



NEWS RELEASE

Cadmus Communications announces the launch of Mobile dPub™

Columbia, MD (April 1, 2011)--Cadmus Communications www.cadmus.com, a Cenvéo company and a global leader in providing a full range of content and print services for publishers, announces our new mobile and desktop content delivery platform for journals, books, magazines and reprints. Cadmus Mobile dPub™ is a revolutionary e-delivery system that allows publishers to distribute content easily on any mobile device via a browser-flexible interface. A single link allows for distribution to iPhone, iPad, Android brand phones and tablets, all smart phones and your desktop.

Simple, fast and cost-effective, Mobile dPub uses your print PDF as the input file which is formatted and uploaded for immediate access from any browser-capable device. There is no need to create an application or sell through the branded marketplaces. If an application-delivered product is part of your strategy, the system allows for content to be wrapped as a native application and available through the Apple and Android marketplaces, with additional distribution channels to be offered soon.

Content can be securely delivered and managed through a subscription management tool with all of the revenue captured by the publisher. The tool provides for independent import of subscriber lists, subscriber management and payment processing.

Mobile dPub allows customization of your presentation and supports rich media applications including video, pop-ups, web links, RSS feeds and social media. The text only reading mode is ideal for reading on smaller screen devices and web analytics and reports are easily generated.

According to James McQueen, Director of Digital Media at Cadmus, “Cadmus Mobile dPub™ is an ideal solution for interactive journals, books, magazine, and reprints--allowing publishers to quickly and easily distribute their content electronically to all existing and future browser-enabled mobile devices.”

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Cadmus Communications, a Cenvéo company, provides end-to-end, integrated graphic communications services to professional publishers, not-for-profit societies, and corporations. Cadmus is one of the world's largest providers of content management and production services to publishers. For more information please visit us at www.cenvéo.com.