eBooks to Treasure

Your Mobile D2C Partner Bookjam





Table of Contents

03
05
07
09
11
13
28
30



Business Objectives



With flexible and innovative mindset, Bookjam creates superior customer value and offers a combination of services to publishers at **no cost**

Bookjam is a specialized eBook company that develops and distributes book apps for all devices. Our services and technology are based on D2C business platform we build with publishers. Through revenue sharing model, we guarantee high quality eBooks with high end technology and design, suit to captivate and satisfy your readers.

Prepare for the future of eBooks with Bookjam, by adding imaginations of an eBook to the depths of a paper book. We are waiting for you to join us to create change and meet your customers directly through your own app.



Company History



01.2011	Development of BXP, book app development solution
03.2011	Founding of Bookjam Inc.
06.2011	Exhibited at 2011 Seoul International Book Fair
	(Exclusive invitation in eBook area)
11.2011	Shut up and Politics book app sales reach 150,000 USD
12.2011	Innovation Award by Korea Electronic Publishing Association
02.2012	World Literature Series by The Open Books Co. book app
	sales reach 1,000,000 USD
03.2012	Market App cooperation project with over 60 major publishers
05.2012	Attracted investment from Bonangels Venture Partners.Inc
08.2012	Exhibited at 2012 Beijing International Book Fair
07.2013	Exhibited at 2013 Tokyo International Book Fair
07.2013	Attracted investment from Altos Ventures
09.2013	Winner of 2013 Korea eBooks Awards[The Land],
	Encouragement Award [The Master Chef]
04.2014	Exhibited at 2014 London Book Fair, Market Focus Korea



Business Area







Major Clients





We joined projects with 8 out of 10 major publishers, over 60 publishers in Korea







































- Distributor of Key Contents
 - ex) World Literature Series by Open Books (sales over \$1,000,000 USD), author app for Bernard Werber and series app for Ellery Queen
- Over 150 different best seller apps
- Currently projects in progress with Japanese publishers in Japanese market



Awards





2011 Innovation Award

by Korea Electronic Publishing Association



The Land

Winner of 2013 Korea eBook Awards



The Master Chef

Encouragement Award of 2013 Korea eBook Awards



Services

- 01. Market App
- 02. BXP (Bookjam eXtensible Publication)
- 03. Cloud Service
- 04. Revenue Sharing Model
- 05. Supply Content Management



01. Market App



- Independent Market Store / Distribution
 Network for Publishers
 - In-App Purchase
 - Contents and Collection free of choice by publishers
 - ex) collection by series, author, publisher, podcast or magazine services combined



02. **bxp**TM

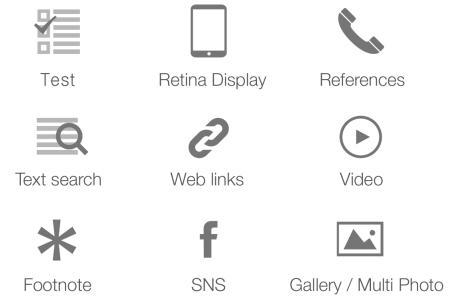
Bookjam eXtensible Publication

- bxp is Bookjam's original technology to convert paper books with optimized layout for all devices
- bxp supports high quality multimedia functions with innovative interactions by adding imaginations to a paper book.
- With our own developed DRM, there are no cracking worries



02. **bxp**[™] - Key Features



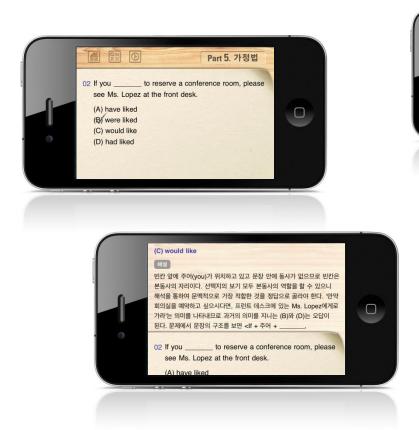


... and more than 20 innovative features.



02. **DXP** - Interactive Test Support

Interactive test, survey and questionnaire can be answered, with lecture videos and explanations provided for e-learning purposes. Instant results will also be provided on the spot







02. bxp[™] - Audio and Record

Audio listening and recording function provided

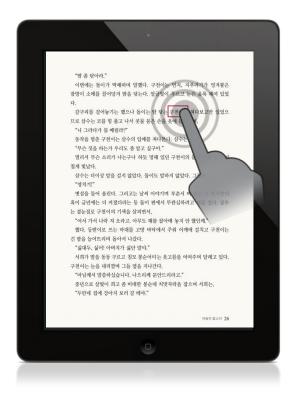




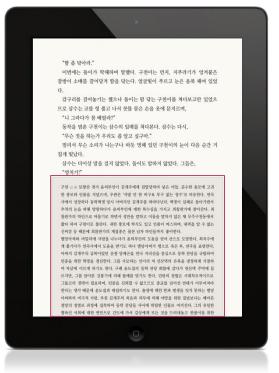


02. bxp[™] - Footnote function

Footnotes appear directly under the current text page by touch









02. **bxp**[™] - Reference data support

Pinch to zoom reference materials view









02. **bxp**[™] - Video Support

Video search and play within the app





◉ 스티브 잡스의 뇌리에 박힌 한 편의 강의

1972년, 스티브 참스는 고등학교를 졸업하고 포틀랜 도 오리건에 위치한 리드백와 불리라라에 입학했다. 고현대 잡스는 단 한 학기만 다니고 학교로 고만든다. 스티브의 양부모는 스티브를 양자로 들어는 조건으 로 대학교육을 약속했다. 양부모는 대학교육을 위해 자축을 했는데, 점스는 그 돈을 입력금과 등록금으로 한 학기 반에 다 했다는 것을 알아버렸다. 그 사실을 안 다음부터 학업을 제축할 수 없었다.

