

FOR IMMEDIATE RELEASE

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The future of publishing goes through hybrid publishing

Recent compilations of economic figures and trends show that the future of publishing stays with paper but needs to grow online. Publishing expert and GreenIvory CEO Jean Georges Perrin sums it up in GreenIvory's latest Green Paper: Hybrid Publishing: The future for Magazine Publishers.

Durham, NC (PRWEB) - November 27th, 2012 - As GreenIvory's ContentLC™ debuts on the US market, Jean Georges Perrin, releases its thoughts in a Green Paper, a practical handbook on the future of publishing.

Determined to share its vision of the publishing industry, GreenIvory believes in the importance of online content. With an audience growth rate of 17% last year, online news media are bound to become the uppermost mean to reach targets. Digital strategy is the key as it allows consistency and interaction between printed and online content. GreenIvory strongly believes that paper must stay to increase online presence.

"I am deeply convinced that hybrid publishing is the future for magazines. We are really excited to release our Green Paper as it will help people understand how crucial digital publishing is." said Jean Georges Perrin.

GreenIvory's solution consists in a comprehensive package of easy-to-use software modules including tailored tools for the publishers and covering publishing, advertising, content management for all devices ranging from web to mobile and tablets via digital signage. With ContentLC™, editors are able to create content once and to publish everywhere.

-more-

ContentLC

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Daniel Reyt, CEO of Citeasen, confirms this value proposition: “[...] ContentLC™ far exceeded our expectations. [...] I have been amazed by the online results—and without an increase in our production costs! Greenivory has proven to be a one-stop shopping place for publishers looking to capitalize on the benefits of a powerful online presence.”

The green paper is freely downloadable from the ContentLC™ web site at: <http://contentlc.com/greenpaper-hybrid-publishing/>

About Greenivory



Greenivory is a software company specializing in tools and support services that streamline content management, enabling publishers to reduce production and printing costs, increase online readership and generate new revenue streams.

Discover more about Greenivory <http://www.greenivory.com>

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