

# Twixl Publisher vs Adobe DPS

## Interactive features:

There is not really a big difference in terms of interactivity between Twixl Publisher and Adobe DPS. Both have about a 95% similar feature set.

Twixl Publisher offers some features DPS does not have:

- Web overlays
- Full-screen view of images
- Full-screen view of slide shows
- Multiple transitions in slide shows

In addition Twixl Publisher has some other advantages compared to DPS:

- Mail hyperlink opens in-app instead of in the Mail app
- Quick & automated generation of alternate layouts (in DPS you do it article by Article / with Twixl you do it automatically for the complete publication)
- Easy handling of embedded web resources
- Automatic optimal resampling of images when exporting
- More reliable preview on screen (using the iOS simulator)
- Quick preview on a device via the local Wifi network
- Android single-issue builds (not possible with DPS)

In general we also support far more interactivity features on Android.

DPS usually doesn't mention this aspect but quite a number of features that are supported on iOS are not available on Android.

A feature that DPS has and Twixl does not offer is full-page pinch and zoom. Although we also allow you to do that, it has to be configured page by page.

Our solution also is a bit more limited in terms of the type of interactive elements that can be nested.

## Kiosk

Twixl Publisher lets publishers customize the App Store Kiosk. An info page that can be displayed at startup and an info cell at the top of the store are fully customizable as they are just HTML pages.

Twixl Publisher does not currently support categories in a multi-issue application, meaning you cannot easily publish different magazine titles in a single multi-Issue app. We do support Entitlement (as an extra option) that may provide similar capabilities, but not exactly in the same way of having different titles within one app.

The DPS customizable kiosk supports categories and Entitlement.

(If you have a customer that has a specific need for categories in the kiosk, there are options for custom development or to use the Twixl Reader SDK).

Twixl does not support the Samsung App Store because we have not experienced any demand for this.

## Multi-platform publishing

DPS is positioning itself as a multi-platform publishing tool.

With Twixl Publisher you can publish on Tablets, phones and desktops/notebooks.

You can publish Single- and Multi-issue applications on iOS, Android and Kindle Fire.

With DPS Single-issues can only be created for iOS.

With the Twixl Web Reader you can generate an HTML package of your publication that you can host on your own web server.

DPS is forcing you to publish their web-edition on their servers making it difficult for you to integrate this in your web site and making every view count as a download.

## Fixed layout vs Liquid layout

Twixl Publisher allows you to start creating your content from HTML next to starting from InDesign. This supporting all the existing features. If you group your HTML articles in accordance with the Baker Framework guidelines, you will have an HPub publication that can have a responsive design.

Starting from HTML allows you to have responsive layouts that are compatible with different types of devices (tablets and smartphones) and thus avoids the need to create a multitude of separate fixed layouts per type of tablet and smartphone you want to publish on.

DPS does not have this approach. InDesign is central to their solution. You can import HTML pages in a publication but you cannot create your publication in HTML.

## Windows

DPS does support Windows (also with certain limitations).

At the same time both Adobe and Twixl are publishing figures that shows that Android, with a tablet device market share of around 60% worldwide, represents only 15% of downloads of content apps vs 85% for iOS, that has a market share of about 35%.

Even if we attribute Windows a market share of 5% of devices (which would be a lot) this would represent about 1% of downloads.

So we think it is completely normal that publishers are not asking for Windows compatibility at the moment. The development cost is currently not justified when looking at the market potential.

This does not necessarily mean we will keep ignoring this platform, on the contrary, we have already developed several Windows components for Twixl Publisher, but are keeping it under wraps for the time being.

## Ease of use

The difference between Twixl Publisher and Adobe DPS is the ease of use. This is the feedback we get from our users, referring to both the creation process and the app building process.

With Twixl Publisher you build your app on your own workstation, you do not need to upload files to a server where “something special” happens. You create your files by yourself and you have your own publication file available on your desktop.

Especially this last aspect is important to enable our users to be independent.

## Independence

We try to provide as much independence as possible to our customers.

We focus on our publishing tools and try to develop the best possible mobile publishing solution. We do not want to develop marketing tools and to offer complete and sophisticated content management/publishing tools were the client is obliged to work all the way with only our solution.

We experience our customers want to be in control and want to integrate the best solutions in the market. Integrating our tools, they can combine the best of all worlds, the client is in control!

We offer a complete app creation, distribution and storage solution. This from a convenience point of view.

If customers want to create custom storefronts by themselves, they can use the Twixl Reader SDK to do so.

The SDK can integrate with our Twixl Distribution Platform, using APIs we provide, but an SDK integrator is completely free to use another solution for content distribution, if he wishes to do so.

Clients with high download volumes that use the Twixl Distribution Platform can decide to forego the built-in storage option, and get even lower download costs using their own Amazon S3 or Microsoft Azure storage account.

So our clients are free to choose exactly how they want to integrate our tools.

About integration: we also integrate with WoodWing Enterprise. We developed the Twixl WoodWing Connector so both tools can work together.

Adobe DPS is a closed system. You work with it all the way and you pay for all the stages. You pay for the tool, you pay for the downloads and you pay for the views on the web reader. You pay extra for statistics, ... .

The client is the hostage!

Just like DPS, Twixl also offers the possibility to share your publications without publishing them in the app stores mainly for testing purposes. With Twixl you can do this directly from the plug-in or from the OS X application. With DPS you first need to create an account on their platform.

## Open specification

Our .publication format is an open and documented format. This gives publishers the possibility to integrate our tools within whatever workflow they want. Offering the Twixl Reader SDK gives them even more integration possibilities.

DPS's .folio format is available under a free license, but Adobe has no plans to make a reader SDK available for everyone to use. So in fact there is no openness at all. At no point will you be able to host .folio publications outside the DPS environment.

## Conclusion

Twixl Publisher and Adobe DPS are quite similar tools but the approach is completely different.

In terms of features and functionalities both tools offer approximately the same capabilities. Twixl Publisher is a little bit more down to earth in terms of providing and supporting tools and functionalities that are required and used by most designers.

In terms of approach to mobile publishing Twixl Publisher leaves the client in control and shows flexibility in terms of integration. With DPS, Adobe is in control and the client works according to their rules and pays for every single step of the process.