

eBooks to Treasure

Your Mobile D2C Partner

Bookjam



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Business Objectives

With flexible and innovative mindset, Bookjam creates superior customer value and offers a combination of services to publishers at **no cost**

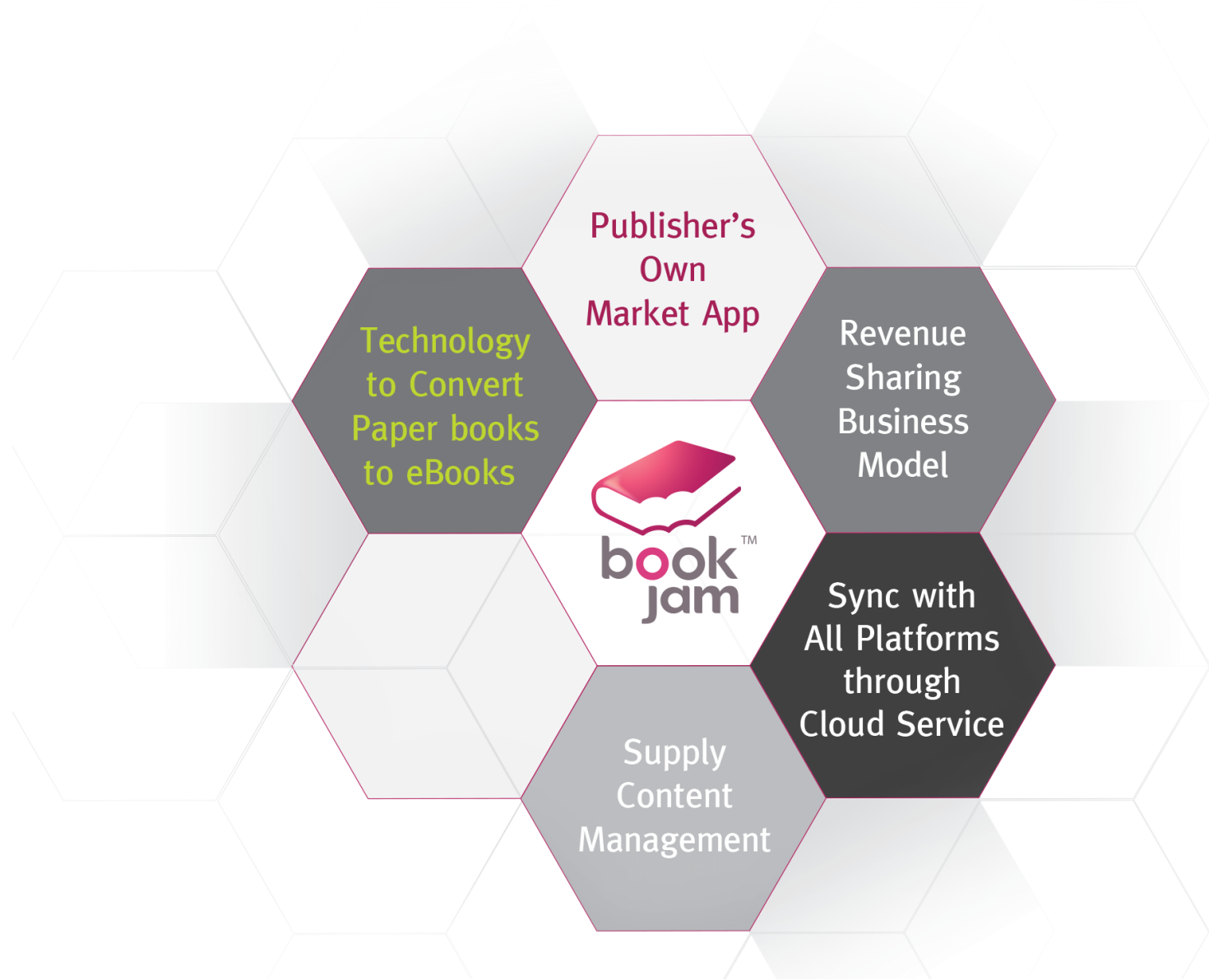
Bookjam is a specialized eBook company that develops and distributes book apps for all devices. Our services and technology are based on D2C business platform we build with publishers. Through revenue sharing model, we guarantee high quality eBooks with high end technology and design, suit to captivate and satisfy your readers.

