

DIGITAL CONTENTS LIBRARY PLATFORM

Mentor

We're appknot

ABOUT

Digital Contents Library Platform **Mentor**

There is a perception that production of digital contents takes lot of time and money in general. To produce an application there should be designer and developer, or you need to put time into mastering the manufacture tool.

To handle this, appknot developed a solution “**MENTOR**” which enables everyone to make & distribute their own digital contents in easy, fast, and cost effective.

Digtial Contents Library Application

It provides container application structure which ables to arrange and download various contents.
In accordance with the era of smart devices, digital contents platform has been used in diverse fields such as magazine, exhibition, college, and business PR brochure.



Digtial Contents Library Application



Paper Contents

Mail or
Direct delivery

Not possible to revise
Re-print

Only paper contents

Disposable contents

Digital Contents

Distribution by
App Store

Able to modify
in real-time

Optimized at
smart devices

Sustainable use with
various functions



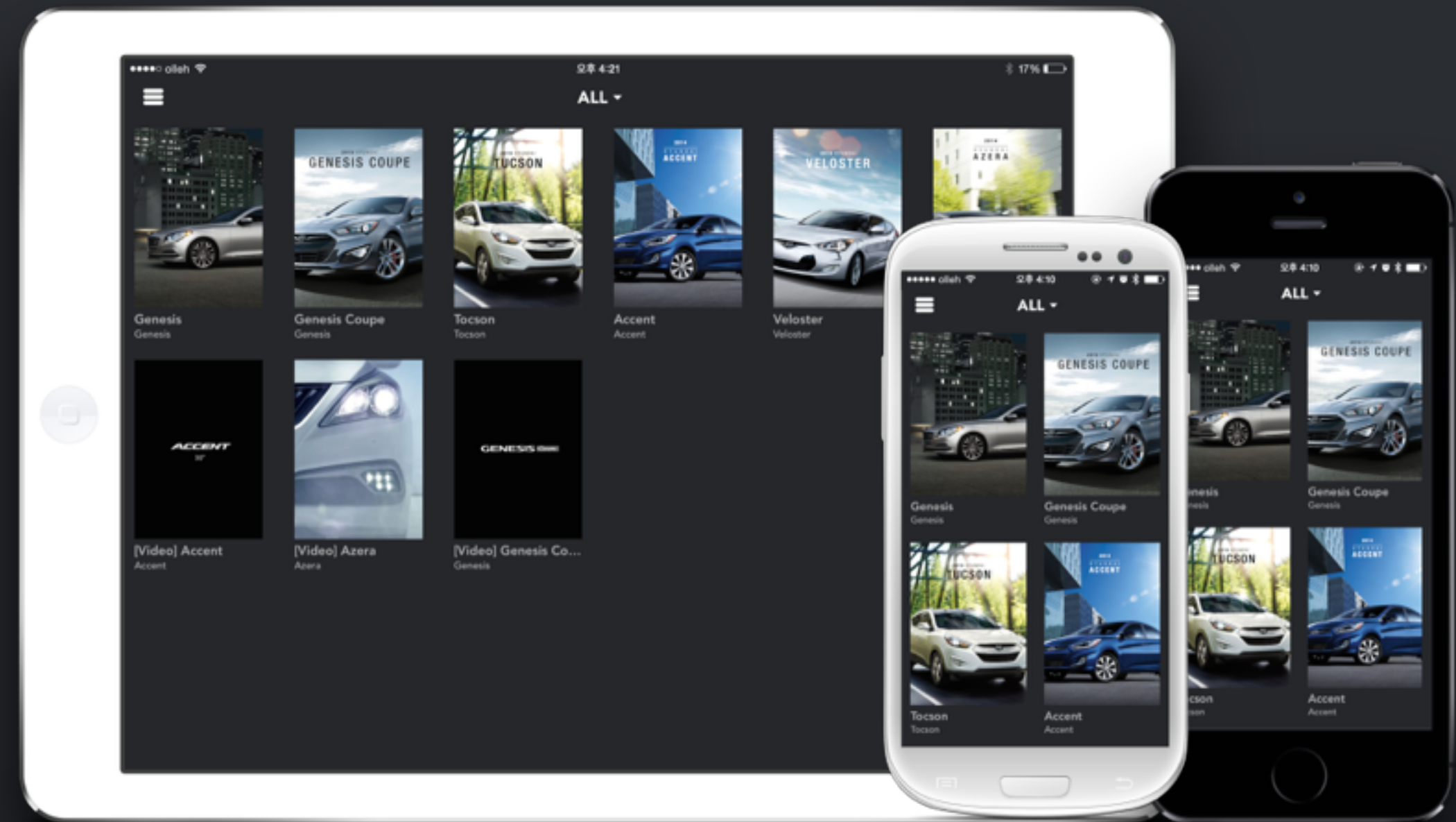
About Mentor

MENTOR is easy and cost effective digital publishing library platform to make & distribute your own digital contents in an application form.

