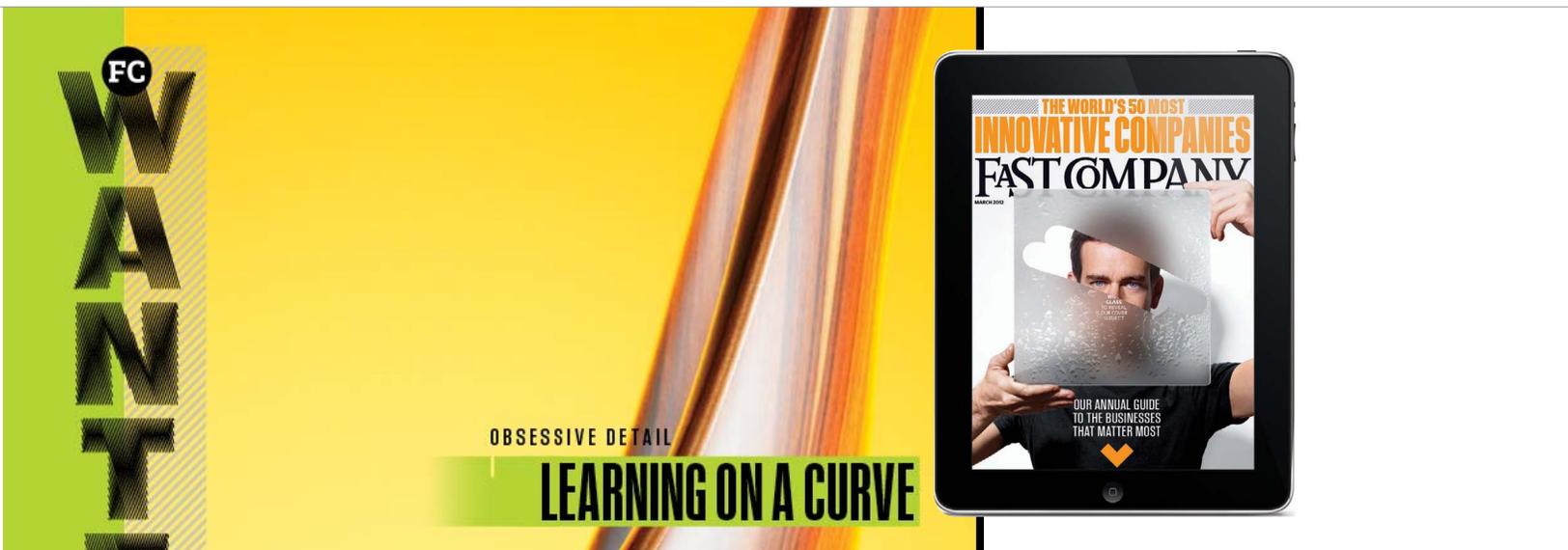




## Fast Company Innovation in publishing



### FAST COMPANY

*Fast Company*  
New York, New York  
[www.fastcompany.com](http://www.fastcompany.com)

Joe Zeff Design  
<http://joezeffdesign.com>

Click to download the app



#### Results

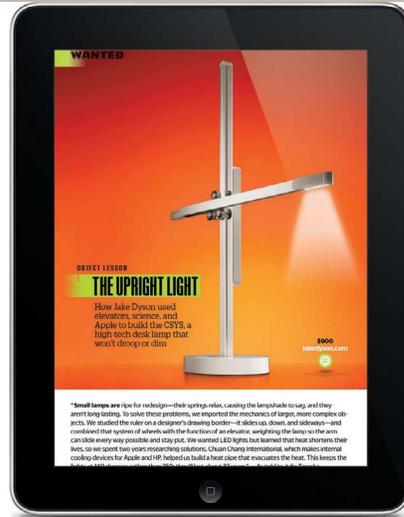
- Increased subscriptions for print version
- Introduced entertaining, immersive companion app
- Easily repurposed content for multiple devices
- Included lightweight animations
- Continually improved app through analytics

Popular business magazine delivers immersive and interactive tablet edition with Adobe® Digital Publishing Suite, InDesign®, and Edge Preview

Launched in November 1995 by Alan Webber and Bill Taylor, two former *Harvard Business Review* editors, *Fast Company* magazine was founded on a single premise: A global revolution was changing business, and business was changing the world. Today, *Fast Company* is a leading progressive business media brand with a unique editorial focus on innovation in technology, ethnomics (ethical economics), leadership, and design.

With tablet publishing on the rise and readers increasingly asking about accessing the publication on the iPad, *Fast Company* began exploring solutions for creating digital publications. As an initial test, the company used Adobe Digital Publishing Suite to create its standalone *Most Creative People* app using all of the interactive features of the solution to test what it could do. After evaluating another solution as well, the company made the decision to move forward with Adobe Digital Publishing Suite, Enterprise Edition, to provide users with an interactive, tablet-based companion to its renowned print magazine.

"Adobe Digital Publishing Suite gives us the ability to tear content apart and put it back together, while staying true to our underlying design principles," says Noah Robischon, executive editor for digital of *Fast Company*.