Prepare for the future of eBooks with Bookjam, by adding imaginations of an eBook to the depths of a paper book. We are waiting for you to join us to create change and meet your customers directly through your own app.

Company History

- 01.2011** Development of BXP, book app development solution
- 03.2011** Founding of Bookjam Inc.
- 06.2011** Exhibited at 2011 Seoul International Book Fair
(Exclusive invitation in eBook area)
- 11.2011** Shut up and Politics book app sales reach 150,000 USD
- 12.2011** Innovation Award by Korea Electronic Publishing Association
- 02.2012** World Literature Series by The Open Books Co. book app
sales reach 1,000,000 USD
- 03.2012** Market App cooperation project with over 60 major publishers
- 05.2012** Attracted investment from Bonangels Venture Partners.Inc
- 08.2012** Exhibited at 2012 Beijing International Book Fair
- 07.2013** Exhibited at 2013 Tokyo International Book Fair
- 07.2013** Attracted investment from Altos Ventures
- 09.2013** Winner of 2013 Korea eBooks Awards[The Land],
Encouragement Award [The Master Chef]
- 04.2014** Exhibited at 2014 London Book Fair, Market Focus Korea

Business Area



Major Clients



We joined projects with
8 out of 10 major publishers,
over 60 publishers in Korea

*Financial Supervisory Service, DART, <http://dart.fss.or.kr>



- Distributor of **Key Contents**
 - ex) World Literature Series by Open Books (sales over \$1,000,000 USD), author app for Bernard Werber and series app for Ellery Queen
- Over **150** different best seller apps
- Currently projects in progress with Japanese publishers in Japanese market

Awards



2011 Innovation Award
by Korea Electronic Publishing Association



The Land

Winner of 2013
Korea eBook Awards



The Master Chef

Encouragement Award of 2013
Korea eBook Awards

Services

01. Market App

02. BXP (Bookjam eXtensible Publication)

03. Cloud Service

04. Revenue Sharing Model

05. Supply Content Management

01. Market App



- Independent Market Store / Distribution Network for Publishers
 - In-App Purchase
 - Contents and Collection free of choice by publishers
 - ex) collection by series, author, publisher, podcast or magazine services combined

02. **bxp**[™]

Bookjam
e**X**tensible
Publication

- **bxp**[™] is Bookjam's original technology to convert paper books with optimized layout for all devices
- **bxp**[™] supports high quality multimedia functions with innovative interactions by adding imaginations to a paper book.
- With our own developed DRM, there are no cracking worries

02. **bxp**TM - Key Features



Click on the vimeo picture to see our 1 min BXP feature video
<http://vimeo.com/91901060>