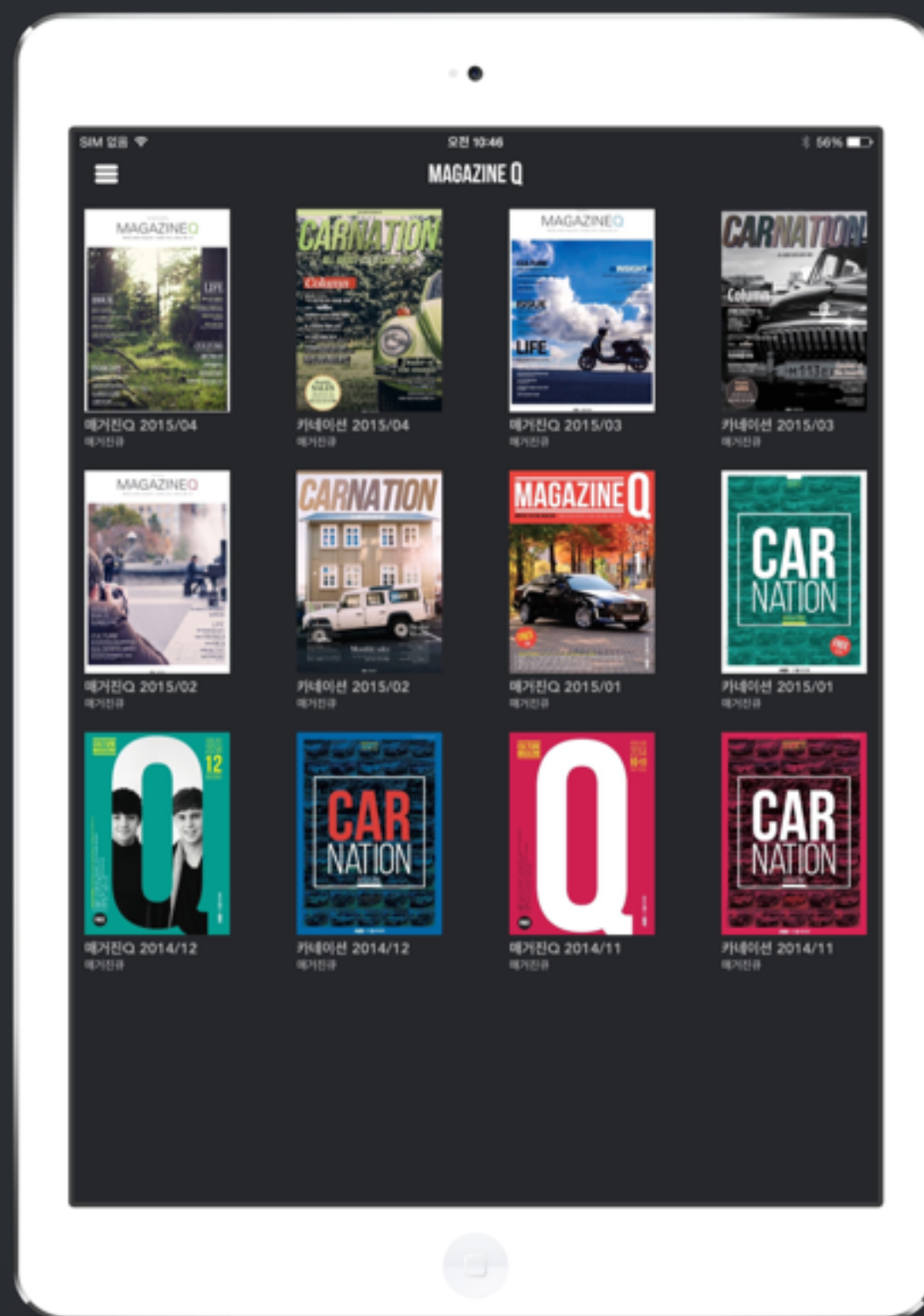
Without any designer and developer, it is available to produce an library form application yourself in easy.

iOS & Android. All Device.

With the only once publishing,
it is available for service on the all the smart
devices automatically.

