

GETTING STARTED



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Getting Started with Twixl Publisher

Twixl Publisher: The basics

Twixl Publisher consists of several components:

1. **Twixl platform:** an online platform where you'll manage your app and its content.
2. **Twixl app:** install this app on your mobile device and you can scan the QR code of your app on the platform, so you can experience the complete look and feel of your app before building it.
3. **Twixl macOS app:** when you are ready to publish your app, you can build your app on a Mac with the Twixl Publisher application.

Twixl Publisher has a lot more to offer. With our **InDesign plugin** you can export your interactive InDesign content and import it on the Twixl platform. With the Twixl macOS app you can preview your app in the iOS simulator, or on a device (tablet or phone) with the **Twixl Viewer Classic** app. You can share this with other people so they can review your app's content before it's published on the App Store or Google Play Store.

This 'Getting Started' guide is intended to help you understand the basic concepts of Twixl Publisher. So let us guide you first through the different steps of creating apps with Twixl Publisher.

1. Your Twixl account

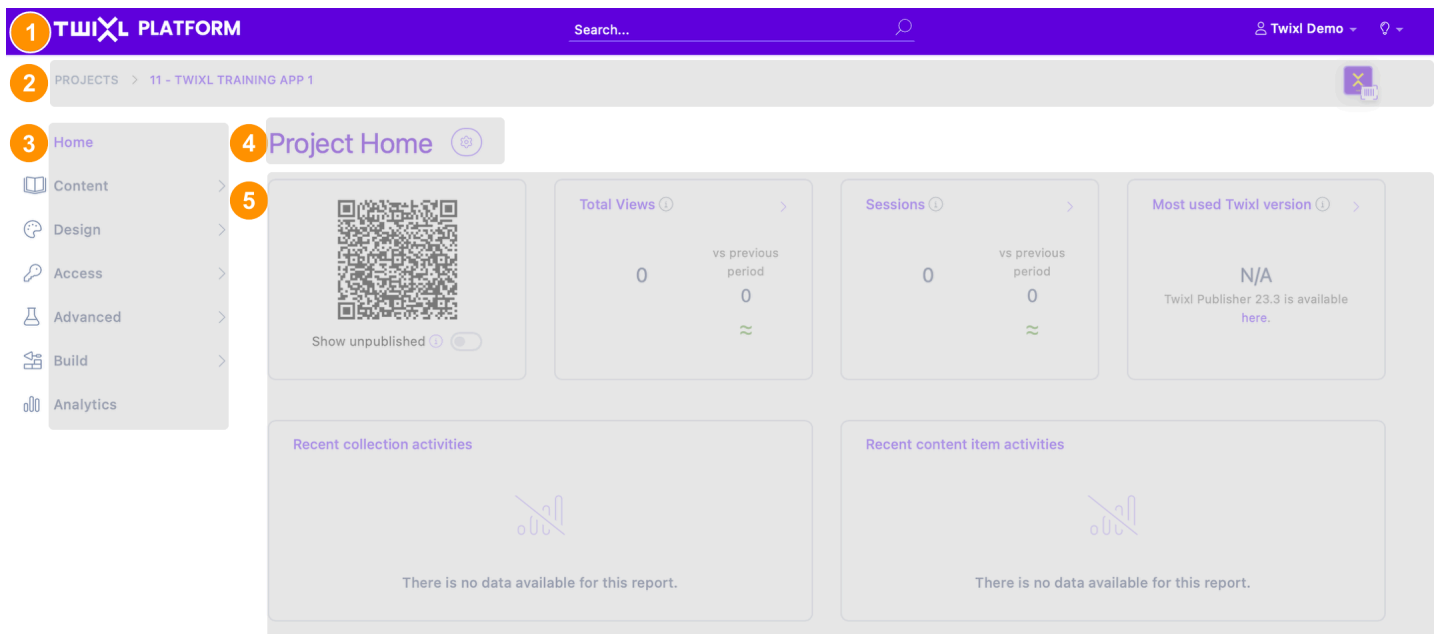
The starting point for every Twixl app is the [Twixl platform](#). That's why you need a Twixl account to sign in to the Twixl platform to manage your app(s).

2. Your app on the Twixl platform

You can create one or more app project(s) on the Platform. They will be listed on the Projects page, which is where you arrive after you sign in to the platform.

After creating a project, select it on the Projects page and start managing it. You'll notice that the project's menu is divided into various sections, such as Content, Design, Access, etc. In the Twixl documentation, we typically begin by guiding you through the options in the menu bar on the left.

