Using a standard flat-file PDF as a starting point, we create an app that combines a beautiful presentation with all the interactivity that you would normally find in standard apps.

The end result is up to you – everything in the final presentation can be customized according to your aims, needs and preferences.

What is it good for?

Do you have a product catalogue that needs to reach a wide audience in many different languages? With Crunchreader the switching of language is just a touch away.

Do you have prints or brochures that cost a lot to produce and distribute and which you are still not sure if anyone reads? With Crunchreader you have a one-time cost for publication after which you will not only have exact statistics of how many reads your content, but also which parts of the content they respond and react to most!

Content Interactivity

Combing the clarity of information and presentation in your PDF with all the possibilities of a programmable app it is possible to create a cross-platform, interactive experience for your audience that allows you to meet your communication objectives.

Whatever the fulfilling of your goals may require – linking to your e-commerce site, integrating YouTube-videos, maps and directions to you company's locations, availability of contact forms or the linking of your content to various Social Media platforms – it can all be done with the Crunchreader tool.



Beautiful and realistic transitions when turning pages.

To get a better view of interesting content you can zoom by using standard pinching gestures.

Slider makes it easy to navigate quickly through large documents.

Customization and Control

Not only are the functionality and interactivity possible to control, but the layout and every piece of graphical design, such as buttons and sliders, can be designed to match your brand and its unique style. Is it a smooth environmental green with curved corners what you want from you interaction panels, or would a clean blue, half-transparent design match your values better?

There are literally no limitations when it comes to the look of your Crunchreader app.



One page, and two page view.

Reach and Business Intelligence

What are the two greatest inherent qualities of making use of digital media in market communications? First – the potential of being able to reach huge audiences with your message, and second – the possibility to gather and store user interaction data for use in Business Intelligence! With Crunchreader you will be able to measure and analyse all aspects of how your app is used – how many you reach, what they are looking at and what they are sharing with their friends on Facebook, to name a few examples.