TACTILIZE

PUBLISHING IN THE AGE OF TABLETS

1948

When news broadcast came to TV, the presenters were still reading instead of engaging with their audience.

It was all about radio and pictures — not TV.

H-216 & 216A
16" - 1949
V-2146-05DX-45DX

H-217 H-217A H-217B
12" - 1949
V-2146-1-11DX-12DX
15DX-21DX-22DX-25DX

H-223
10" - 1949
V-2150-01 V-2146-35DX
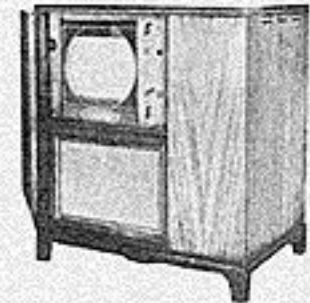
H-225
12" - 1949
V-2130-31DX-32DX

H-251
12" - 1948
V-2150-21-82-84

H-600T16
16" - 1948
V-2150-61-61A-61B

H-601K12 H-602K12
12" - 1948
V-2150-41

H-603C12 H-608C12
12" - 1948
V-2152-01

H-604T10 & 10A
10" - 1948
V-2150-94-91A-94A

H-605T12
12" - 1948
V-2150-101

H-606K12 H-607K12
12" - 1948
V-2150-111

H-609T10
10" - 1948
V-2150-94C

H-610T12 H-614T12
12" - 1948
V-2150-136