 E.g. Menu > Content > Collections > Settings



These are the components of a projects page on the Twixl platform:

1. **User menu:** Here you can find all user and admin elements, a help section and a search bar.
2. **Breadcrumb & Project Info:** The breadcrumb allows you to check where you are on the Twixl platform and lets you navigate to other sections easily. At the right, you can click on Project Info for a pop-up with more info on the project, the App Key, QR code...
3. **Menu bar on the left:** Contains all the different sections of your app project.
4. **Page title:** So you know where you are and you can already perform quick actions by selecting an icon.
5. **Page section:** Depending on the selection you made in the left-hand menu bar, you will get to different page sections that contain the content, design elements, and so much more.

3. Design the interface of your project

The success of your app largely depends on a good user interface. To control all design elements, there is a 'Design' section in the menu bar. There you will find (amongst others):

1. **Configuration:** General design settings for your navigation bar and specific pages. More info: [Configuration](#).
2. **Grid Styles:** When browsing your app, all elements on the page are displayed in a grid. You can define different grids that you can use on different browse pages. More info: [Grid Styles](#).
3. **Item Styles:** The thumbnails of your content will be displayed on the selected grid for that page. But how these thumbnails will be presented, is defined by item styles. You can use different item styles on one grid and use them across different grids. More info: [Item Styles](#).

💡 To help you with the interface in your app, there are 2 special types of collections:

1. **Root Collection:** This is the first page, the 'home page' if you like, that users will see when they start the app. It is a starting point in the app.
2. **Hamburger Menu:** This is an optional feature that we strongly recommend. It will show a hamburger icon in the title bar of the app so your app user can navigate to other sections or perform some general actions (like logging in) easily.

More information about the concept of Twixl Collections can be found in [the next chapter](#).

📘 Except for the Root Collection, all other collections are equal. So, for your interface, you can link from any collection to any other collection as there is no hierarchy between collections.

4. Add content to your project

In Twixl terminology, these are 2 very important concepts:

1. **Content items:** These are the different kinds of content that you want to show to your user, e.g. content exported from InDesign (`.article` or `.publication`), HTML content, PDFs, movies, images,... Check [Content Items](#) for a complete overview.
2. **Collections:** All content items are uploaded into Collections. The Root Collection and Hamburger Menu are special collections (see above). More info: [Collections](#).


📘 Although we consider one should start with some design elements in your project, the Content section is positioned just below the Home segment. This is because, once your app has been set up and designed, you will use the upload features in Content a lot more.

5. Check your interface and content

In the sample apps, we have already uploaded some content items in collections with specific item styles in grid styles. So you can already preview it 'as is' with our Twixl App.

Install and use the Twixl App:

- On your mobile device (phone or tablet), download the "Twixl App" [from the App Store](#) or [from the Google Play store](#).
- Open the Twixl app, then scan the QR-code for your app on the Twixl platform, and you can check the preview.

 You can always easily access the QR code by clicking on the scanning icon in the breadcrumb bar, or from the Project Home.

6. Other options for your app

Twixl offers a lot more settings and features for your app.

Manage what your users can see for free or what is offered as a purchase by using [subscriptions](#) and/or [entitlements](#). Make your app accessible on desktops using the [Browser Client](#). Alert your users about new content using [Push Notifications](#). Upload content automatically via [RSS feeds or more](#). And much more!

7. Build your app

The last step is to build a 'real' iOS and/or Android app with the Twixl macOS application. Note that you need a production app (i.e. an active Twixl subscription) for this. Read all about building your app here: [Getting started with the Twixl macOS app](#)

WHAT'S NEXT?

Now you know the basic steps to create and build an app with Twixl Publisher and master the most important terminology, you can dive in to each of these more into detail on this next help page:

- [Start to create your first app](#)

When you want to add colleagues to your Twixl account that will be working on the Twixl platform too:

- [Manage Team](#)

 Some important general pages:

1. [System Requirements](#)

2. [Downloads](#)

