TACTILIZE
PUBLISHING IN THE AGE OF TABLETS
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.
Today, TV has changed.

But for news apps it’s still 1948.
The current iPad news apps often offer a very limited user experience.

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

How long will it take to change?
Problem

Creating iPad apps is expensive

Adobe charges you $10,000 to 500,000/year
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

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>News</td>
<td>256%</td>
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<tr>
<td>Music</td>
<td>228%</td>
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<tr>
<td>Health</td>
<td>210%</td>
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<tr>
<td>Reference</td>
<td>162%</td>
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<tr>
<td>Lifestyle</td>
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<td>Business</td>
<td>82%</td>
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<td>Games</td>
<td>72%</td>
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<tr>
<td>Sports</td>
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<tr>
<td>Entertainment</td>
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The first HTML5 platform to easily create beautiful and interactive apps and web apps

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

TACTILIZE

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Selecting strategic partners NOW