Test



Retina Display



References



Text search



Web links



Video



Footnote



SNS

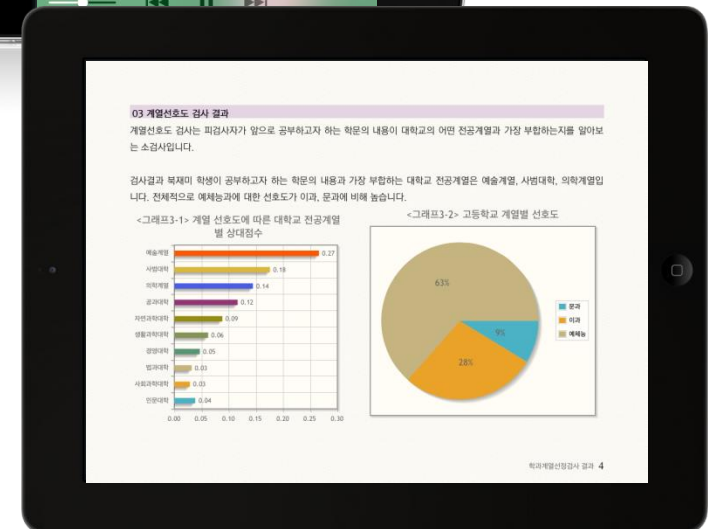
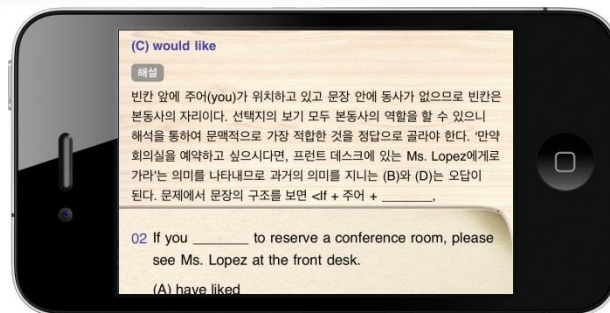
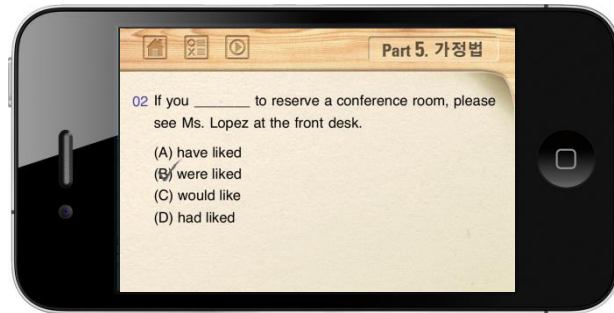


Gallery / Multi Photo

... and more than 20 innovative features.

02. bxp™ - Interactive Test Support

Interactive test, survey and questionnaire can be answered, with lecture videos and explanations provided for e-learning purposes. Instant results will also be provided on the spot



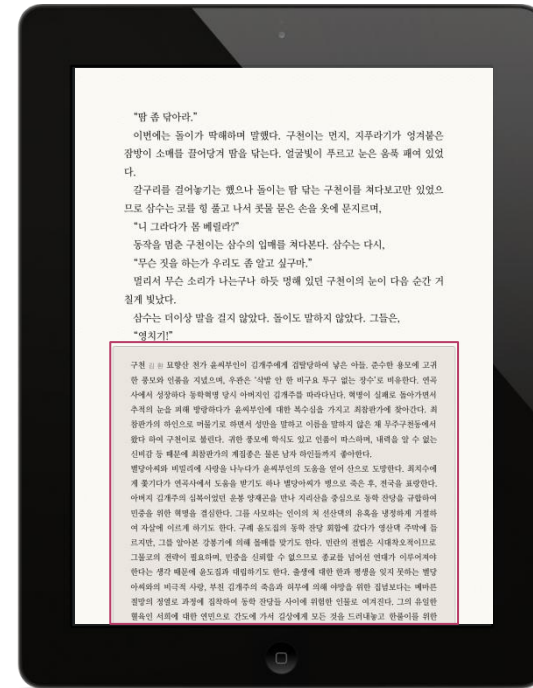
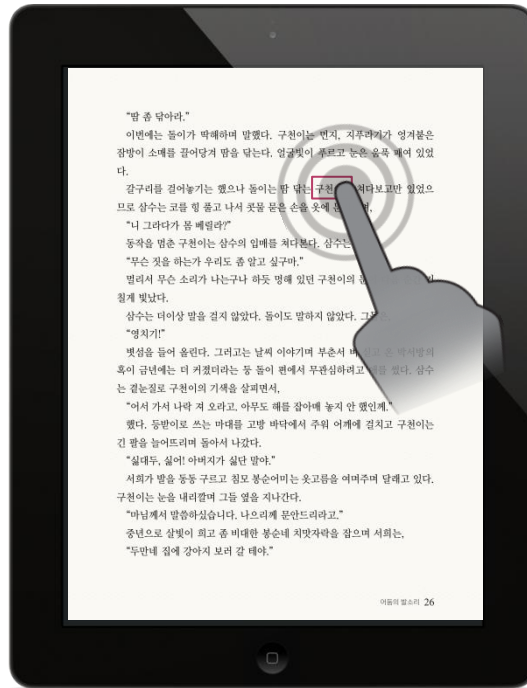
02. **bxp**TM - Audio and Record