H-613K16
16" - 1948
V-2150-146

H-611C12 H-615C12
12" - 1948
V-2152-16

H-617T12
12" - 1948
V-2150-176

H-618T16
16" - 1949
V-2150-186

H-619T12
12" - 1949
V-2150-176U-177U

H-620K16
16" - 1949
V-2150-186

H-622K16
16" - 1949
V-2150-186

H-625T12
12" - 1949
V-2150-197

H-626T16
16" - 1950
V-2172

H-627K16
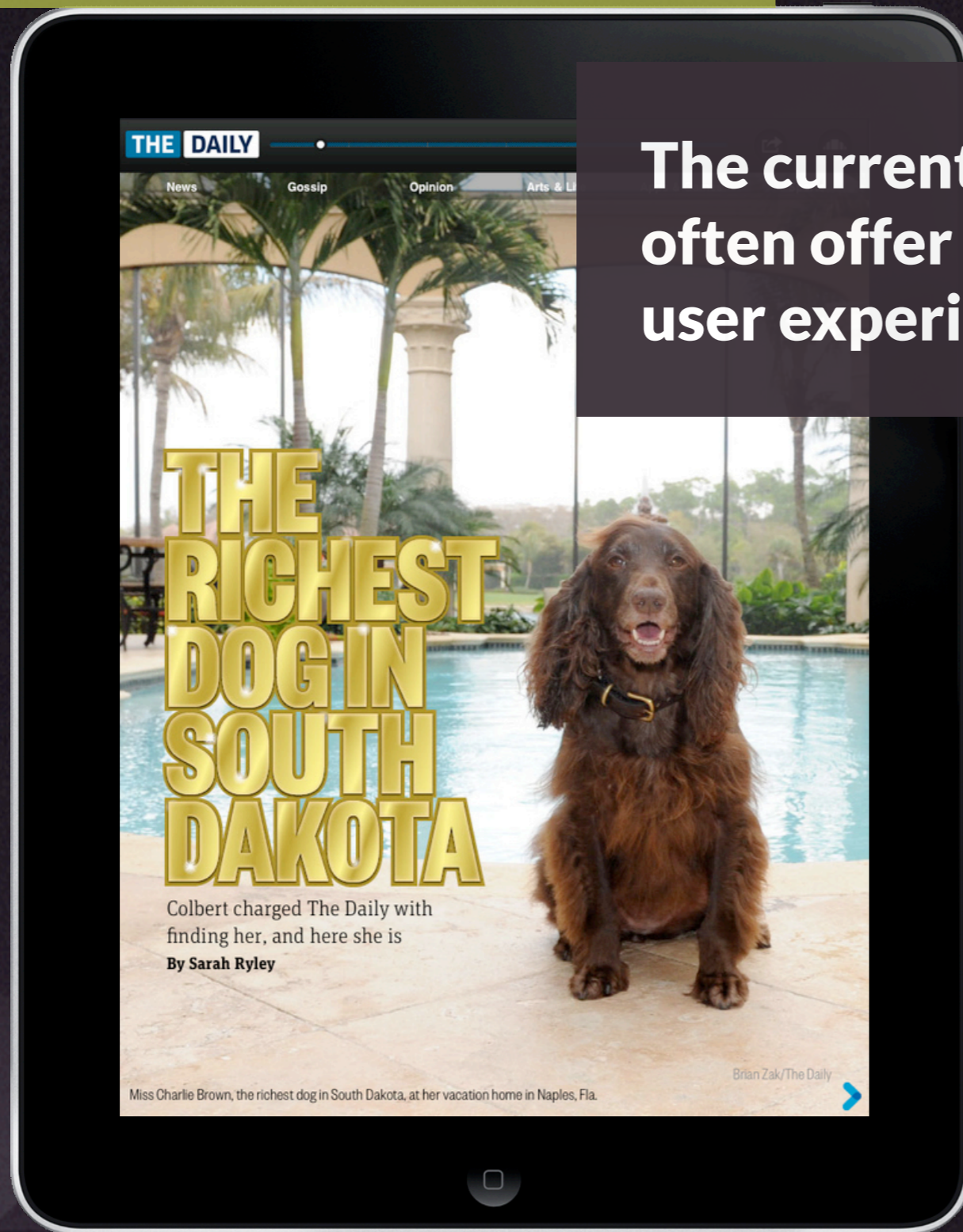16" - 1950
V-2171

H-628K16 H-629K16
16" - 1950
V-2171

2011

Today,
TV has changed.

But for
news apps it's
still 1948.

Problem

The current iPad news apps often offer a very limited user experience

How long will it take to change?

Problem

Adobe charges you $10,000 to 500,000/year
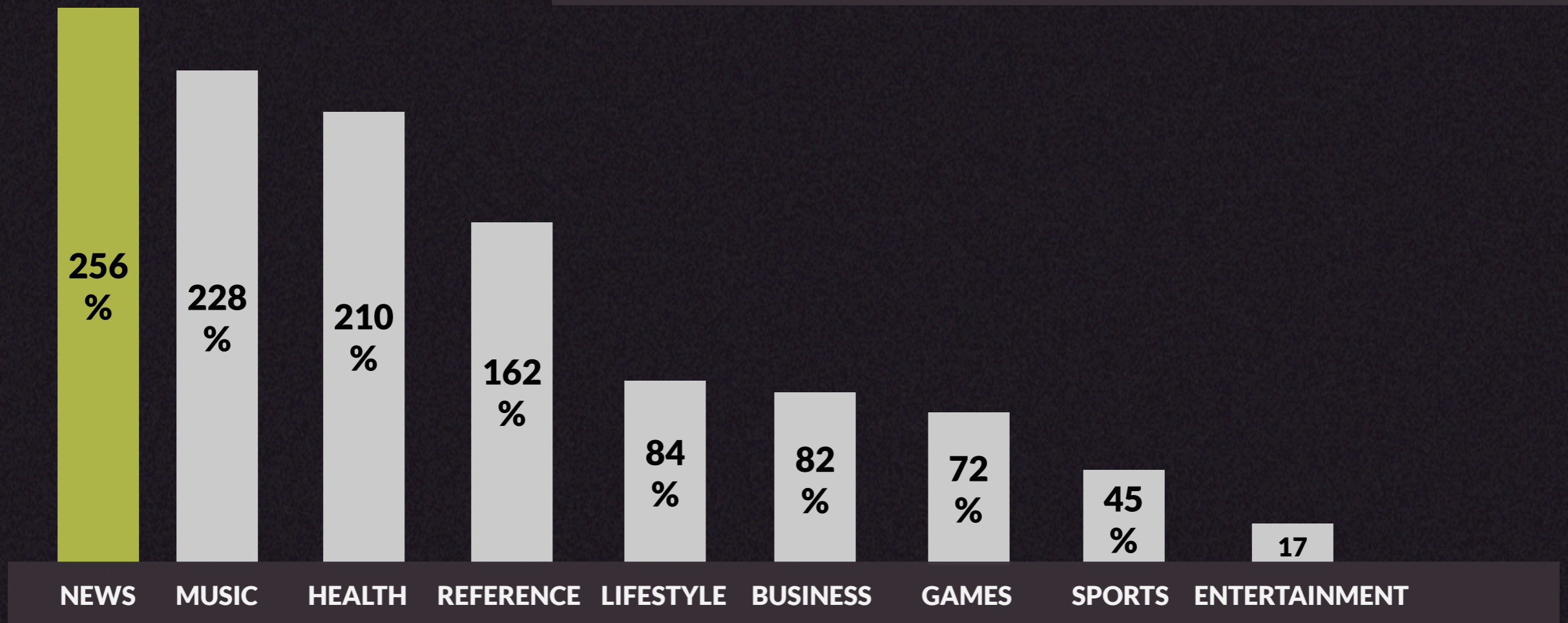
Creating iPad apps is expensive

Opportunity

The mobile apps market will grow up to $55B by 2015.

