



Mag • E
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Mag-E: Magazine of the Future

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Abstract

This paper explores electronic publishing and a new location sensitive and context aware application called Mag-E, which will be implemented on the Amazon Kindle. Mag-E will execute when entering a public building and will aid users through daily activities and events. Magazine issues will be sent to Mag-E efficiently with low costs and speedy delivery. Mag-E will display magazines pertaining to the user's interests and location.

Mag-E: Magazine of the Future

The distribution of magazines will have to be enhanced in the coming years, in order to maintain subscriptions and consumers. Magazine prices are on the rise and consumers are canceling subscriptions because lengthier magazines have shortened their pages and added on more advertisements. Magazine publishers, in a battle to reform themselves in the face of online competition and dwindling ad sales, have been forced to raise prices. Most of the magazine publishers have struggled to build out any meaningful online presence and have lost readership as the information freely available on the Internet has grown. The move by newspapers and magazines to make their material freely available on the Web is now viewed by many as a critical blunder that encouraged readers to stop paying for the print versions (Stone, 2009, B1).

Sales of U.S. magazines at newsstands and other retail outlets dropped during the second half of 2008 as readers looked for ways to trim discretionary spending, but overall circulation was largely flat (“Newsstand sales,” 2009). Some major magazines have tried to cut prices recently as part of an effort to increase subscriptions. A New York Times analysis of circulation data for the 50 largest and most expensive magazines showed that in the last four years, as overall prices rose 14 percent, subscription prices dropped an average of 9 percent (Clifford, 2009, p. B1). Gossip magazines are especially dependent on single-copy sales — as opposed to subscriptions — and across the industry, sales dropped 11 percent from July through December (Perez-Pena, 2009, p. B5). With sales decreasing rapidly, the paper form of magazines may become obsolete in the coming years.

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Electronic Publishing

Magazines have already entered the electronic world. The modes of digital delivery vary, but creators are working towards a more uniform way to deliver the magazines to consumers. When readers subscribe, they download software that enables them to open the magazine file. When the magazine arrives by e-mail, users download it and read the pages on their desktop or laptop computers, or print them out. Among other features, readers click an arrow to turn the page, and they can search through the document using keywords (Tedeschi, 2002, p. C5). Magazines can also be downloaded on other technologies like electronic books and iPhones. An innovative, if flawed, attempt to bring relevant publishing onto the iPhone, iMagazine is new and fairly professional. Issues need to be downloaded manually, but the master list is synced when you start iMagazine, so users will spot a new issue instantly. Each download takes around a minute over Wi-Fi, reasonable given the rich graphical content, but there are corruptions within the first few issues (Litchfield, 2009, p.8). Magazine applications need to be easier to download and use.

Electronic publishing is much like traditional publishing, the main difference being the medium by which an author's work is delivered to readers. In place of the print sources typically used with traditional publishing, electronic publishing uses an online medium, most often the Internet, to present works to readers. In some cases, electronic publications—such as books, magazines, newspapers, or newsletters—are posted on Web sites. In other cases, they might be delivered to a reader's e-mail address. By 2001, only a handful of publishers had figured out how to turn electronic publishing into a viable

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business (Ellison, 2009). Digital magazines have evolved and continue to evolve to meet readers' needs.

Benefits of Electronic Publishing

By the late 1990s, magazine companies across the world realized one thing- if they were to survive as players in their respective magazine publishing fields, they had to embrace electronic publishing (“The Powerful Realm,” 2005). Electronic reading devices provide new readership, advertiser, publication brand, and profitability growth opportunities for publishers. With digital magazines, readers can receive “instant fulfillment” of their subscription, since a publisher can provide a digital issue as soon as a membership or subscription request is approved. Subscribers no longer have to wait the six to eight weeks needed to fulfill a print subscription when the digital delivery option can immediately provide the reader with the current issue. Instant fulfillment boosts customer satisfaction and reduces the costs for both publishers and readers (Pogue, 2006, p. B3).

Electronic publishing allows publishers to save millions on the cost of printing and distributing their publications, at precisely a time when businesses are under historic levels of pressure. With the lower costs of distribution, there may be more profit on digital subscriptions than printed versions of magazines (Ellison, 2009). Digital editions can reduce production and distribution schedule by several weeks. Publishers are able to get magazine copies to distant readers without making them wait weeks for postal delivery, or risk having the issues arrive battered beyond recognition. Publishers supporting electronic publishing expect to see a fair amount of interest among young

readers since they already receive so much of their information in pixels instead of ink (Tedeschi, 2002, p. C5).