Start to create your first project

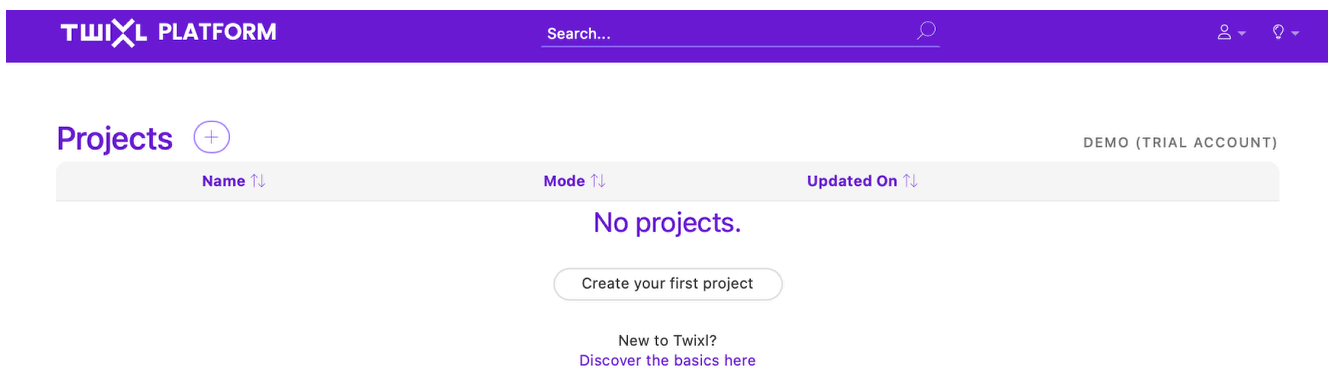
Every Twixl app begins with the creation of a **Project** on the Twixl platform.

In Twixl, we use the term **Project** to refer to everything that happens behind the scenes like all the setup, design configuration, content management,...

When we refer to an **App**, we mean the final product – the version that end users will download and install on their mobile devices.

Projects

When you first log on the Twixl platform, your Projects page is empty. Let's start creating your first project by clicking the '+' icon.



The screenshot shows the Twixl Platform interface. At the top, there is a purple navigation bar with the Twixl logo and 'PLATFORM' text on the left, a search bar in the center, and user and account icons on the right. Below the navigation bar, the page title 'Projects' is displayed with a plus icon in a circle. To the right of the title, it says 'DEMO (TRIAL ACCOUNT)'. Below the title, there are three columns: 'Name' with a down arrow, 'Mode' with a down arrow, and 'Updated On' with a down arrow. The main content area displays 'No projects.' in purple text. Below this, there is a button labeled 'Create your first project'. At the bottom, there is a link for 'New to Twixl? Discover the basics here'.


Project Mode

When you add a Twixl Project on the Twixl platform for the first time (in trial mode), you can choose from several "templates" to get you started. For more info about each of these templates, see: [Getting Started sample app](#) or [Kiosk sample app](#).

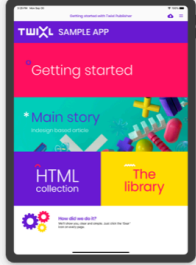
PROJECTS > ADD NEW PROJECT

Project mode


Select your first project to start exploring Twixl.



New App
Empty app



Getting Started App
Contains sample content
For demo purposes only
[more info](#)



Kiosk App
Contains sample content
For demo purposes only
[more info](#)

Cancel

i When you have created your first project, you will always create a new project from scratch. Then your first page will ask you to select a Project Mode (development or production). The idea is that you start with a **Development** project and once your Development project has been tested and approved, you can then copy or change this Development project into a Production project so you can start building and distributing your app to app users.

PROJECTS > ADD > PROJECT MODE

Project Mode

Select the mode for your new Project depending on the goal.

Development

For testing purposes

Production

For building and distribution purposes

Cancel

Add new app

Once you have selected a template app or the Project Mode, enter the required information in the Project Details.

Add New Project

DEVELOPMENT MODE

Project Details

Name *

Storage Type * ⓘ

Twixl Storage

Description

Project Icon



- **Name*:** This is the name of the project on the Twixl platform. This can be different from the name that your app's users will see on their device (which is defined in [Build Settings](#)).
- **Description:** Here you can add information about the project so you can differentiate it immediately in the project list overview page. This description isn't used anywhere else.



* This field is required before you can start creating a Twixl project.

- **Project Icon:** You can add an project icon to make it easier to identify your project in the project list on the Twixl platform. This is different from the icon that will be used to build your app which is also defined in [Build Settings](#).

You can now click 'Save' to store the Project Setup for your first Project on the Twixl platform!