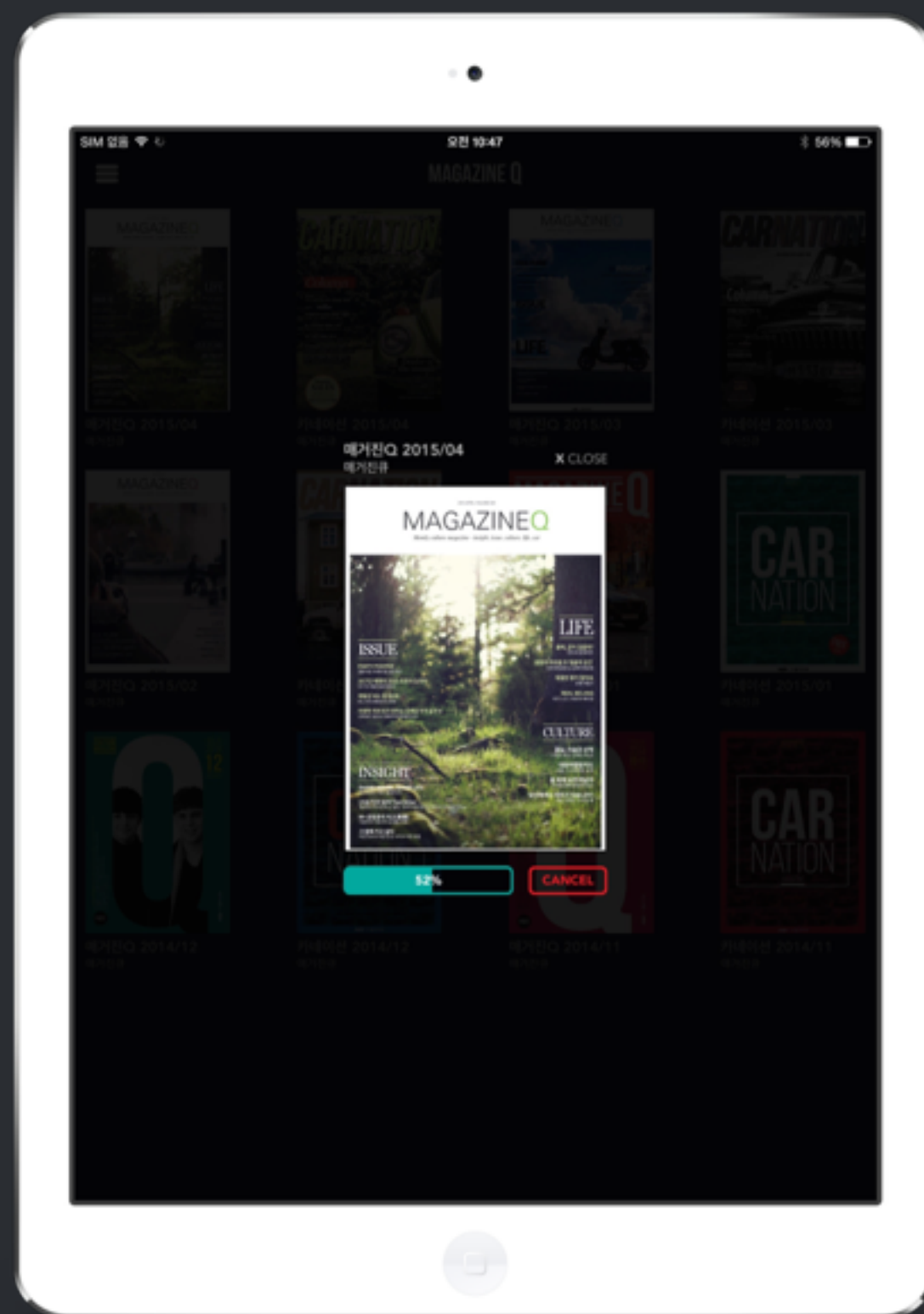


Contents View



[Library Main]

Arranges PDF & VIDEO contents



[Contents Download]

Able to download any contents

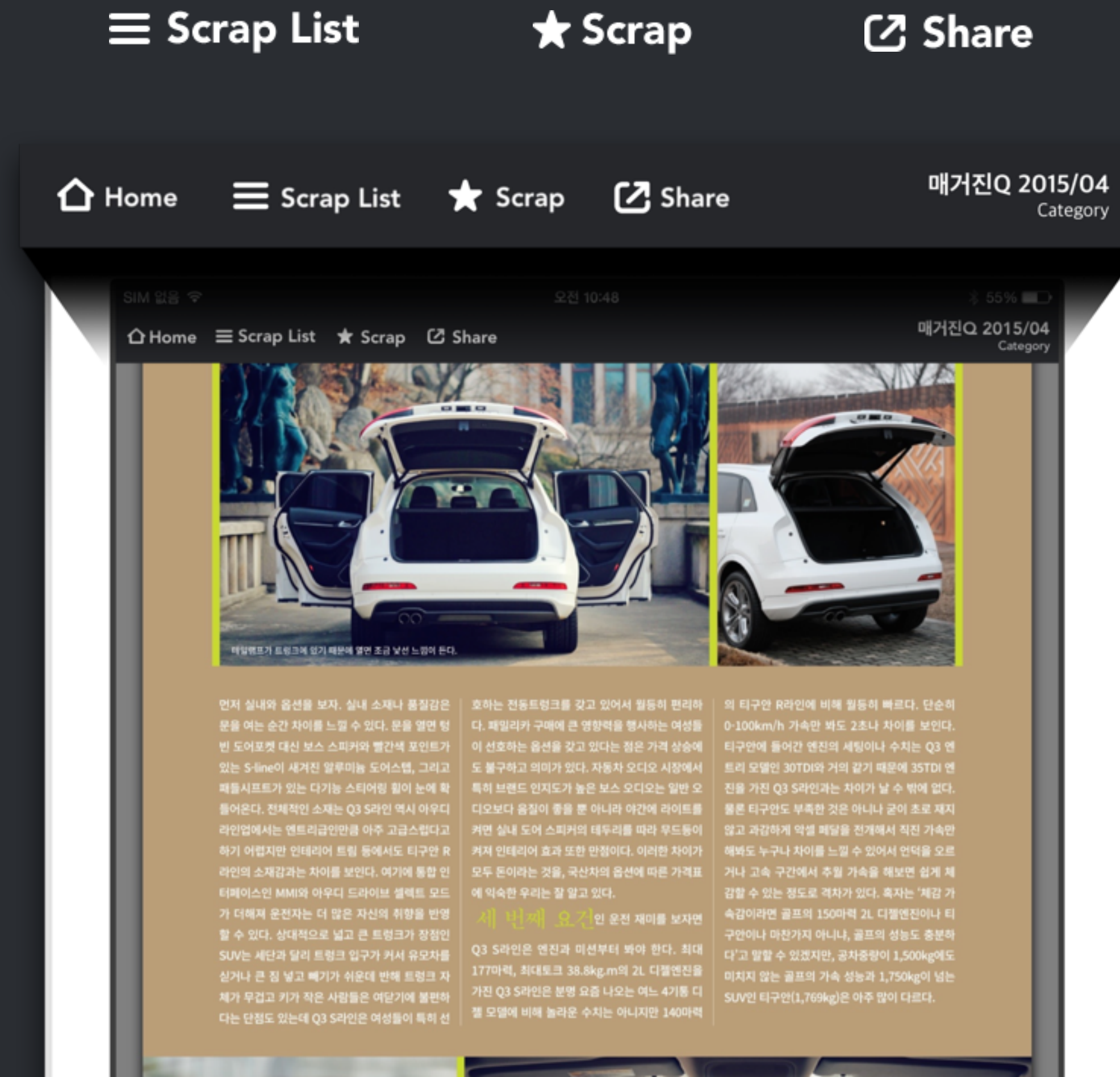


[Contents View]