Electronic publishing is beneficial to the environment. Digital magazines save paper, ink, and energy used in the printing process and eliminate the paper magazine that eventually has to be recycled or disposed-of in landfills. One of the most common domestic waste is paper, prominently magazines and newspapers (McKinney, 1995). Many recycling centers do not accept glossy magazines, leaving subscribers to throw their magazines into the trash ("Eco Book Swapping," 2006). Readables and other paper products account for about a fifth of the total wood harvest worldwide and about 93 percent of today's paper comes from virgin trees. A single sheet might contain fibers from hundreds of different trees that have collectively traveled thousands of miles, potentially from timber logged in regions with ecologically valuable, biologically diverse habitat. All told, the paper industry uses 11.5 percent of the energy in the industrial sector ("Eco Book Swapping," 2006). With electronic publishing, paper will no longer be wasted for magazines.

Mag-E Concept

The Mag-E is a magazine application that will utilize an electronic book device to send issues to users efficiently. Mag-E will be able to display the full magazine page of any magazine the user wants to read, and will keep out-of-print magazines in circulation. The user does not have to subscribe to magazines because the application is location sensitive and will send certain magazines to the device, depending on where the user is located. Users can easily add or subtract magazines depending on what they are

interested in; they can type in their interests on the electronic device – like their favorite celebrities - so that the Mag-E knows what magazine articles to open when the user is at a certain place. Users can read through their favorite magazines without the hassle of subscribing, excess advertisements, and full expense.

Mag-E will know the location of the user because each public location- for example, stores, waiting rooms, and business oriented buildings- will have a Mag-E sensor that will ping the electronic book and open up a particular magazine when the user walks through the door. If the magazine is ignored for longer than thirty minutes, the Mag-E application will close out. If the user looks at the Mag-E at the location, they will be able to read magazine articles pertaining to their interest and the location they are currently at. As soon as the user walks out of the location's sensors, the Mag-E will refresh, but the user can always go back to that certain magazine because it will be saved.

Scenarios

If a user walks into a pet store, a pet-related magazine will show up on the Mag-E application of the electronic book and will prompt the user to read certain sections of the magazine. It will know exactly which aisle the user is in and will direct the user to specific pages. Mag-E will also know the user's preferences so that if the user likes dogs and cats, more articles will pop up according to the user's specific information.

When a user goes to a grocery store, the Mag E will sense which aisle the user is in and will open up cooking magazines and recipes pertaining to the food items in that aisle. It is useful for the user because they have a recipe magazine right at their fingertips.

It is also useful for the grocery store because if a user is reading more recipes, reviews, and descriptions of different products, they are likely to buy more products than usual.

Mag- E will also work effectively in waiting rooms and will automatically download when the user enters the room. Magazines will display on Mag-E based on what the user likes to leisurely read. If the user likes Star magazine and reading about their favorite celebrity, which Mag-E will be programmed to know, Star magazine will open up to a page with the favorite celebrity's photo on the page. Users will enjoy Mag-E because they will not have to deal with sorting through boring waiting room magazines - they can have their favorite magazine show up right on their electronic book.

The magazines can be chosen personally by the users and are designed to help with every day activities like shopping and events. With Mag-E being location sensitive and context aware, magazines will become more convenient to users.

Subscriptions and Features

Users will not have to subscribe to magazines anymore because Mag-E will have every updated issue on its system. Users choose which magazines they are interested in and Mag-E automatically bills the user only 50 cents per issue, depending on what the magazine contains. Since publishers are saving money by not printing magazines, most magazine issues will be free and automatically show up on Mag-E depending on where it is located. Most stores will ping the Mag-E with free issues so that the user will save money, which will encourage them to purchase more merchandise at the store. Mag-E is convenient for the user because they will be receiving magazine issues for free or for 50

cents each, without the many advertisements and mail problems that paper magazines entail. Mag-E will store credit card information, so there is no need to re-enter information to make a wireless purchase.

Mag-E will not only save money, it will also save time for users. Users will not have to continuously look for magazines at stores or go out of their way to buy a magazine. No mailing, no postage, no handling, no printing costs. Many readers clip magazine articles for reference and then spend considerable time sorting and filing the paper copies. With Mag-E, readers can search the Mag-E's archives for all relevant information and, if the publisher allows, download and save the issue. Readers save time and reduce clutter. Another time-saving feature is the easy-click index that allows users to click directly to the article rather than flipping through the pages.

Mag-E allows for the inclusion of multimedia content like video, audio, and animation for a better, more extensive presentation. Not only will publishers be able to publish the exact look of their offline magazine but they will be able to incorporate media-rich elements into the pages to make their publication more dynamic and engaging. With the Mag-E, advertisements will become more creative. Advertisers may like digital delivery for reasons other than the increased number of readers it attracts. Since audio and video files could be delivered in the electronic versions of the magazine, advertisers could embed an audio message from their C.E.O. in the ad. The quality of the downloaded multimedia is superior to any online experience. ("Digital Magazines," 2009).

