



THOUSANDS OF ARTICLES, ONE SEARCHABLE DVD COLLECTION

Kalmbach Publishing Co. Goes Digital
with Its Complete Magazine Collection

ABOUT KALMBACH PUBLISHING

Kalmbach Publishing Co. is a privately held publisher that produces 30 websites, 15 magazines and a host of special-interest publications. The company's titles include world leading Astronomy magazine, in addition to other popular hobby publications such as Trains, Model Railroader, Cabin Life, The Writer, BeadStyle, Bead & Button, and Find Scale Modeler. For more information, visit www.Kalmbach.com

Hobbyists are passionate people who spend hours searching, reading and collecting information about their subject of interest or area of study. While it's common for hobbyists to own every issue ever published of a magazine, it presents a real challenge for readers. That's why Kalmbach is making it easier for readers to keep and retrieve the complete collection of some of its popular hobby titles.

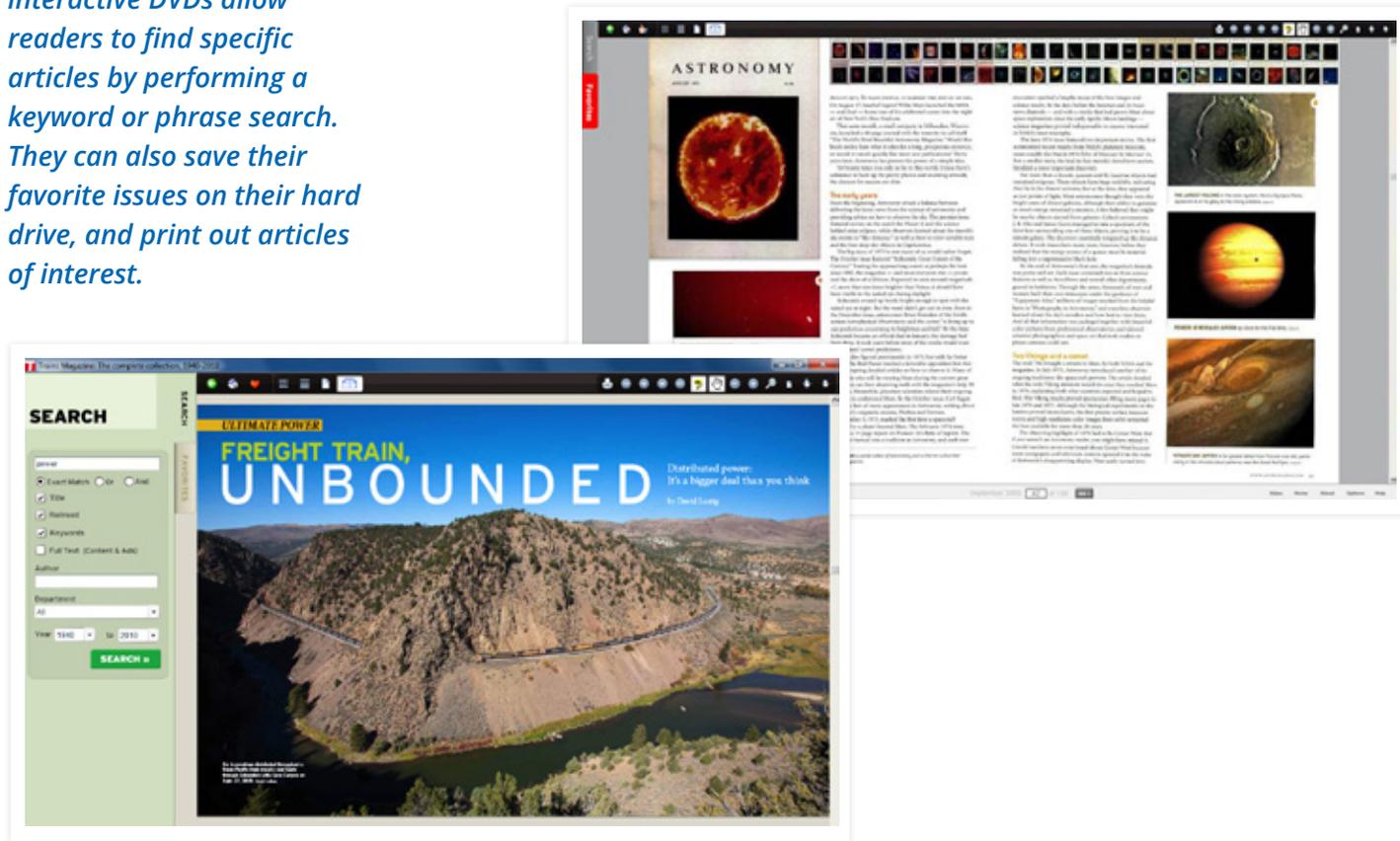
VISION

As the publisher of the world's best-selling Astronomy magazine and other popular titles, Kalmbach is on the constant look-out for new consumer trends and ways to deliver better value to its readers.

Many readers of its Astronomy, Trains, Model Railroader and other magazines own hundreds of issues dating as far back as 1940. This makes archiving issues a physical challenge, and locating specific articles amongst the thousands published over the years, a long and arduous task.

Kalmbach also recognized that a new generation of hobbyists want access to back-issues of its titles, and that these techno-savvy readers are accustomed to a more rich and interactive media experience. It was time to go digital.

The easily searchable, interactive DVDs allow readers to find specific articles by performing a keyword or phrase search. They can also save their favorite issues on their hard drive, and print out articles of interest.



SOLUTION

Kalmbach contacted Integration New Media (INM), a Montreal-based developer of Rich Internet Applications to progressively bring the complete collection of three of its best-selling publications, Astronomy Magazine, Trains Magazine and Model Railroader, into a digital format.

More than 70 years worth of publications, consisting of thousands of articles, were scanned and converted into a highly searchable and interactive DVD thanks to INM's powerful Reach eLibrary solution.

The three DVD collections contain powerful search functionality that allow hobbyists to search for specific articles by performing a keyword or phrase search. Readers can leisurely browse past issues, save their favourite issues on their local hard drive, add bookmarks in the DVD, or print out articles of interest.

To bring even more value-add to readers, the DVD version of Astronomy Magazine features a video introduction from David Eicher, the editor of the magazine, as well as an unreleased issue that documents the magazine's history.