Enjoy the contents







View Function

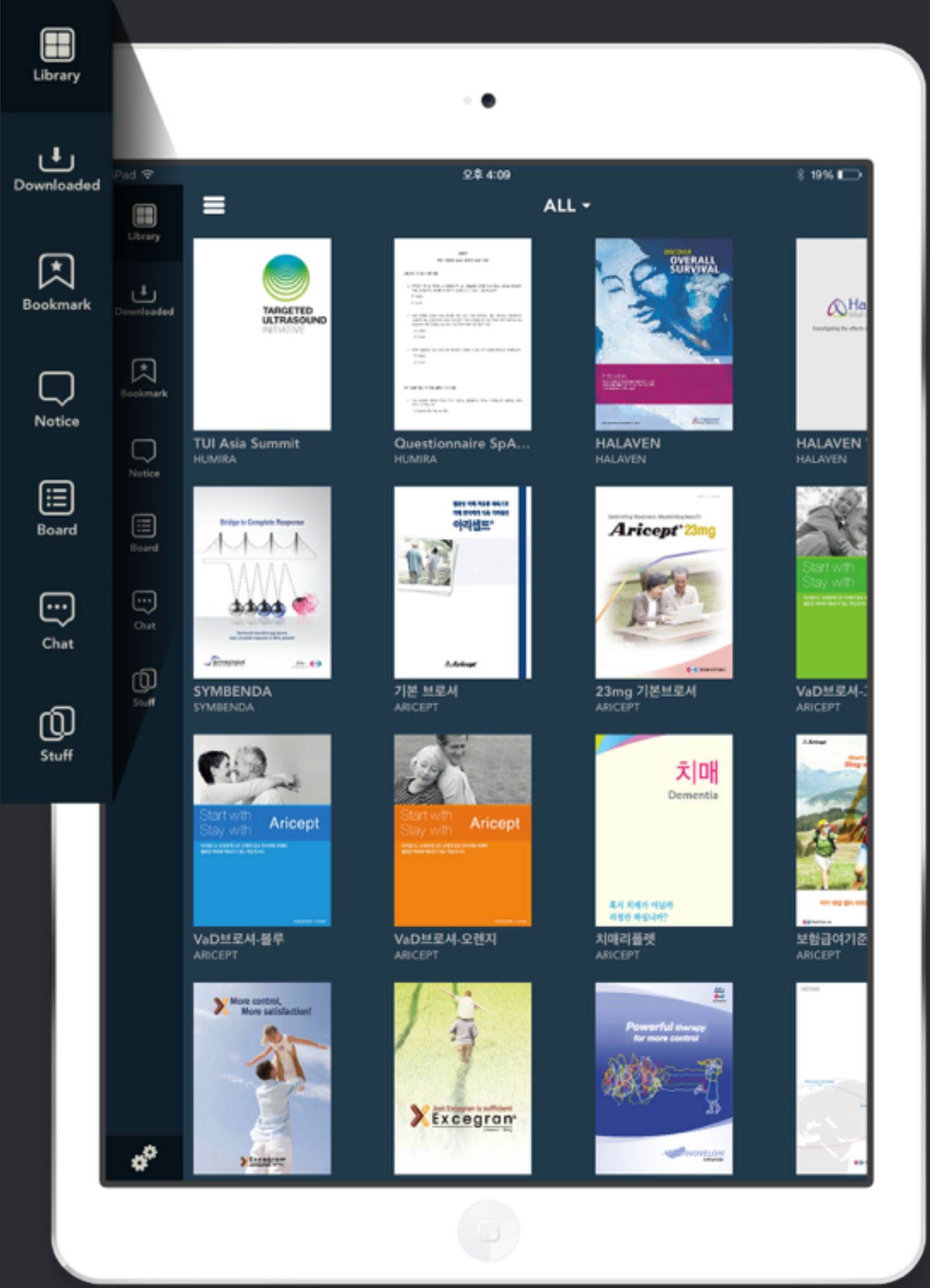
Through the page scrap and contents delivery function, it is possible to transfer contents to others.



Function

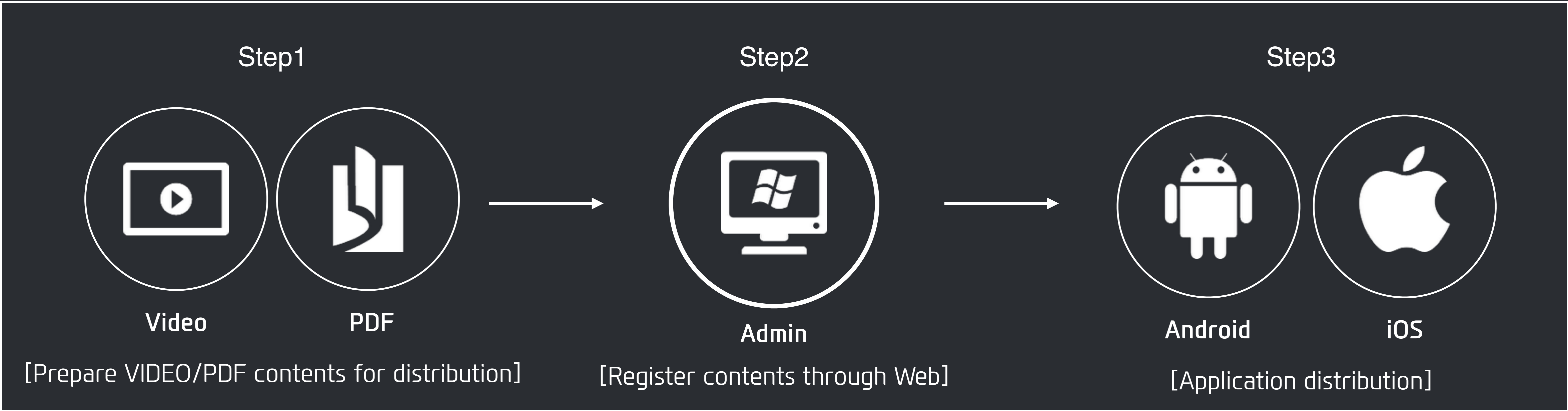
Various business specialized functions are selectable. **Customizing** available.

-  About Service information, Web-link
-  Board Posting comment in internal group
-  Inquiry Price estimation, Q&A
-  Notice Announcement Push
-  Chat Chatting btw users, Internal group chatting
-  Stuff Various customizable functions



About Mentor

With simple education, anyone can manage the administrative-page and produce user own library form application.