Audio listening and recording function provided



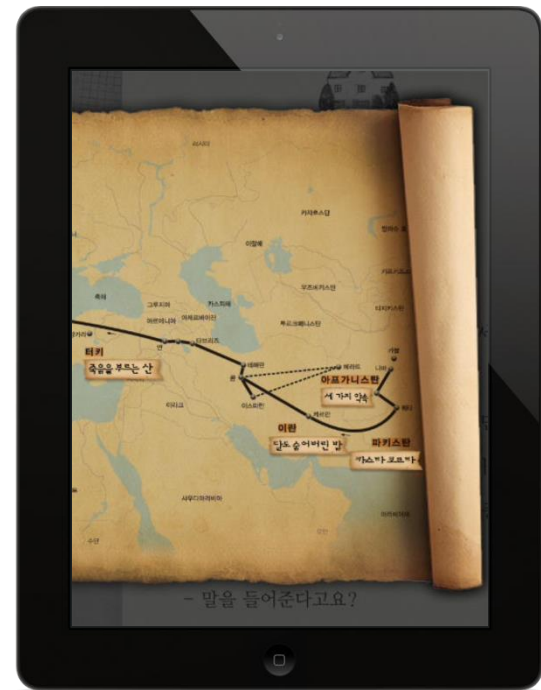
02. bxp™ - Footnote function

Footnotes appear directly under the current text page by touch



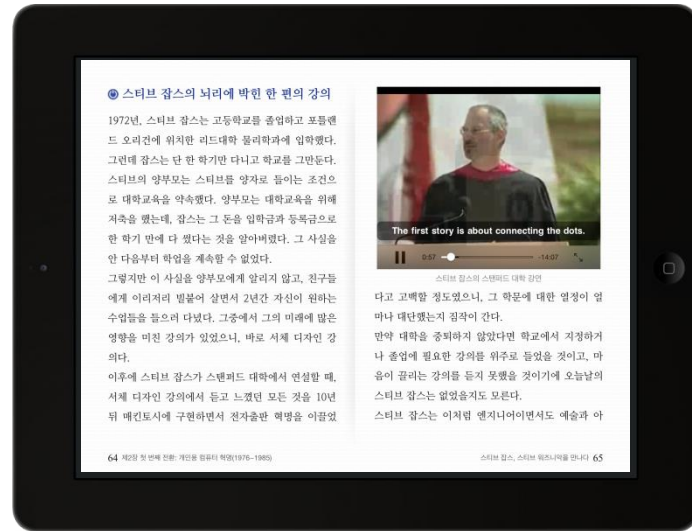
02. **bxp**TM - Reference data support

Pinch to zoom reference materials view



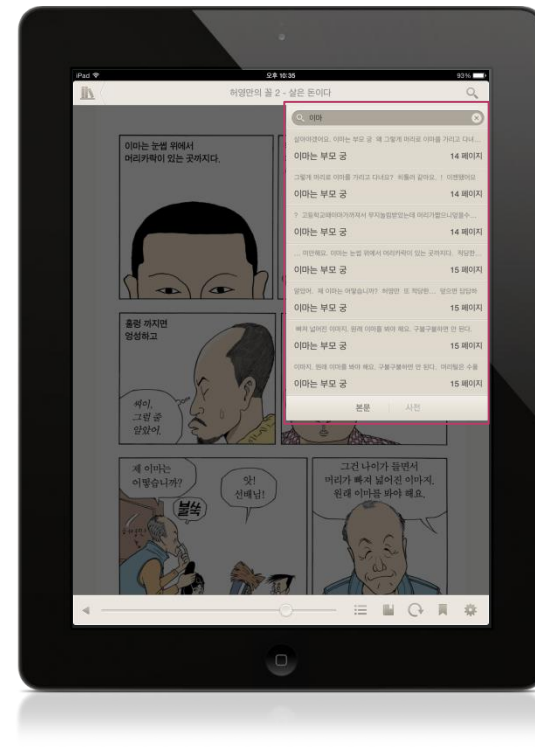
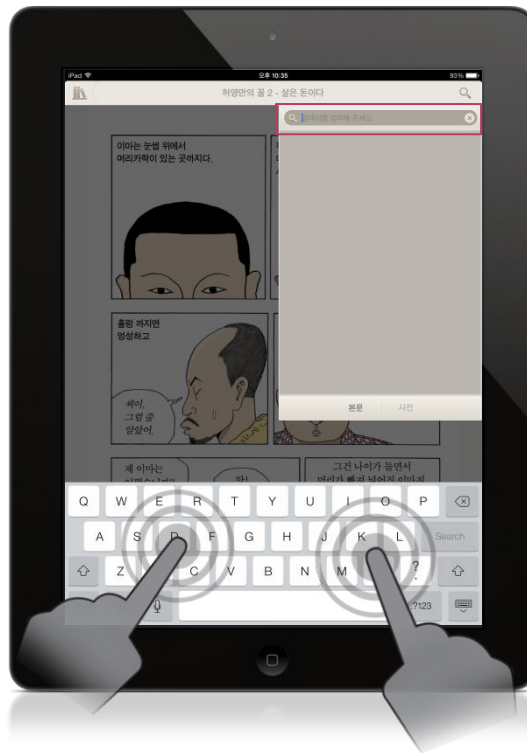
02. bxp™ - Video Support