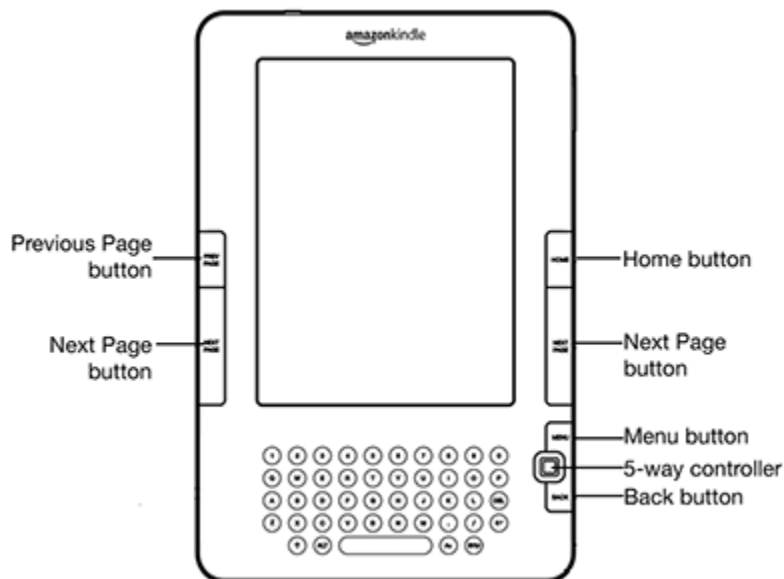
Technology Description



Mag-E will first be implemented on a new and upcoming electronic book called the Amazon Kindle. With the Amazon Kindle, users have access to more than 230,000 books in electronic form, as well as dozens of digital subscriptions to newspapers, magazines and blogs. Its proponents celebrate the ability to store thousands of titles on a single lightweight device, and the access to newspapers, magazines, books, and blogs while on the go. The Kindle makes buying, storing, and organizing favorite books and magazines effortless and it comes with free, built-in cellular Internet access that allows users buy reading materials from just about anywhere (Belopotosky, 2009, p. B7). With

the Kindle, e-books are bought through Amazon; with Mag-E as an application on the Kindle, any magazine can show up, even if it is not listed on Amazon.

Mag-E will look like a paper magazine on the Amazon Kindle due to a remarkable new display technology from a company called E Ink. Sandwiched between layers of plastic film are millions of transparent, nearly microscopic liquid-filled spheres. White and black particles float inside the spheres. Depending on how the electrical charge is applied to the plastic film, either the black or white particles rise to the top of the little spheres, forming crisp patterns of black and white (Pogue, 2006, p. B3). The result looks like ink on light gray paper. The “ink” is so close to the surface of the screen, it looks as if it’s been printed there. Displays have the visual appeal of ink-on-paper and use no backlight so that screens can be viewed under almost any lighting condition, including direct sunlight, all the while using little power. Typically, one battery charge of four hours can power 7,500 continuous page turns (Song, 2009, 7). The reading experience is pleasant, natural, and nothing like reading a computer screen.



To get around on the Kindle, users can use the buttons, menus, and the keyboard which are displayed nicely on the device. The Next Page button takes users to the next page in their reading material. To accommodate different ways of holding the Kindle, there is a Next Page button on both sides. The Home button shows content stored on Mag-E's application as well as content archived at Amazon. The Menu button displays application and navigation choices that are related to the screen you are viewing and the 5-way-controller selects an item or action when pressed down.

Future Plans



For Mag-E to become a runaway success would take some kind of dramatic innovation that users have not seen before. Unlike tiny mobile phones and devices like the Kindle that are made to display text from books, new gadgets, with screens the size of a standard sheet of paper, could present much of the editorial and advertising content of

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traditional magazines in the same format as they appear in print. Mag-E will eventually be displayed on a larger version of the Kindle wireless device. Perhaps most appealing about this new class of reading gadgets is the opportunity they offer publishers to rethink their strategy in a rapidly evolving digital world (Belopotosky, 2009, p. B7). With the Mag-E application, Kindle may be enhanced to be the actual size of a magazine, with pages for users to flip. As the reader examines the first couple of pages, the rest of the magazine pages load. By the time the reader is ready to proceed to the next page, every subsequent page will have been streamed and fully loaded for their reading pleasure. With Mag-E and the Amazon Kindle working together, users will enjoy the possibilities of having any magazine at their fingertips.

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