



## **Afrozaar set to launch “Baobab Suite” digital news platform**

Cape Town based Afrozaar will launch its Baobab Suite digital news platform at the [WAN IFRA World Publishing Expo 2012](#) in Frankfurt at the end of October 2012. The Baobab team will be in the New Heroes Boulevard with a number of other new start-ups.

Baobab is a specialized content redistribution and mobile app platform for large newspaper and magazine publishing houses. The Afrozaar team have collaborated with some of the world's leading newspaper publisher's editorial and digital teams for almost a year, designing and developing a publishing suite of products that span all major mobile app platforms. The product addresses the publishing industry's need to dynamically distribute curated content to a subscription base via custom or licensed mobile, social or web apps.

Baobab was built for large media publishing groups, with numerous and varied content sources in mind. Baobab's core focus is on efficient distribution of aggregated content in a consistent manner across all digital platforms. Publishers have the flexibility to either commission the development of their own apps using the Baobab SDKs or they can license a Baobab mobile app that has the benefit of an active development roadmap. Baobab app layouts follow a custom purpose built approach for specific devices rather than the traditional facsimile approach offered by most PDF readers in the market today.

When it comes to hosting the Baobab platform, customers can choose between public cloud (Microsoft's Azure, Google's App Engine, Amazon's EC2) or their own private cloud hosting service. The Baobab cloud service offering has proven to be attractive from a cost saving and maintenance and support perspective.

“We are a focused team, dedicated to our products. We believe that newspapers can and should come alive. Mobile news should not try to emulate print, but should embrace the opportunities this new medium provides. We want to make Harry Potter style newspapers become a reality, with moving pictures and changing content.” says Dirk le Roux (Managing Director at Afrozaar).

### **Beginnings and Solutions**

Afrozaar's Baobab team's digital publishing and mobile app development experience dates back to when the first iPad was launched, and they were commissioned to play a lead role in building Africa's leading digital title subscription platform for Africa's largest media publishing company. This platform evolved into facilitating the conversion, compression, distribution of

multiple publishing house's content and supporting media files across iPad, iPhone, Android native mobile apps and more recently a Google Chrome browser HTML5 offline web reading solution.

"Our team is very excited about Baobab being acknowledged by the market as the enterprise publishing platform of choice for digital newspapers and magazines. We are looking forward to meeting up with publishers, building relationships and planning a journey together on how we can achieve some newly defined digital objectives together", says Rich Cheary (Director at Afrozaar).

Publishing houses can expect Baobab to provide the following:

- Tactical go-to-mobile-market solution
  - supported by a parallel strategic customized initiative
- Cost effective solution
  - with minimal risk and overall operational support
- Efficient aggregation and optimized distribution
  - for curated content from multiple sources, that eliminate slow and large downloads
- Previewing editorial content
  - by editorial team across live apps before final mobile publishing
- Mobile app management and dynamic content layout capabilities
  - that will minimize the number of app store deployments
- Ability to integrate effectively with all existing management systems
  - content, subscription and advertising systems to provide the much needed MBaaS (Mobile Backend as a Service) when it comes to distributing content across multiple mobile, social and web app platforms

When it comes to moving large quantities of multimedia and curated editorial content across all major mobile, social and web app platforms then Afrozaar's Baobab Suite is an attractive platform upon which a long term digital distribution strategy can be planned around.

website: [www.baobabsuite.com](http://www.baobabsuite.com)