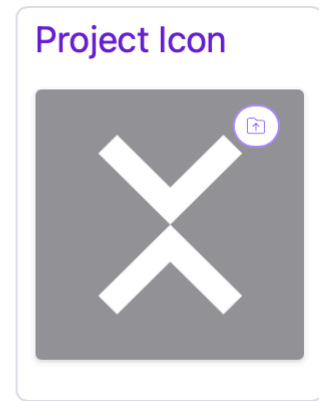
Project Setup

Once your project is created, you can always return to the Project Setup page by:

- Clicking on 'Project Setup' in the Menu bar.
- Opening the 'Project Info' icon (top right in the breadcrumb bar) and clicking on the 'edit' icon.
- On the Home page, selecting the settings icon.

Project Details

Name *	App Key
<input type="text" value="Twixl-Demo"/>	<input type="text" value="cc6596fc7d66734a8bfc71311f783902"/>
Description	Storage Type
<input type="text" value="App for demo purposes only"/>	<input type="text" value="Twixl Storage"/>
	Storage Region
	<input type="text" value="Europe"/>



You will now also see these fields:

- **App Key:** This is a unique Twixl identifier that is asked for when you contact Twixl Support so we can immediately check the project you are working on.
- **Storage type:** By default this is set to Twixl Storage.
- **Storage region:** This field indicates the region where your account is stored so you will be able to get faster responses from the Twixl platform.

Optional:

Allow Users to access this Project

[authorize all](#) [unauthorize all](#)

Users

App Reviewer (app_reviewer, App Reviewer)	<input type="checkbox"/>
Reviewer (reviewer@twixlmedia.com, App Reviewer)	<input type="checkbox"/>

- **Allow Users to access this Project:** Here you can define which other users can access this project. More info about **Managing Users** can be found [here](#).

Next steps:

- [Design the interface of your app](#)

- [Add content to your app](#)

Project Setup

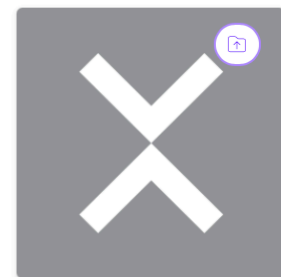
Project Setup lists all basic elements of the project on the Twixl platform right from the start. What is the name of your project? Who can access the project? ...

Via Platform > Menu > Bottom: Project Setup

Project Details

Name *	App Key
<input type="text" value="Twixl-Demo"/>	<input type="text" value="cc6596fc7d66734a8bfc71311f783902"/>
Description	Storage Type
<input type="text" value="App for demo purposes only"/>	<input type="text" value="Twixl Storage"/>
	Storage Region
	<input type="text" value="Europe"/>

Project Icon



- **Name:** This is the name of the app project on the Twixl platform. This is not the name that will be used to show to your app users.
- **Description:** Free field you can use to specify what this project is used for. This field will only display on the projects list page but not in the app.
- **App key*:** This is a unique identifier of your project that has been given to your Twixl project automatically. It will be asked when you contact Twixl Support.
- **Storage Type*:** By default, this will be Twixl Storage.
- **Storage Region*:** This is the primary region where your storage will be hosted and this is selected by the region of where your account was signed.
- **Project Icon:** You can add an application icon to make it easier to identify your project in the project list on the Twixl platform. This icon is not shown to your app users.

 The fields marked with * cannot be changed once attributed.