Apps are the new blogs

Opportunity

2.5 more time spent on news apps

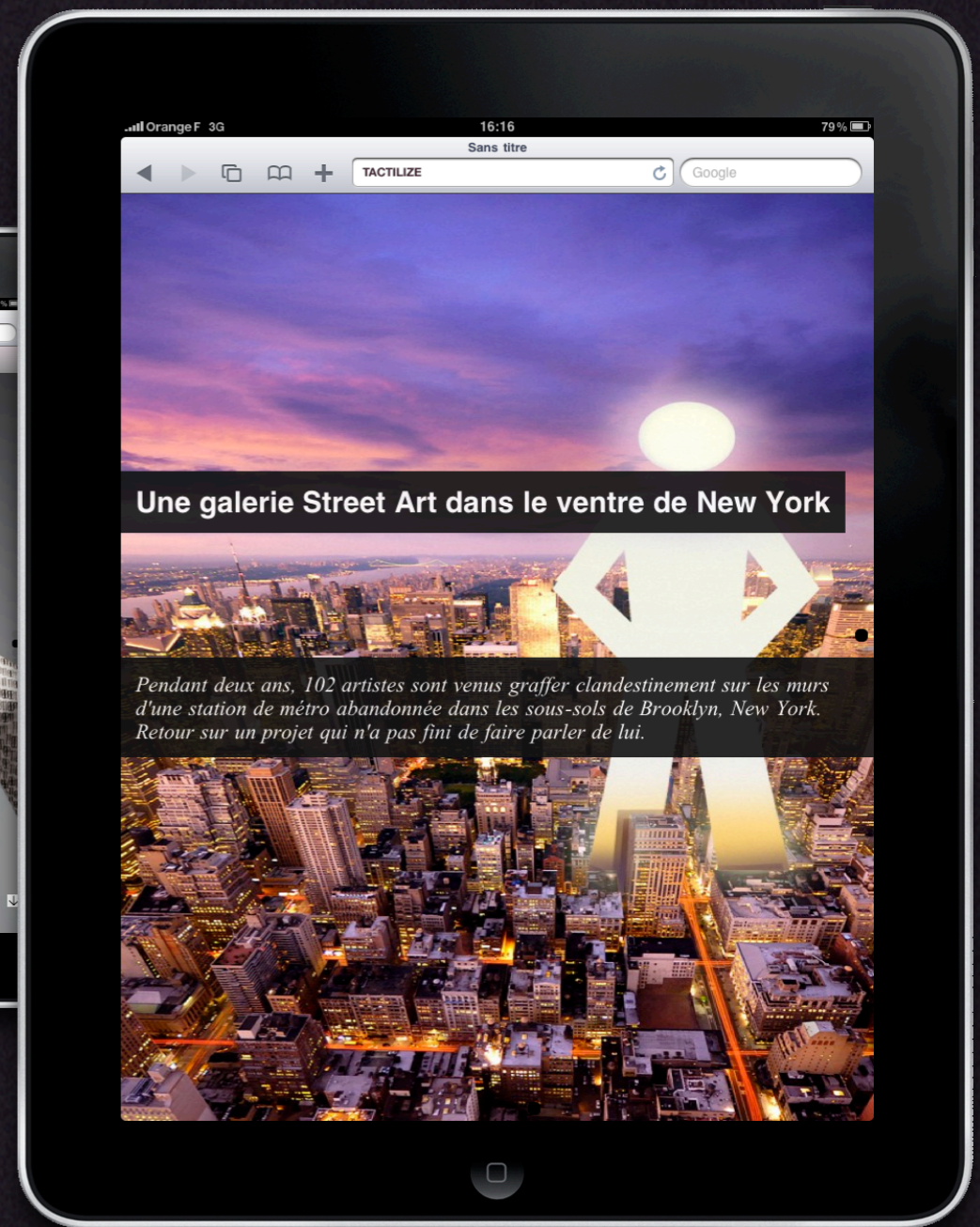|								
256%	228%	210%	162%	84%	82%	72%	45%	17
NEWS	MUSIC	HEALTH	REFERENCE	LIFESTYLE	BUSINESS	GAMES	SPORTS	ENTERTAINMENT

TACTILIZE

The first HTML5 platform to easily create beautiful and interactive apps and web apps
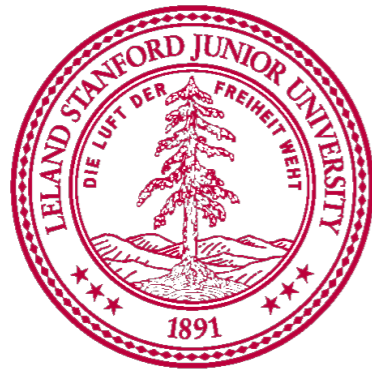
Prototyping

We have a working prototype.
We are selecting 5 strategic partners among news organizations.

Team

Tactilize is run by Adriano Farano, a 2011 Knight fellow at Stanford University where he worked on how to augment the news experience on tablet devices

Team: OWNI.fr's developers and designers. OWNI.fr is the best non-English news site according to ONA both in 2010 and 2011

Tactilize is part of StartX, the Stanford University startups accelerator located in Palo Alto, California

Do you…?

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**Selecting
strategic partners
NOW**