



newmedia
publishing

DIV. OF A.I. LABS

31 Franklin Turnpike
Waldwick, NJ 07463
Voice: 201.444.5051
Fax: 815.550.4364

CREATIVE SERVICES

Writing & Editing

Graphics Design

Multimedia Design

Web site Design

PRODUCTION SERVICES

eBooks-eDocuments

CD-ROM & DVD

Books & Manuals

Collaterals

eBUSINESS SERVICES

Document Security

Site Management

eMail Management

eCommerce

OVERVIEW

A.I. Labs was founded in 1986 as an information technology consulting firm. Our online division, AIL NewMedia Publishing was launched in 1999 at: www.newmediapublishing.com, to take advantage of the anytime-anywhere communication and publishing capabilities of the internet.

OUR MISSION

We turn your knowledge assets and creative works into valuable digital and print properties, for distribution over the internet, and sales through our network of online stores, affiliates, and business partners.

Over the years we've concentrated on and developed expertise in the following fields:

- * **Writing, editing, graphics, multimedia and web site design**
- * **Producing electronic and print books, manuals and brochures**
- * **Electronic document and digital rights management**
- * **Inter-intra-extranet system and content development**
- * **Web site, email, and ecommerce management**

Working with a company experienced in the creation, conversion, production, and marketing of all kinds of documents and knowledge assets - that is, covering the whole document life-cycle - enables our clients and authors to take full advantage of the latest internet and information technologies. Our expertise in the design and development of content as well as infrastructure gives you the edge in today's information-based and tomorrow's knowledge-based economy.



REFERENCE WORKS @ www.newmediapublishing.com

E-MAIL inquire@newmediapublishing.com



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CREATIVE SERVICES

This is where we meld and form your ideas into writings, images, multimedia productions and web sites. This is where your partnership with us gives you the opportunity to create the best message, and its delivery medium. This is where reality meets creativity, allowing you to develop new possibilities. The content we create, together with you, will embody your vision to communicate better, reach farther, and produce results faster.



To fulfill your goals, we offer:

- * **Detailed review and analysis of your requirements**
- * **Re-purposing existing content for electronic and web site use**
- * **Business and financial report as well as newsletter design**
- * **Marketing brochure and sales collateral development**
- * **Technical and product manual, assorted documentation writing**
- * **Software and hardware manual and help file development**
- * **Operating and quality control procedure documentation**
- * **Web site content development with constant or periodic updates**
- * **Intranet portal and collaborative extranet workspace design**

We utilize the following methods, technologies, and tools in the course of our work:

Word processing: Microsoft Word, Corel WordPerfect

Page layout: Quark, Adobe InDesign

Graphics design: Adobe Illustrator and Photoshop

Presentations: MSPowerPoint, Adobe Acrobat, Real and QuickTime audio/video

Web site design: Macromedia Director and Flash, Adobe GoLive, MS Frontpage, NetObjects Fusion, WebObjects



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PRODUCTION SERVICES

As publishers of the highest quality yet low cost electronic and print books, manuals, brochures, CDs, secure download content and software, we have "been there, done it" all. Not only have we amassed a great deal of production expertise, we've also built a reliable production and distribution network. Accordingly, we can provide the widest range of services to you. It truly is your choice to use one, more, or all of them, at any time.



Our production capabilities include:

- * **Determination of the most cost-effective production methods**
- * **Preparation of your content for electronic and print publication**
- * **E-books and e-documents in all formats and with narration**
- * **Individual or small volume production for testing and sampling**
- * **Large scale production of CDs, DVDs, video and audio cassettes**
- * **Both small and large volume printing of books, brochures and reports**
- * **Publishing of web content for multiple sites and syndication**
- * **Broadcasting of audio and video in all major streaming formats**
- * **Art and product catalogs, both online and in print**

These are some of the methods and formats we provide to meet your production requirements:

Printing:	Print-on-Demand; any volume
Covers:	Soft and hard cover; perfect, case and spiral bind
CD & DVD	Glass master die; up to 5 color disc label and insert; retail jewel case and bulk packaging
Downloads:	Digital rights and online payment management enabled files





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Our projects revolve around creating, converting, and preparing our clients' material for electronic, web, and print publication. So do our related services, which enable the management and secure distribution of your documents for internal use or external sale (licensing). They offer you the opportunity to maximize their value. We can also publish the same content on your web site, and develop as well as manage email campaigns, to further enhance the return on your investment.

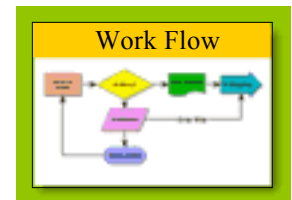


Our content, email, and ecommerce solutions provide:

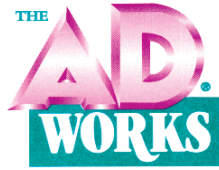
- * Document management system development, and implementation
- * Digital rights management with secure content distribution, and sale
- * Web-based collaborative document, and knowledge creation
- * Web site content creation, management, and update
- * Traffic measurement, analysis, and program development to boost it
- * eMail marketing and customer relationship enhancement campaigns
- * Online catalog, store, and market development and implementation

We utilize the following systems and tools to deliver the best solutions for:

- Document management: Xerox DocuShare, LifeStreams (Ricoh)
- Digital rights management: SealedMedia, Softlock, ION Systems
- eBooks and eDocuments: Acrobat Reader, MS Reader, Rocket eBook Reader, Palm Pilot
- Web site, email and ecommerce management: Tools compatible with client systems



REPRESENTATIVE LIST OF CLIENTS & PROJECTS



Design and production of direct mail pieces for AdWorks' numerous clients



Pre-press support, and production of marketing collaterals



Design, and production of marketing materials, including editing, proofing, and printing for various branch offices



Creation and production of inter-office support materials, such as safety management and employee information signage



National Park Service

Conversion of historic books, documents, and Edison cylinder recordings of Theodore Roosevelt into digital, and ebook formats



Optical Supplies

Design, management, and production of product catalogues from concept development through copy writing, product shots, proofing, and printing



Powerpoint presentations and preparation of collateral materials, as well as final products for display graphics



T. Roosevelt Association & State of New York

Design, development, and production of the Theodore Roosevelt Centennial Gubernatorial CD-ROM