Video search and play within the app



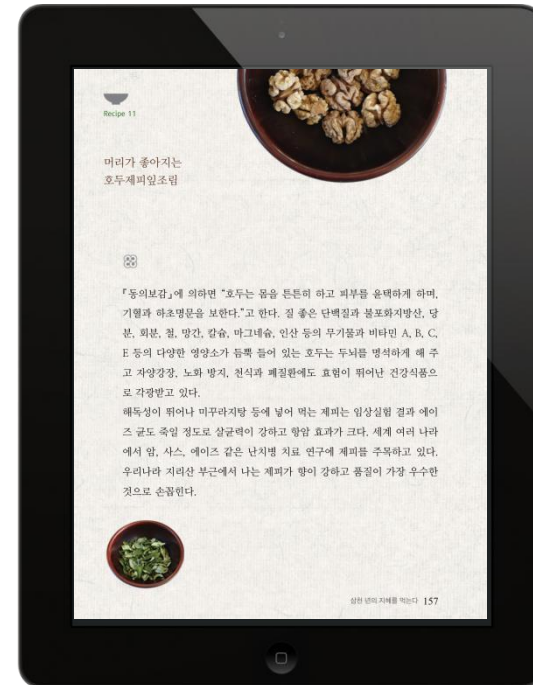
03. **bxp**TM - Graphic text search

Graphic text search support



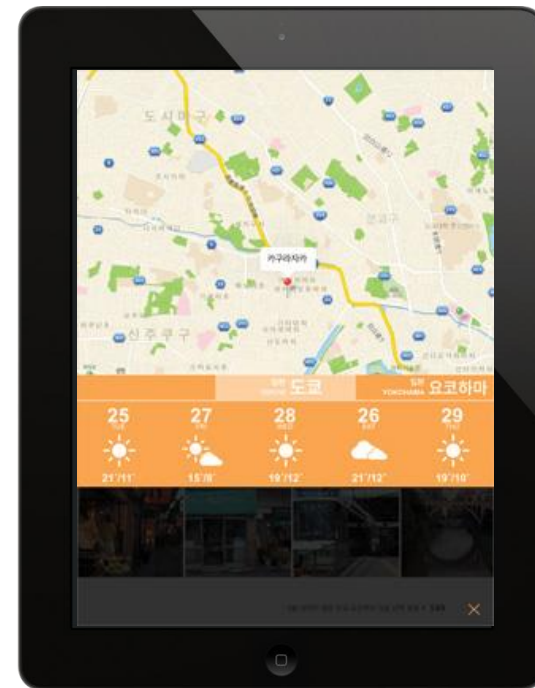
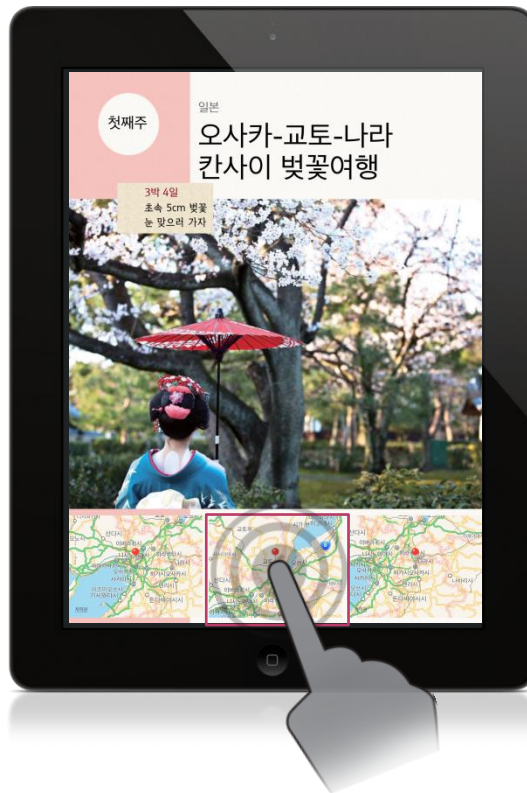
02. bxp™ - Image placement for each layout

Image applied to both vertical and horizontal view



02. **bxp**TM - Geographical information provided

Connection with maps, weather and telephone information



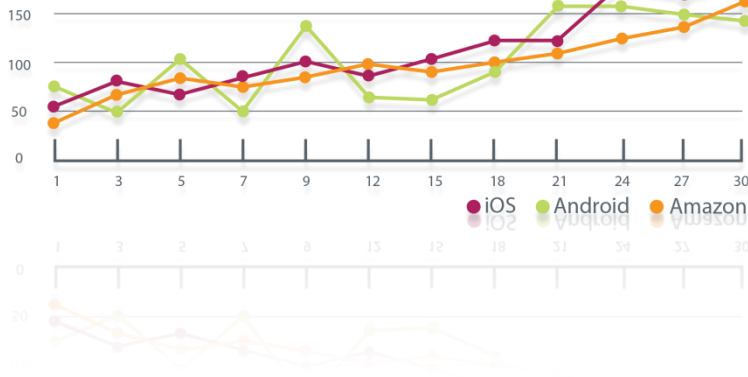
03. Cloud Service



- Bookjam's technology supports contents across all platforms for readers to continue access anytime and anywhere. (N-Screen)
- Bookjam's cloud service applies to multiple devices for readers to sync with all of their purchased contents.
- Reader generated bookmarks, memos and underline functions can be all synced at once.

04. Revenue Sharing Model

- Our revenue sharing business model puts **no expense** on publishers to begin exploring our services.
- We offer market app for **free** and share the revenue generated from IAP
- With apps submit to app stores under your name, you will provide monthly balance system to us



*Possible marginal fee for production of each book may apply. Rates range \$99 - \$999 USD

Business Process



Contacts

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THE END



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