Mentor Use Cases

Many domestic and foreign companies already have chosen **MENTOR** for business efficiency.



Magazine

Publications which
issued weekly, monthly



Brochure & Catalog

Business PR brochure,
Company newsletter



Exhibition

Event information,
Promotion



Sales person

Sales management,
Marketing tool



Education Institution

Book,
Education materials



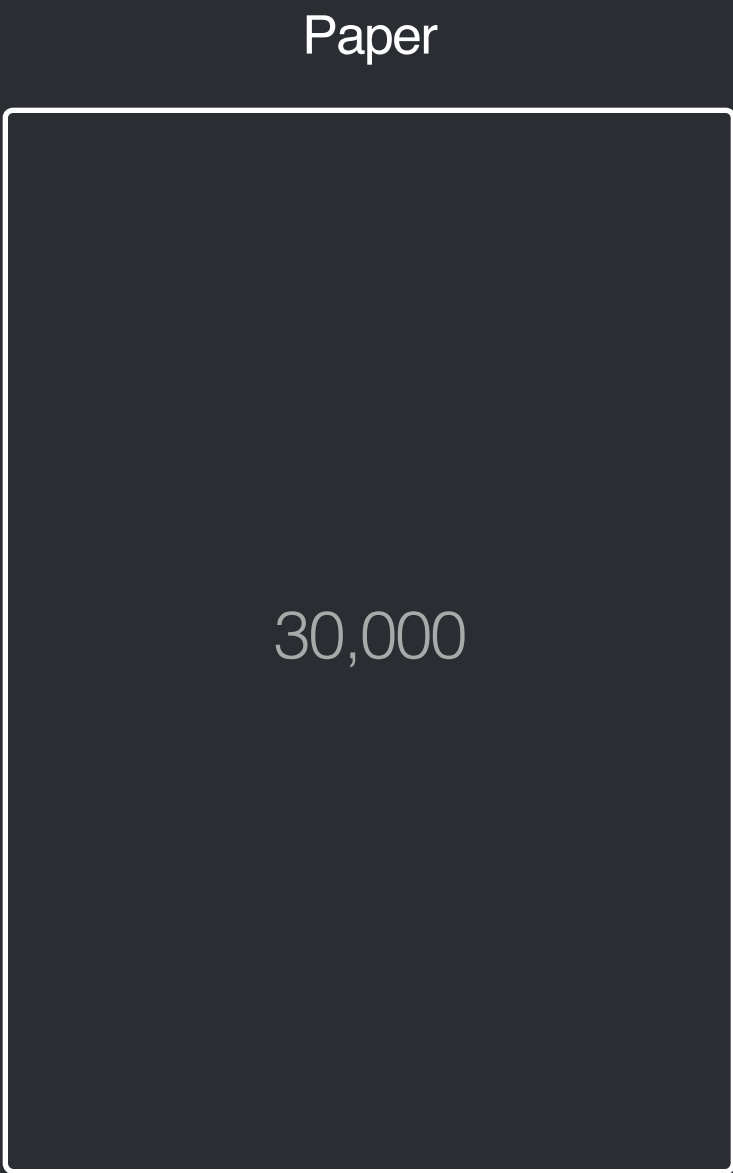
Need Magazine Publishing?

Do you feel burden on publishing paper magazine everytime?