Project Access

Team Members ⓘ authorize all unauthorize all

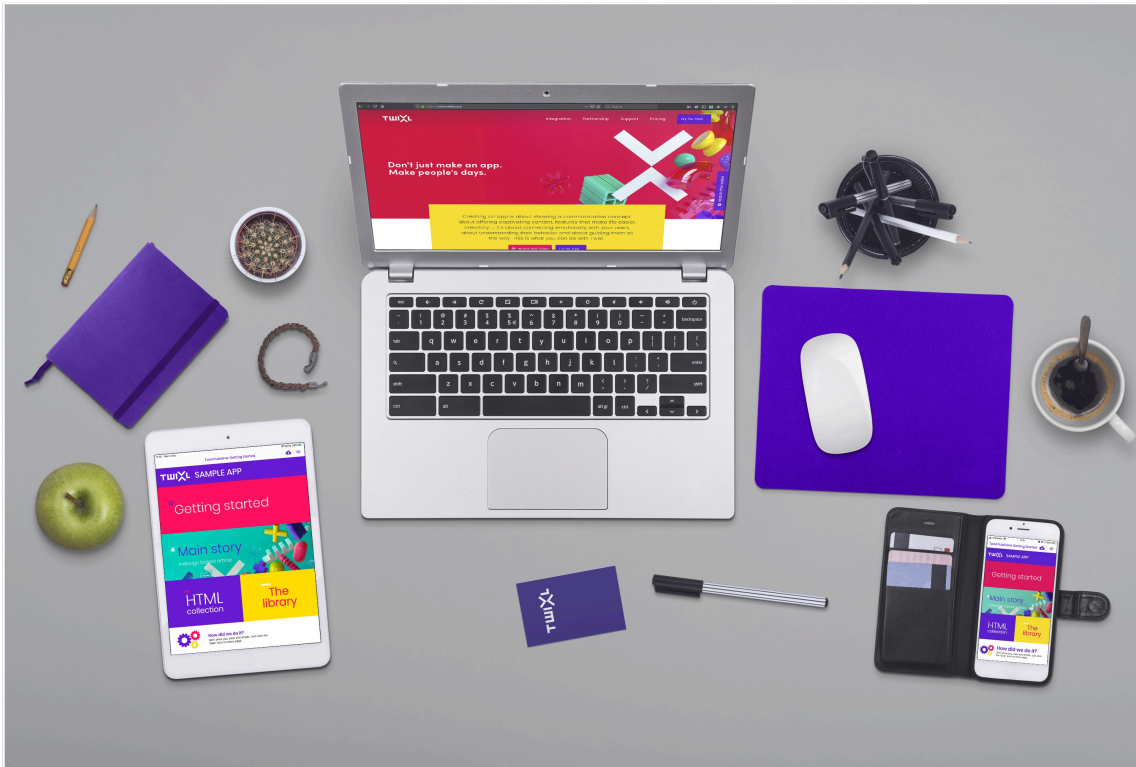
App Administrator

Apple Review

- **Allow Team members to access this Application:** Here you can define which other users (other than Admin roles) can access this app. More info about **Managing your Team** can be found [here](#).

More about the Getting Started sample app

This article explains the concept behind our **Getting Started app**.



1. General Info

1.1. Concept

The purpose of this sample app is to demonstrate some of the things that are possible with Twixl Publisher, to get you started and to make sure you understand the basic workflow. The app is meant to just give you an impression, it is neither a real nor a finished project. It's a basic app with the three main types of content (InDesign-based, HTML and PDF), a [Hamburger Menu](#) and support for the [Browser Client](#), in addition to iOS and Android.

1.2. Legal Info

LEGAL INFO:

This app and its contents can be used for demonstration purposes only. It cannot be used for other commercial purposes without prior consent from Twixl media bv.

- [Legal Notices](#)
- [General Terms & Conditions](#)

2. The app

2.1. Basics

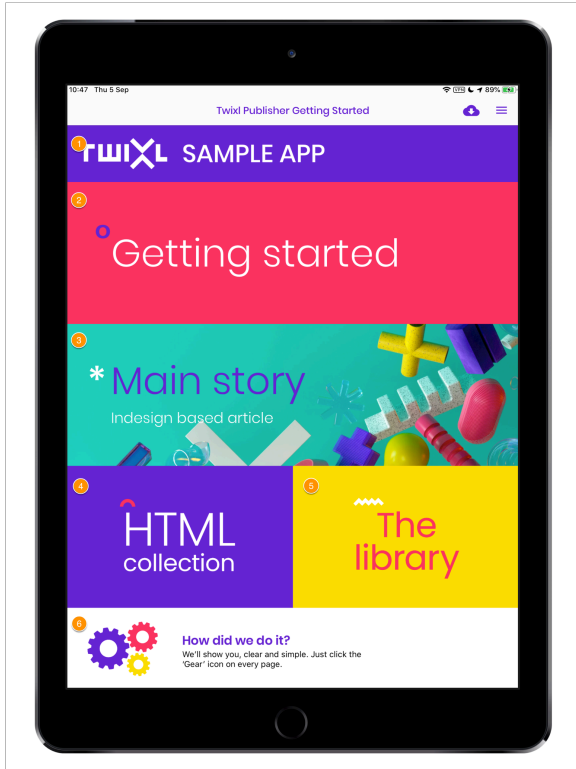
ABOUT SAMPLE APPS:

Please remember that you can play around with *Sample Apps*. In other words: the default settings can always be changed!

- It has a [Hamburger Menu](#)
- It has a [Browser Client](#) activated
- It has different [Browse Grids](#) & [Item Styles](#)
- It has mainly [3 types of content](#): Twixl articles (InDesign-based content items), HTML articles, PDF content items.
- It supports downloading of content for [offline access](#).

