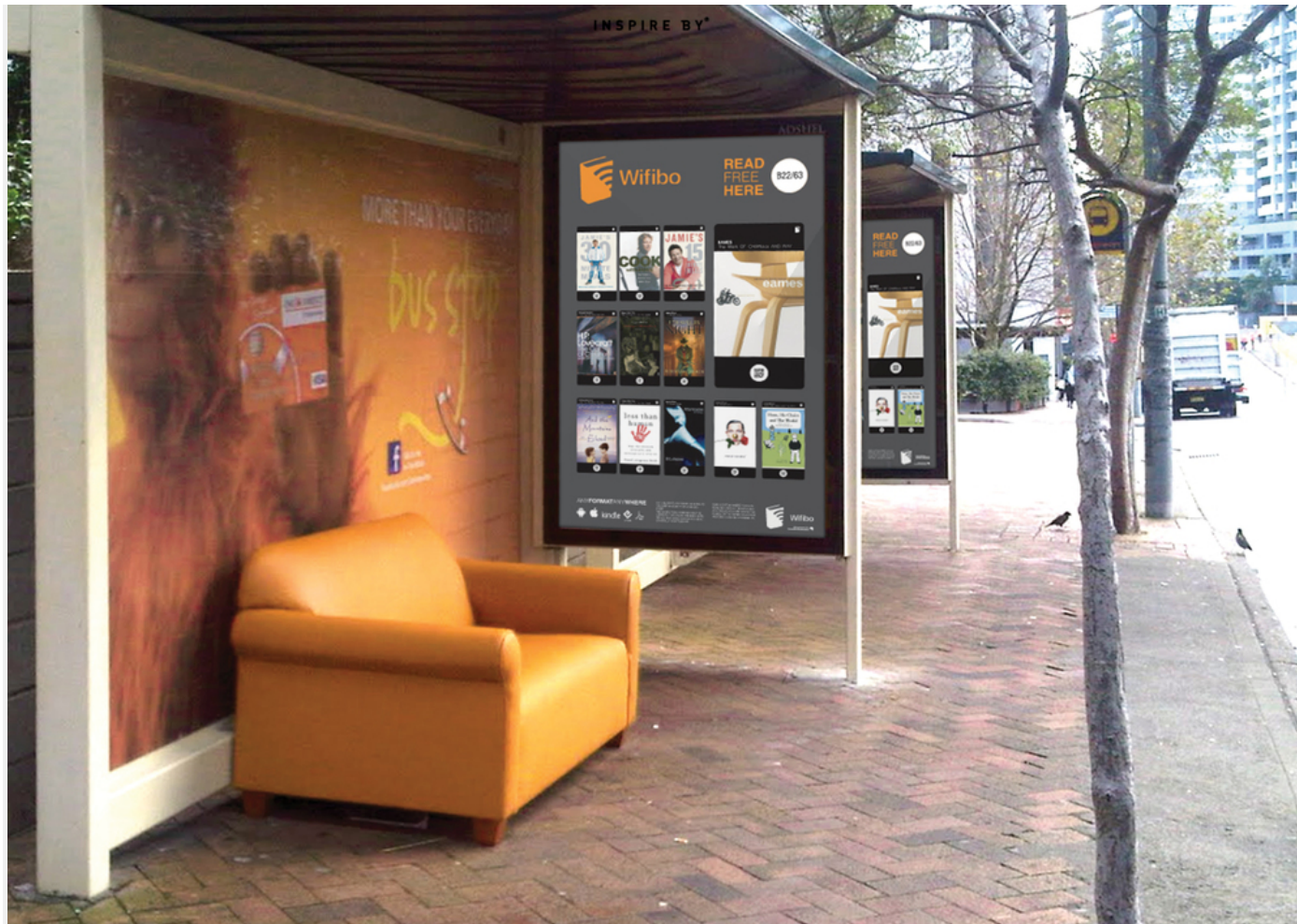


1/6 **WIFIBO [ BRAND + CARD + READ FREE HERE ] system design.**

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Solution

WIFIBO is a format free digital ePublication Shop that is owned by the Association of german publishers and bookstores. It allows you to read and buy any available eBooks in all formats while allowing the bookstore and publisher all the usual control over there business.

2/6

## **WIFIBO [ BRAND + CARD + READ FREE HERE ] system design.**

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What is the core principle of your idea?

To have success in a mix media, Click & Brick system the whole systems needs to be synergistic so each part of the system reinforces the core business. Wifibo is about getting the new readers hook by allowing them to use their own device to access specific content based on their location - Design books in a Design shop, Cooking books in a supermarket etc. The cards and promotional are meant to intrigue the customer and also convey the payoff of digital format via WIFIBO.

3/6

## **WIFIBO [ BRAND + CARD + READ FREE HERE ] system design.**

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Can your idea be applied to different formats (in a bookstore, at a trade fair, at a conference)?

Any WiFi hotspot can be customizable setup to allow specific access to predefined books. The idea expands to be used in advertizing and promotion and a setup with any smartphone that has Wifi tethering can be set up as a temporary BasePoint. This system can be set up as Shop in Shop, promotional stands in electronic stores, supermarkets, toy shops and cafes where a specific segment can be targeted.

4/6

## **WIFIBO [ BRAND + CARD + READ FREE HERE ] system design.**

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Would it be possible to turn your idea into a reality, or at least create a prototype of it, at short notice, i.e. by the Frankfurt Book Fair in October 2014?

Yes. Most elements can be almost finished except possibly the web reader - A mock op demo unit should be no problem. and all print files can be made by multiple artist from a design stencil.

Status: 17.06.2018

5/6

## **WIFIBO [ BRAND + CARD + READ FREE HERE ] system design.**

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What do you estimate the costs for the prototype or the final implementation of your idea to be?

Depending on the chosen setup and collaboration from the organization i would estimate less than 20.000 EUR for the full working setup. For a mockup system with a online reader, point prototype, a few poster and promotion material design, and a limited amount of bookcards less than 10.000 including man hours. So let's get started!

6/6

## WIFIBO [ BRAND + CARD + READ FREE HERE ] system design.

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Creative's profile



**inspireby** **PRO**  
Designer

Creative's top 5 skills

Graphic Design, Illustration, Photography, Product Design, User Experience

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