

# PUBLI

Solution for modern  
book publishers

 **AURA**

# UNIQUE SOLUTION

## for sale, management and distribution of your e-books

Get a tool to create e-books, allow your customers and readers to preview e-books before purchase and easily sell. Get interface for licence administration.

Offer customers your own mobile application for reading your e-books anywhere and anytime on-line or off-line with the highest security against illegal dissemination.

Publi will allow you to improve communication with readers by Push notifications and receive useful feedback about reading and usage of your e-books.



### SECURITY

The highest e-books protection with content encryption, licensing rights and device identification. We will also **encrypt** and **protect** your existing e-books in **ePub** format.



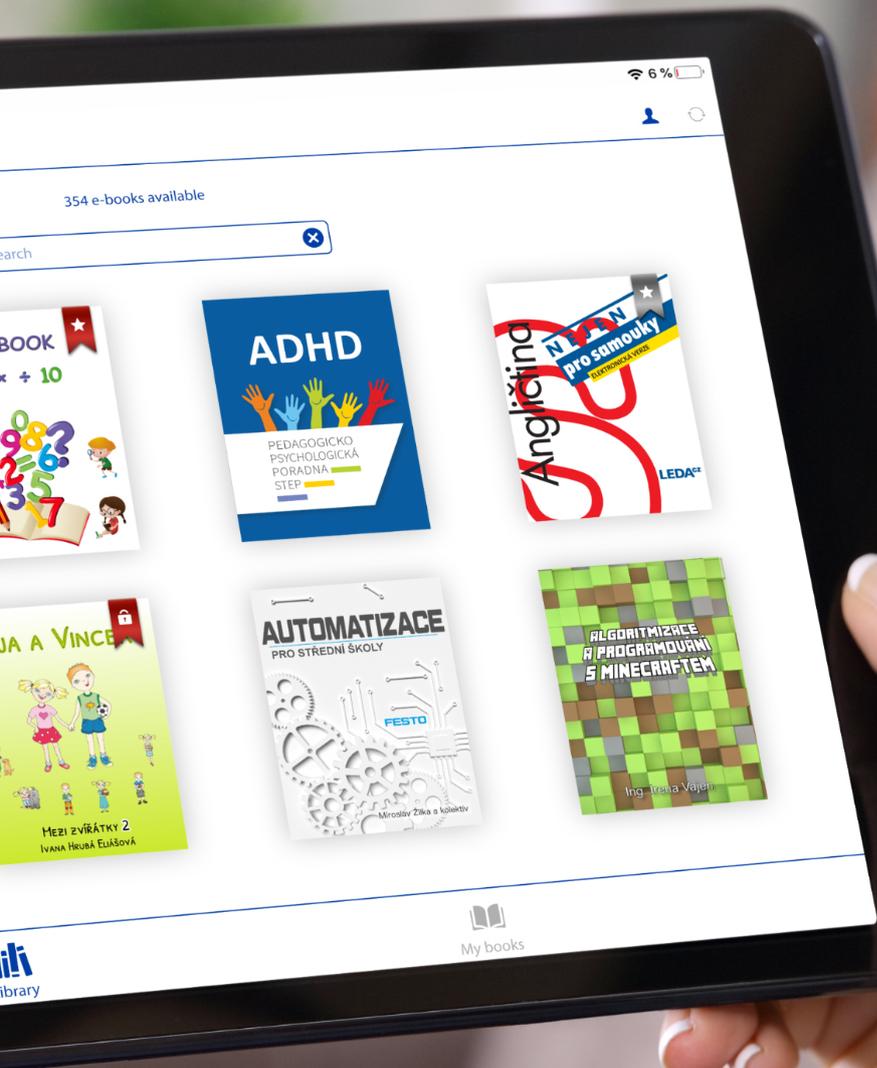
### MOBILE APPLICATION

Your own application for reading your e-books on all devices brings a tool for communication and feedback from readers.



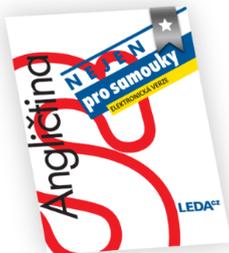
### REPORTS

Overview of purchased e-books, their downloads and usage to understand your customers.