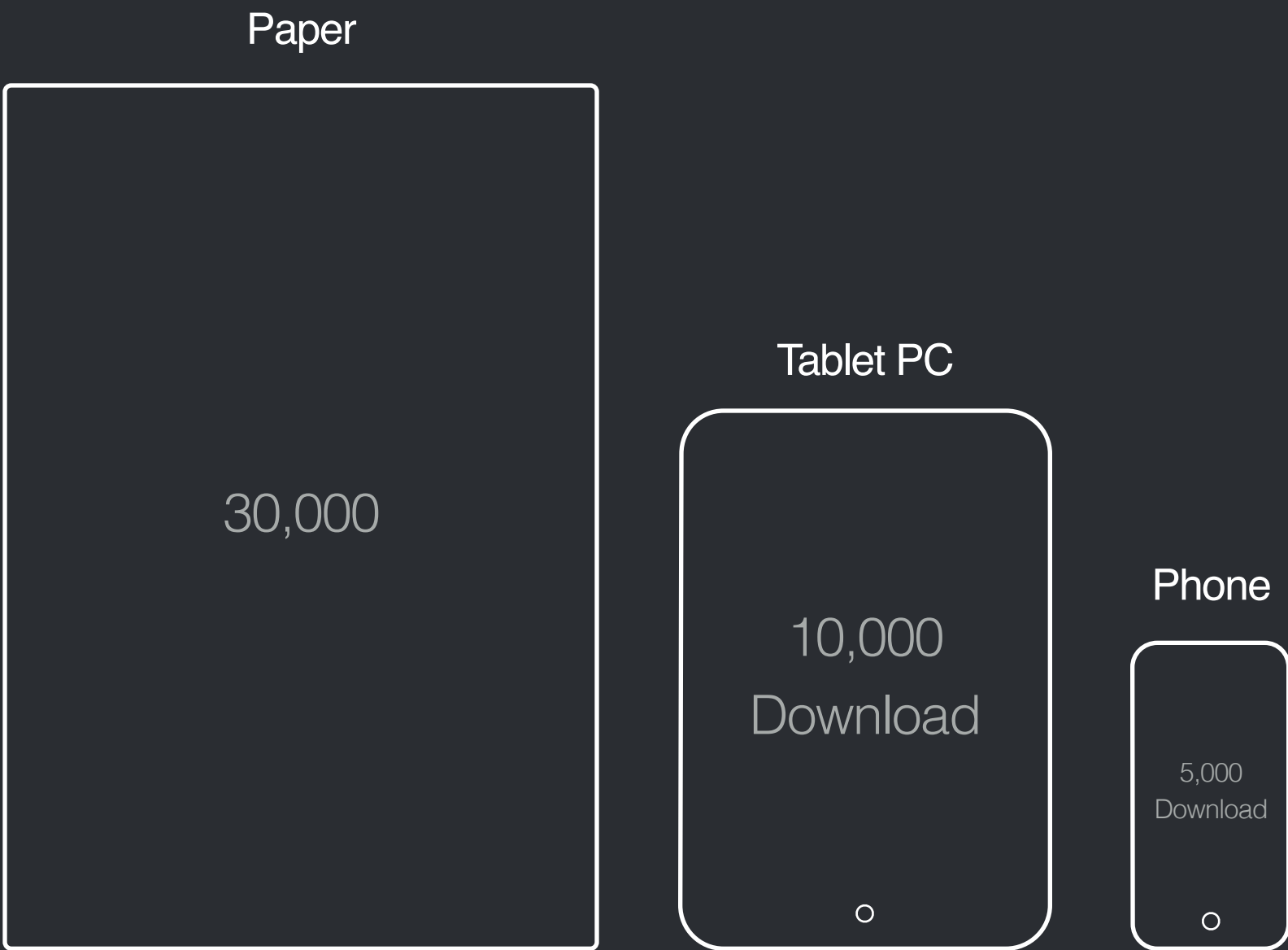
Digtial Magazine

According to amount of the print circulation, AD exposure expense will be allotted.
Paper contents accompaniess restrictions such as print & distribution expenses and revise issues. However, digital magazine does not. And also, it create new advertising area and business model compared to the paper contents.

[Amount of Magazine distribution]



[Amount of Magazine distribution + Digital Magazine download]



Dec_Media

Dec_Media produces and distributes 20,000 free paper magazine every month. And also they provides digital magazine service through smart devices.

Digital Magazine is now Indispensable!

As the advent of the era of smart devices, paper contents has been replaced to digital contents thesedays.

Dec_Media has also been using appknot's digital publishing solution MENTOR, and provides digital contents to users. It is available to download from Google Play Store and Apple App Store.





Brochure Manufacturing

Able to distribute everytime.

Able to get feedback from customers.

Unlimited contents pool.

Brochure

In general, Brochure and Catalog are the most important means of PR for enterprises. Compared to the original paper contents, digital brochure has no limit of distribution. Furthermore, it is available to attach diverse functions such as **price estimation**, **video play**.

[Paper Brochure]



Print expense
Direct delivery
One side contents provider

[Digital Brochure]



Unlimited distribution
Able to download everywhere
Board/Notice/Chat/Estimation
Both side communication



BUSAN GIMHAE INTERNATIONAL AIRPORT



An exhibition to promote your business and service

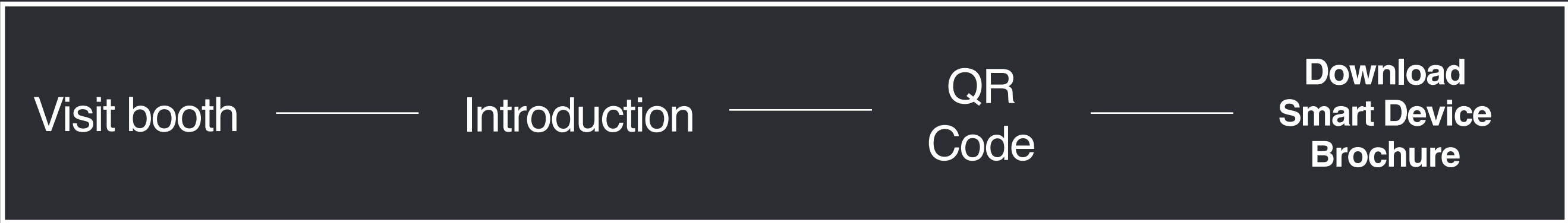
It needs booth setting, staff educating, and client management.
The effective brochure is the crucial part in the exhibition.

BUSAN

Exhibition

Most enterprises who participate in the exhibition, manufacture brochure & catalog to promote their service and product. Paper brochures accompany high expense and it is disposable. However, digital brochure provides connecting link with customers persistently.

[Exhibition Space]



+

[Digital Brochure]



Digital Brochure

KOREA AIRPORT CORP.

Korea Airports Corporation is the public enterprise in Korea. They have been doing marketing & public relations with brochure, video, promotion gift, exhibition to attract foreign airlines to the international airports in domestic. Especially, KAC have been participating many global exhibition for an overseas information activity.

To participate in the many global expo, they need to prepare brochure, promotion gift, booth interior, educate their sales person. And the brochure is the most important thing because it conveys service information most directly to their customers. In addition, the brochure always should convey the newest information about product and service, and also KAC needed to deliver huge amount of paper brochures & catalogues directly to the exhibition. If the brochures ran out, they need to reissue it but it takes lot of time. Until now, KAC have experienced many discomforts such as lack of paper brochures, huge amount of manufacturing fee.

This time, in **the World Routes 2014 in Chicago exhibition**, KAC participated in the event with the digital brochure which was produced by Appknot Digital Publishing Solution MENTOR, and they did not need to manufacture any paper contents for the exhibition. Customers could get the service information through iPad in detail and download the digital brochure freely through QR code in the booth.

Not only various interactive functions on the KAC digital brochure, but also there are CRM, surveying, and inquiry function. And this smart strategy contributed greatly to the successful World Routes 2014 Chicago exhibition.



Share your PORTFOLIOS.

Many students who majored in design fields need to prepare their own portfolios whenever the graduation season comes. In the past, they always have produced paper portfolios.

Thesedays, as the advent of the era of smart devices, an application form of portfolio became a trend for the students who's in design fields.

