



National Geographic Society
www.nationalgeographic.com

In partnership with
 EffectiveUI
www.effectiveui.com

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Industry
 Media & publishing

Challenges

- Compiling and displaying 120 years of content in an engaging, interactive manner
- Developing an interactive archive of content that can be accessed regardless of operating platform
- Creating a revenue-driving product that stands out in the marketplace

Solution

• Customer-driven enterprise
 National Geographic Society is working with EffectiveUI in leveraging the Adobe Flash Platform to create a unique application that enables users and avid magazine fans to easily search for and interact with the photos, articles, and advertisements published throughout the magazine's history.

Results

- Created an intuitive desktop application that enables users worldwide to seamlessly navigate and filter through 120 years of articles, photos, and advertisements
- Provided users across a variety of computing platforms easy access to rich, interactive content
- Accelerated development of new application by reducing the amount of coding required to create and modify content
- Streamlined updating and rolling out future enhancements
- Created an alternative revenue stream for the Society

National Geographic Society

Venerated publication leverages the Adobe® Flash® Platform to bring more than a century of content to life for audiences worldwide

Next-generation publishing

From the Serengeti to Antarctica, from the stratosphere to the Earth's core, no one captures the mysteries and splendor of nature and mankind better than *National Geographic*. For more than 120 years, the National Geographic Society has used award-winning photography and journalism to inspire people to care about the planet and promote environmental and historical conservation.

Looking for an educational opportunity and a revenue-driving product to commemorate the publication's 120-year anniversary, the Society decided to reintroduce the original *The Complete National Geographic*, a CD-ROM collection of the first 100 years of the institution's work, released in 1998. The Society wanted to employ next-generation technologies to redefine and differentiate its product and turned to EffectiveUI—leaders in developing and designing web, mobile, desktop, and touch-enabled applications—for help in creating an intuitive desktop application that could enable users to seamlessly navigate and filter through 120 years of articles, photos, and advertisements.

"We wanted to provide a unique, engaging way for people to interact with the content we've produced through the years," says Drew Onufer, director of interactive publishing for National Geographic Global Media. "After National Geographic and EffectiveUI weighed our options, we selected the Adobe Flash Platform to help us bring 120 years of work to life."

Easy, interactive searches

With an extensive library of historic photographs, articles, and advertisements, fans of *National Geographic* can spend hours searching through thousands of digitized magazine pages for specific content. The Society set out to make it easier for enthusiasts to quickly locate the piece they're looking for by creating an interactive index of all the publication's content.

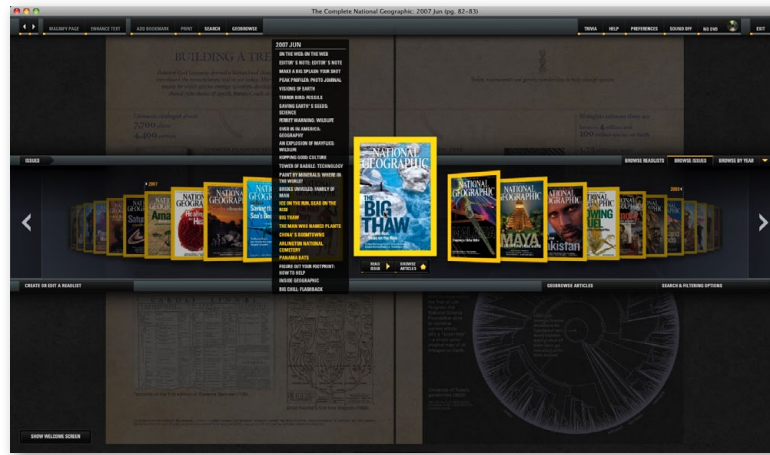
An interactive and richly animated cover carousel, delivered in Adobe AIR®, provides users with a gateway to content that allows them to rotate through previously published magazine issues of their choice and dynamically display each issue's table of contents.

Leveraging the Adobe Flash Platform, EffectiveUI and National Geographic created a unique, innovative desktop application that uses digitally scanned images of every page printed in the magazine to allow users to read, zoom, scroll, and print their favorite pages in high resolution.

Using the intuitive interface developed with Adobe Flex® Builder™ 3, magazine enthusiasts can search through approximately a quarter of a million files using cues such as keywords, years, or topics. In addition, they can access the enhanced search functionality of Geobrowse, which relies on a highly engaging 3-D globe that lets users locate articles and maps by city or country. Search results are dynamically linked to content, enabling users to directly access the articles, photographs, or advertisements of their choice, all in the context of the magazine issue in which they originally appeared.

"We're providing readers with a host of innovative ways to search for content they might otherwise not find unless they knew exactly what they were looking for," Onufer says. "Adobe software and technologies make exploring and encountering content more fun, engaging, and interactive than ever before."

National Geographic Society and EffectiveUI leveraged the Adobe Flash Platform to create an innovative desktop application that uses digitally scanned images of every page printed in the magazine to allow users to read, zoom, scroll, and print their favorite pages. Adobe AIR delivers the interactive cover carousel that allows users to rotate through previously published magazine issues of their choice and dynamically display each issue's table of contents.



"The Adobe Flash Platform lets us reach a wider audience with outstanding images and information. People worldwide can now interact with and explore more than a century of amazing photographs and articles in ways never before possible."

Bill Wakefield
Director, interactive publishing,
National Geographic Global Media

Systems at a glance

- Adobe Flash Platform: Components used include:
 - Adobe Flex Builder 3
 - Adobe Flash Player 10
 - Adobe AIR

For more information
www.adobe.com/flashplatform

To purchase *The Complete National Geographic* go to
<http://shop.nationalgeographic.com>

For more information on
National Geographic go to
www.nationalgeographic.com/

Enhancing the user experience

One of the main goals in updating the magazine's digital content was to help ensure users could experience and interact with the application in an intuitive way—maintaining that same comfortable and engaging experience that offline readers already know and love. National Geographic and EffectiveUI chose to update *The Complete National Geographic* with the Adobe Flash Platform because of its versatility and ability to deliver that immersive, richly animated user experience.

Because the demographic of *National Geographic's* subscribers is wide and varied, it was imperative for the Society to easily and efficiently deliver content across a variety of computing platforms to reach the widest possible audience. Flex makes it easy for developers to work concurrently to accelerate production as well as modify code once and apply changes universally to an application instead of rewriting code to meet the demands of different operating environments.

"Adobe technologies allow us to enhance the user experience on the desktop because of their cross-platform support, overall stability, and skill at handling rich animation and high-quality graphics," says Doug Schmidt, a lead developer at EffectiveUI.

More importantly, with technologies such as Adobe Flash Player 10, users have the perfect tool to quickly view and sort through data on their desktops, pulling content directly from back-end databases for a faster, more interactive, and seamless viewing experience. And because *The Complete National Geographic* is deployed on Adobe AIR, all users need is the ubiquitous Adobe Flash Player—already installed on 98% of the world's Internet-connected computers.

Taking content global

As one of the largest non-profit scientific and educational institutions in the world, the National Geographic Society is constantly searching for new and creative ways to expand its message of environmental stewardship and historical conservation. By adopting the Adobe Flash Platform, the society is embracing next-generation technologies that help more people around the world interact with 120 years of eye-catching and engaging content.

"The Adobe Flash Platform lets us reach a wider audience with outstanding images and information," says Bill Wakefield, director, interactive publishing, National Geographic Global Media. "People worldwide can now interact with and explore more than a century of amazing photographs and articles in ways never before possible."



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