

## Features at a Glance



Example of WoodWing branded iPhone app. Imagine your own logo on your reader's iPhone.

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# Smart News

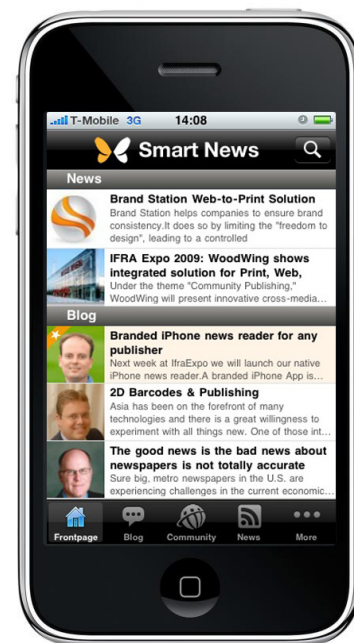
## Get your own branded iPhone newsreader

Never before has it been so easy for publishers and corporations to get a branded native iPhone newsreader! With a few simple steps you can provide your news to your online audience through a stylish-looking iPhone interface.

WoodWing offers a **full-service** solution. Getting your own native iPhone newsreader can't be easier.

### Just follow these steps:

1. Provide us with your logo and startup screen. Optionally you can also select your own colors and icons to use inside the App.
2. WoodWing will fetch the news from your content management system, website or RSS feed and host it for retrieval by the iPhone. Optionally, you can use the WoodWing Enterprise platform for this.
3. WoodWing creates your branded iPhone newsreader and makes it available for download in Apple's App Store.



## Newsreader features

- ≡ Text, images, video, advertisements
- ≡ Easy navigation through the news
- ≡ Bookmark function for favorite news headlines
- ≡ Search functionality
- ≡ Direct access to contact information
- ≡ Possibility for users to add their own RSS feeds
- ≡ Shake the device to load the latest news!
- ≡ Statistics about your reader's behavior

€ 499  
per month

For more information, visit [www.woodwing.com/en/iphone-news-reader](http://www.woodwing.com/en/iphone-news-reader)