However, it is normally cost a lot expense and time to prepare an application form of portfolio for students. For this problem, appknot provided the digital contents library platform MENTOR to Kyung-In Women University to help the students to distribute their portfolios for employment. Students only had to prepare their portfolios in PDF/VIDEO forms, and attach them to the MENTOR page.

Through this project, company's HR manager can download the student's portfolios from App Store and check the student's with Tablet PC & Mobile phone. It is still one of the most effective PR methods for design students in Kyung-in Women University.





Perfect Sales Management

Sharing information btw department

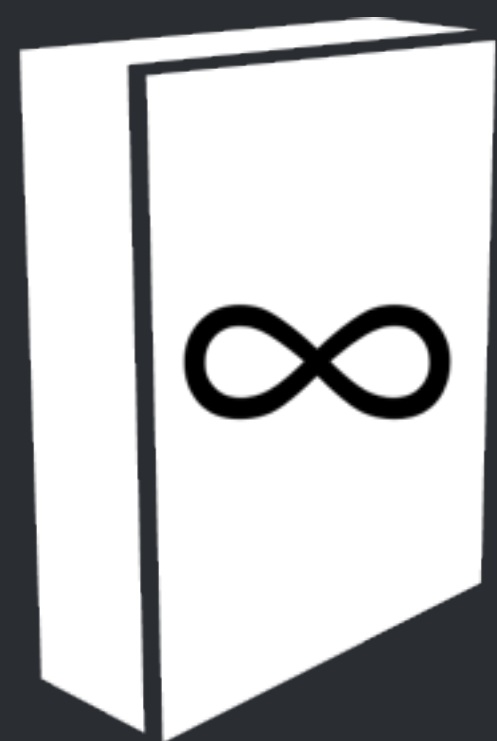
Real-time chatting btw sales person

Board and Notice

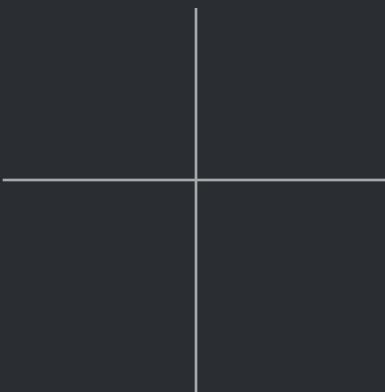
Various Customizable Functions

Sales Tool

Able to restore hundreds of digital brochures, research papers, PR videos through MENTOR solution.
Chatting, Board, Notice, Promotion Gift Delivery, Price Estimation, Membership, Community, Inquiry, Contents Delivery, etc,



Unlimited Brochure / Catalog



About



Notice



Board



Chat



Inquiry



Stuff

Funtions for Sales

Sales Management tool of SK CHEMICAL

The SK CHEMICAL is committed to enhancing the lives of patients and their families by maximizing the value of multiple global brand products. They retains a lot of salesperson. For having an high efficiency of operation in sales, they supplied over hundreds of iPads to salesperson but it could not bring any positive practical effect to sales.

To compensate the defect, SK CHEMICAL wanted to have something specific functions for sales activity in their digital brochure. This time, SK used appknot's solution MENTOR, and provides diverse functions that suit the customers' requirements with digital contents library frame. Not only lead connecting link with customers consistently, SK created positive effects on their sales performance.



Communications btw students and professor

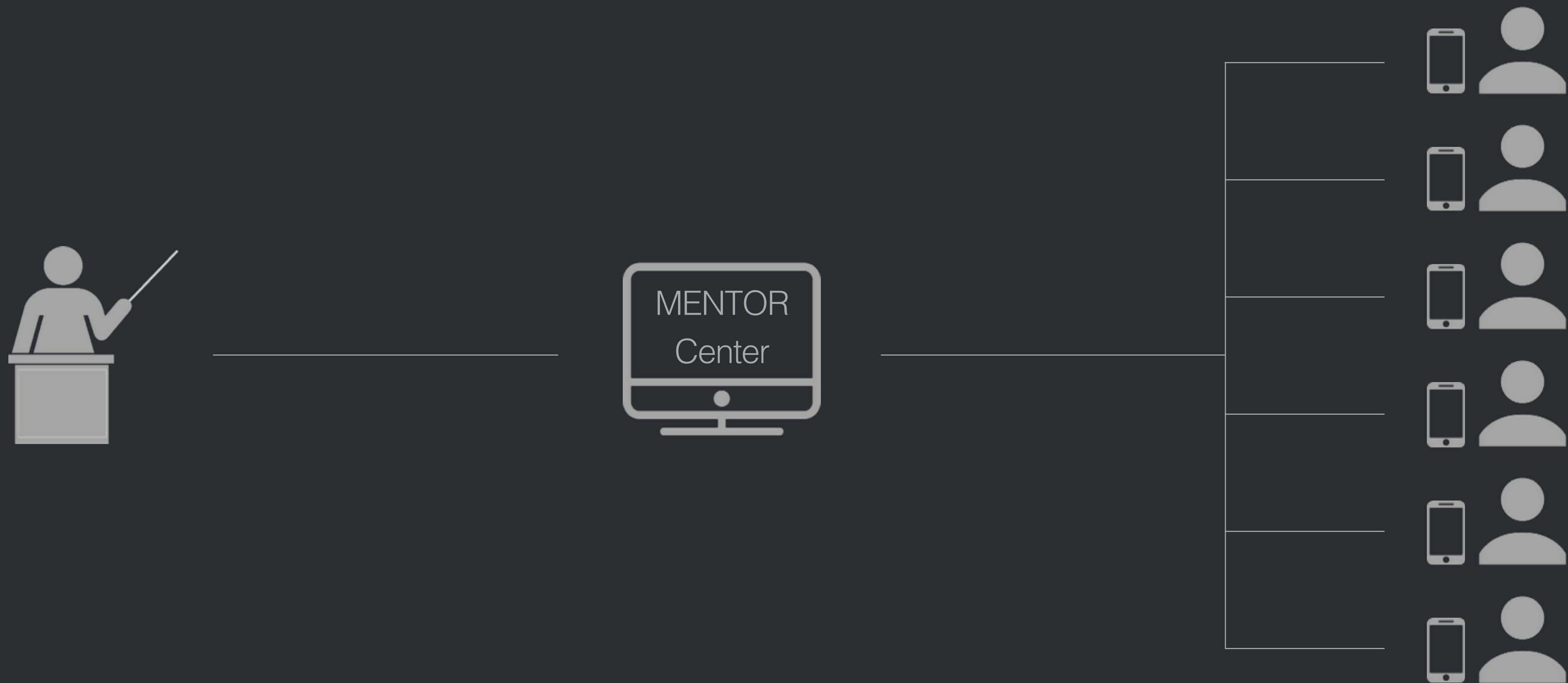
No more paper print and email for class.
Now, share and download the class materials through **MENTOR**.