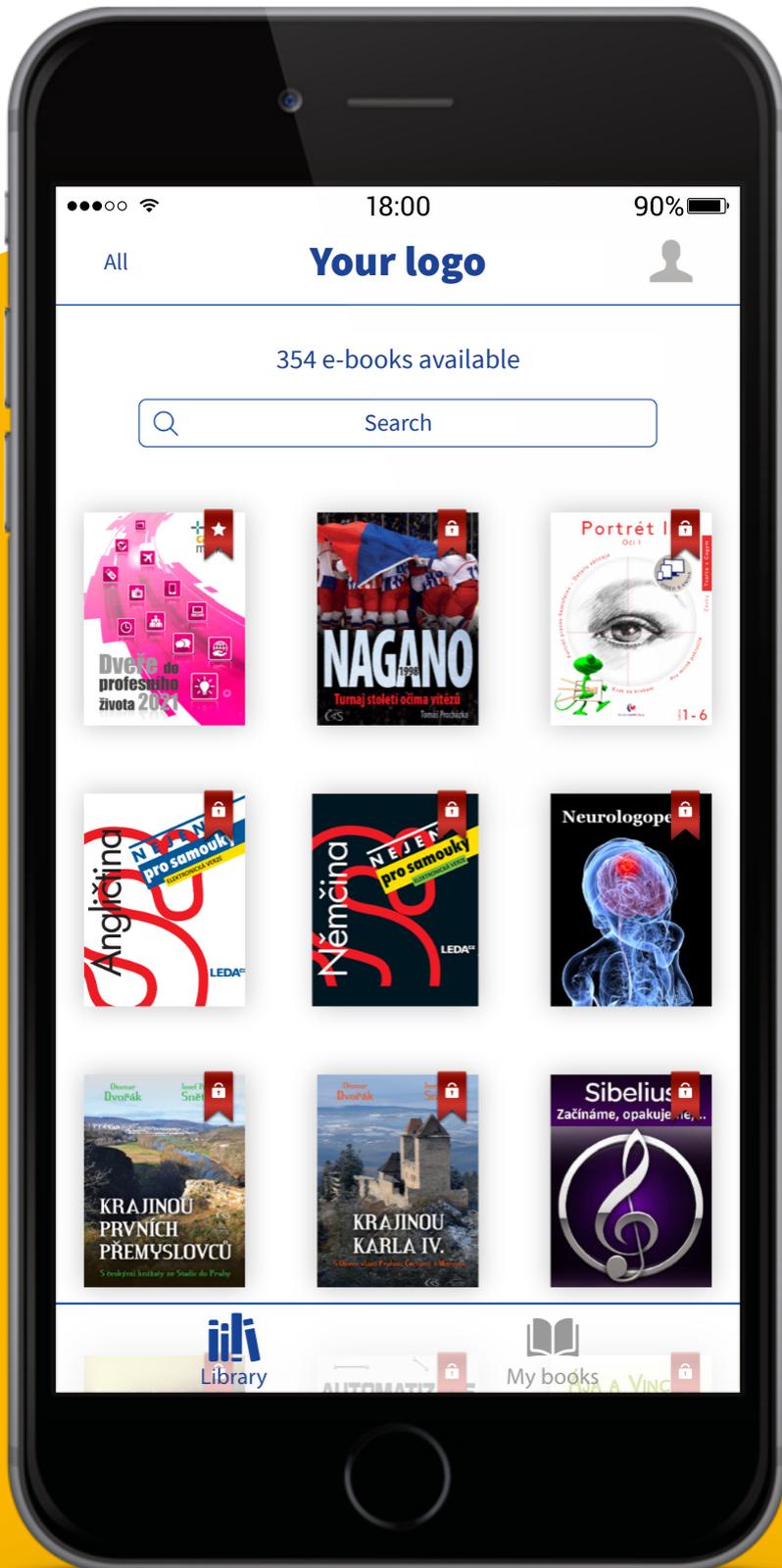
354 e-books available

Search



eLibrary

My books

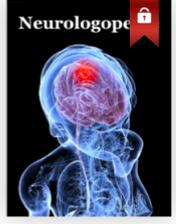
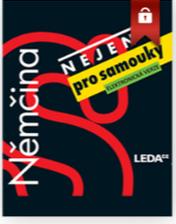
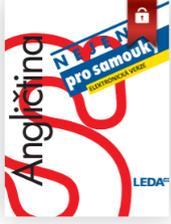
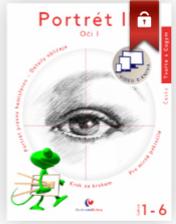


18:00 90%

All Your logo

354 e-books available

Search



Library My books

# E-LIBRARY

create, securely distribute, sell  
and read e-books comfortably



## M-BOOKS

Create e-books in editor and enrich their content with multimedia and interactive elements as M-books.



## BOOKS PREVIEW

Give your customers an opportunity to get excited by previewing e-books before purchase. Offer them an overview of available and purchased e-books.



## E-SHOP

Complete e-shop solution for selling e-books.



## AVAILABILITY

E-books are available for reading on any devices on-line and off-line. Computers, mobile telephones and tablets.



## SECURE DISTRIBUTION

Have a control of your e-books. Get a platform for your readers registration, management and licensing rights control.



## FEEDBACK

Get an insight of using and reading your e-books and inform readers about news.

# M-BOOKS

## multimedia e-books

Use modern tools to create M-books and offer your customers new experience from reading.

M-book is ePUB extended by multimedia and interactive elements. It brings new user experience, high security and better understanding for readers.



### **INTERACTIVE**

M-book combines responsive design with interactive and multimedia elements enriched by videos, voice recordings, galleries, exercises, exams and others.



### **EXERCISE AND UNDERSTANDING**

Publi contains tools for the creation of tests. They can be part of an e-book or a separate publication and they can serve to verify understanding and evaluate content. There are other possibilities of use according to the user's needs.



### **ADVANTAGES FOR READERS**

Offer your readers tools for working with books content. They can create notes, highlight or underline text, save extracts and automatically create quotations.

# REFERENCES

**LEDA<sup>CZ</sup>**

**Nakladatelství ALTER**  
Učebnice, učební pomůcky a odborné publikace

**MUNI**



Palacký University  
Olomouc



Jihočeská univerzita  
v Českých Budějovicích  
University of South Bohemia  
in České Budějovice



UNIVERSITY  
OF PARDUBICE



Mendel  
University  
in Brno



**nc** NEWTON  
COLLEGE



TECHNICAL UNIVERSITY OF LIBEREC  
[www.tul.cz](http://www.tul.cz)





Sales Representative

AURA, s.r.o.  
Úvoz 499/56  
602 00 Brno  
Czechia

**+420 544 508 111**  
**aura@aura.cz**  
**www.aura.cz**

Created by

Code Creator, s.r.o.

**www.publi.cz**