*"Adobe Digital Publishing Suite gives us the ability to tear content apart and put it back together, while staying true to our underlying design principles."*

Noah Robischon  
Executive editor for digital, *Fast Company*

### Challenge

- Create a successful companion app to cutting-edge *Fast Company* print magazine
- Publish app quickly and efficiently
- Provide users with immersive, interactive experience

### Solution

- Leverage Adobe Digital Publishing Suite, Enterprise Edition to create companion app for *Fast Company*
- Use Adobe InDesign to repurpose content for multiple devices
- Use Adobe Edge Preview to create lightweight animated graphics
- Optimize customer experiences and ad effectiveness in app using insights gained through Adobe SiteCatalyst\* and built-in analytics of Adobe Digital Publishing Suite

### Systems at a glance

Adobe Digital Publishing Suite, Enterprise Edition

Adobe Digital Marketing Suite. Components used include:

- Adobe SiteCatalyst
- Adobe InDesign
- Adobe Edge Preview

### Pushing publishing boundaries

Working with Joe Zeff Design, a studio with the rare honor of having one of 88 apps in the Apple App Store Hall of Fame, *Fast Company* created a digital publication that, true to its editorial roots, pushes beyond traditional boundaries. The first issue featured an animation of the notoriously shy founder of Square and inventor of Twitter, Jack Dorsey, behind fogged glass that can be cleared with a few swipes.

In building the digital edition of its monthly magazine, *Fast Company* wanted to offer print subscribers free access to an experience that gives them something to do rather than to read. Using the Direct Entitlement feature in Digital Publishing Suite, Enterprise Edition, subscribers can enter their credentials and have free access to the digital version.

Within the *Fast Company* digital edition, interactive features help enhance stories in natural and intuitive ways. In a story about Ekso Bionics, a company that builds bionic exoskeletons, readers can immerse themselves in a 360-degree view of an exoskeleton with pop-ups. A story on SoundCloud, a cloud-based audio sharing company, lets readers annotate and listen to recordings of bats. Readers also benefit from the integration of bookmarks, that let them star favorite articles to easily locate them at a later time.

In all cases, *Fast Company* tries to make the interactivity organic to the reading experience. Together with Joe Zeff Design, *Fast Company* quickly realized that beautiful layout and design were the most important factors. "Our goal was to create a superior reading and browsing experience for the iPad, and Adobe Digital Publishing Suite made that possible," Robischon says.

The digital edition of *Fast Company* launched just after the release of the new iPad, creating the opportunity for Zeff and *Fast Company* to see if they could take advantage of the high-definition retina display and faster processing capabilities. The team rose to the challenge and delivered an issue that capitalized on the 2048 x 1536 display with higher resolution graphics, while still delivering a great experience for customers with earlier iPad versions.

### Real-time app creation

With Adobe Digital Publishing Suite, Joe Zeff Design can produce page layouts with Adobe InDesign, the software known to all the designers and already integrated into the studio's workflow, to view the output on desktops and publish it directly to tablets. The creative process works side-by-side with the production of the print magazine. According to Founder Joe Zeff, the studio can work quickly and efficiently to develop great content—without having to write any code.

Using Digital Publishing Suite, Zeff and his team can share the latest .foliofile with *Fast Company* staff who can view it in Adobe Content Viewer on their individual iPads. Using this workflow, Zeff can obtain feedback in real time and make changes on the fly, essentially building the app right in front of *Fast Company*.

Using the Adobe Edge Preview, *Fast Company* created a lightweight animation that worked on the web and in its digital edition without any code modifications needed.



*"Our monthly issue app is offering an enhanced experience for existing readers and helping us attract new subscribers as well. We're very happy with the numbers we are seeing."*

Noah Robischon  
Executive editor for digital, *Fast Company*

New enhancements to Adobe InDesign CS6 will streamline the process even further. With the alternate layout workflow in Adobe InDesign CS6, *Fast Company* and Zeff will be able to more easily repurpose a layout for devices with different screen sizes and aspect ratios. "*Fast Company* readers are early adopters," says Robischon. "Alternate layout will allow us to quickly design for multiple devices such as Kindle Fire and Android," something many of our subscribers are requesting," says Robischon.

*Fast Company* is also building animations for its digital edition using Adobe Edge, a new tool for creating stunning animated and interactive content using HTML5, CSS3, and JavaScript. Using Adobe Edge, *Fast Company* was able to create a lightweight animation for a story on gesture-based computer navigation and put it straight into both the app and onto the website without modifying any code.

"Adobe Edge will enable us to create custom interactives with more complexity than what is currently available," says Robischon. "And since the underlying code is HTML5, the animations can be used on the Web as well as the iPad."

### Insights inform the process

Using Adobe SiteCatalyst and the built-in analytics in Digital Publishing Suite, Zeff and *Fast Company* can track user behavior in detail, including where users spend their time within the app, which features are the stickiest, how many times they view ads, and whether or not they click through to a website to make a purchase. The team can obtain extremely granular information on advertisements, and know instantly, for example, whether 360-degree product rotations are more successful than video in engaging customers.

For *Fast Company*, Adobe Digital Publishing Suite has become the key ingredient in the recipe for app publishing success. "Our monthly issue app is offering an enhanced experience for existing readers and helping us attract new subscribers as well," says Robischon. "We're very happy with the numbers we are seeing."

### For more information

[www.adobe.com/products/digital-publishing-suite-family.html](http://www.adobe.com/products/digital-publishing-suite-family.html)

[www.adobe.com/products/creativesuite/design.html](http://www.adobe.com/products/creativesuite/design.html)

[www.omniture.com/en/products/digital-marketing-suite](http://www.omniture.com/en/products/digital-marketing-suite)



Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)

© 2012 Adobe Systems Incorporated. All rights reserved. Printed in the USA.

Adobe, the Adobe logo, SiteCatalyst, and InDesign are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Android is a trademark of Google Inc. All other trademarks are the property of their respective owners.

91072085 7/12