User can create team community and communicate with each other for free.

Education

Able to distribute class materials immediately and it is possible to share **PDF/VIDEO** contents.

Professor enable to send push notification to students and respond to any inquiries through admin web-page.



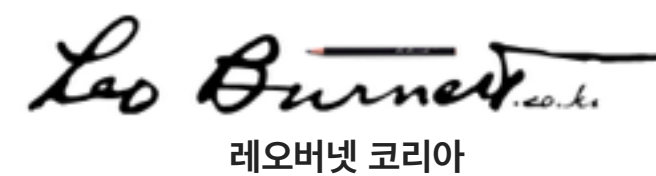
**We're
appknot**

Beyond Your Apps

In accordance with the era of contents explosion, appknot developed the **Digital Publishing Solution MENTOR** that allow the production of digital magazine, catalog, and brochure with placing static contents, made as a printout in the past, with dynamic multimedia elements.

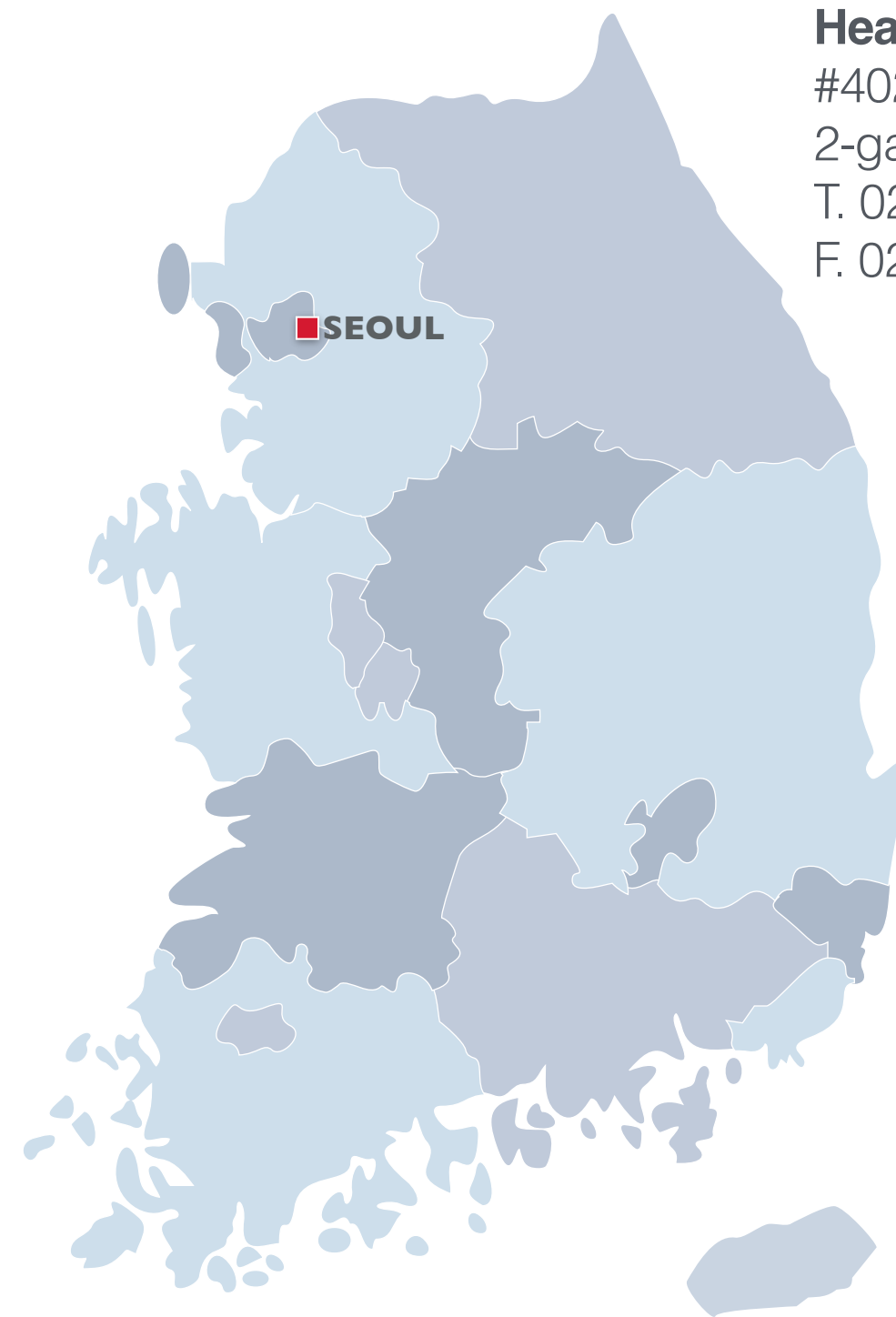
Partners

Let's go with us, a step further and forward.



Global Service

appknot founded Singapore branch
in 2014 for global service.



Korea

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Thank You

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