그렇지만 이 사실을 양부모에게 알리지 않고, 친구들 에게 이리저리 별불어 살면서 2년간 자신이 원하는 수업들을 들으러 다녔다. 그중에서 그의 미래에 많은 영향을 미친 강의가 있었으나, 마로 세계 디자인 강

이후에 스티브 잡스가 스탠퍼드 대학에서 연설할 때, 서체 디자인 강의에서 듣고 느꼈던 모든 것을 10년 뒤 매킨토시에 구현하면서 전자출판 혁명을 이끌었

64 제2장 첫 번째 전환: 개인용 컴퓨터 혁명(1976-1985

The first story is about connecting the dots.

스티브 잠스의 스탠터드 대학 강인

다고 고백할 정도였으니, 그 학문에 대한 일정이 얼 마나 대단했는지 짐작이 간다.

만약 대학을 중퇴하지 않았다면 학교에서 지정하기 나 졸업에 필요한 강의를 위주로 들었을 것이고, 마 음이 끌리는 강의를 듣지 못했을 것이기에 오늘날의 스티브 잠스는 없었을지도 모른다.

스티브 잡스는 이처럼 엔지니어이면서도 예술과 아

스티브 잡스, 스티브 워즈니약을 만나다 65



03. bxp[™] - Graphic text search

Graphic text search support





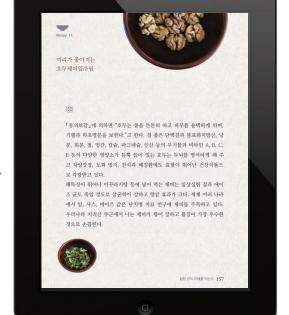




02. **DXP** - Image placement for each layout

Image applied to both vertical and horizontal view







02. **bxp**[™] - Geographical information provided

Connection with maps, weather and telephone information









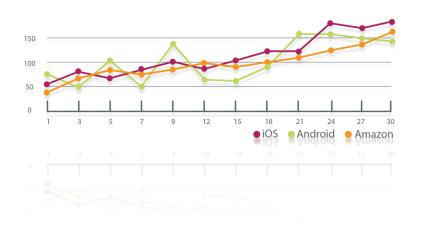
03. Cloud Service



- Bookjam's technology supports contents across all platforms for readers to continue access anytime and anywhere. (N-Screen)
- Bookjam's cloud service applies to multiple devices for readers to sync with all of their purchased contents.
- Reader generated bookmarks, memos and underline functions can be all synced at once.



04. Revenue Sharing Model



- Our revenue sharing business model puts no expense on publishers to begin exploring our services.
- We offer market app for free and share the revenue generated from IAP
- With apps submit to app stores under your name, you will provide monthly balance system to us

^{*}Possible marginal fee for production of each book may apply. Rates range \$99 \$999 USD



05. SCM (Supply Contents Management)

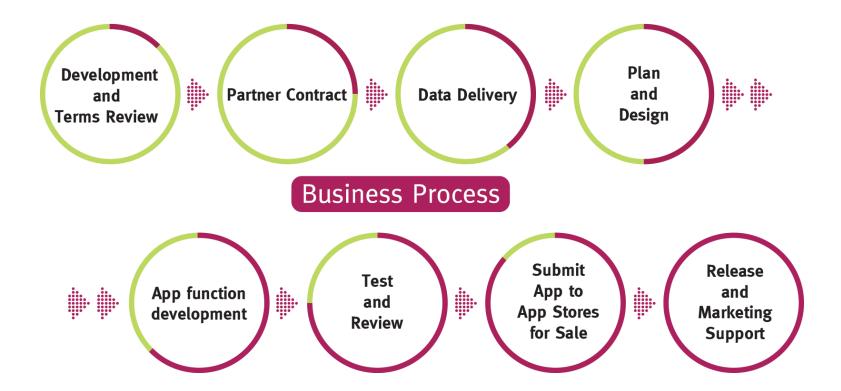


- Bookjam provides systematic special client information that you need the most, through mutual partnership
- Cross platform distribution and payment system for both iOS and Android
- Provide monthly balance system



Business Process







Contacts



Contact Us

Tel +82-2-508-4986

Fax +82-2-508-4987

E-mail new@bookjam.co.kr

www.bookjam.co.kr

Jamie Han, Overseas Manager jamiehan@bookjam.co.kr

THE END



2F Youngnam Bldg., 15 Teheran Road 37 Gil, Gangnam-Gu, Seoul, 135-915, Korea T +82-2-508-4986 F +82-2-508-4987 www.bookjam.co.kr