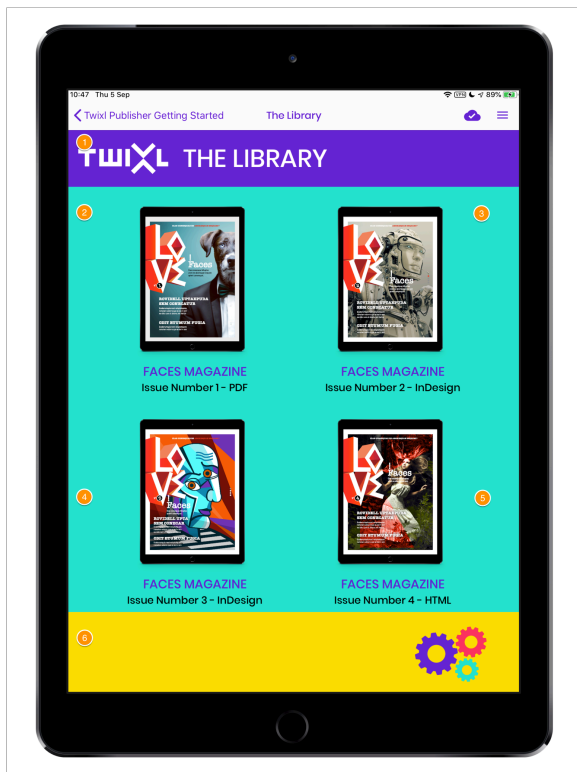
2.2. Structure

2.2.1. Root Collection



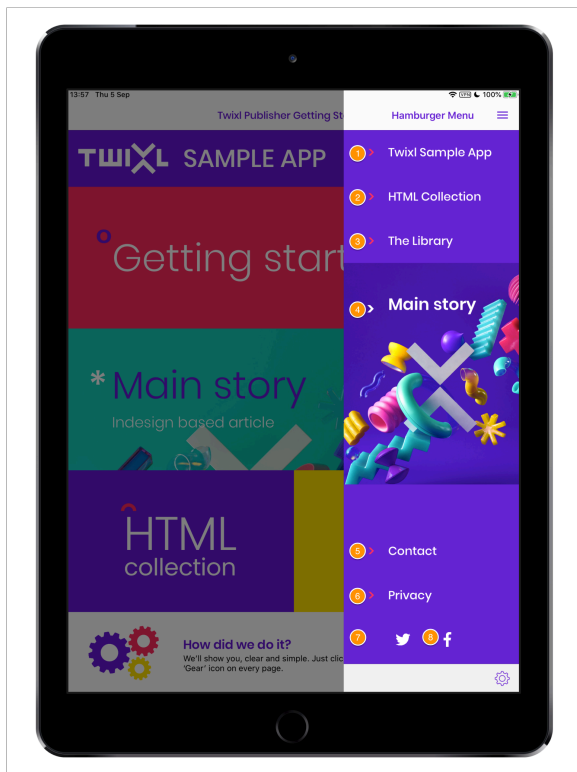
1. **Placeholder** with an image (logo) and text
2. **Placeholder** with text, functions as the title of the app
3. **Collection Link** that links to an **InDesign-based article**
4. **Collection Link** that links to an **HTML-article**
5. **Collection Link** that links to a **Collection** *The Library*
6. **Web Link** that links to this KB-article!

2.2.2. The Library Collection



1. **Placeholder** with an image (logo) and text
2. **Collection Link** that links to a Collection with 1 **PDF Content Item** in Detail Mode
3. **Collection Link** that links to a Collection in **Detail mode**, containing several **Twixl articles**
4. **Collection Link** that links to a Collection in **Detail mode**, containing several **Twixl articles**
5. **Collection Link** that links to a Collection in **Detail mode**, containing 1 **HTML article**
6. **Web Link** that links to this KB-article!

2.2.3. The Hamburger Menu Collection



1. **Placeholder** with an image (logo) and text
2. **Collection Link** that links to a Collection in **Detail mode**, containing 1 **HTML article**
3. **Collection Link** that links to a Collection The Library.
4. **Collection Link** that links to a Collection with an InDesign-article
5. **Web Link** that links to a `mailto` link
6. **Web Link** that links to our *Privacy Policy*
7. **Web Link** that links to our *Twitter Feed*
8. **Web Link** that links to our *Facebook page*

2.3. Content

i This app has sample content. You can download the original files below. The InDesign content was created with InDesign CC2020. The HTML content was created with [Blocs.app](#) but you can use obviously any other tool to create your HTML.

[Faces Magazine 1 \(PDF\)](#)

 [Faces Magazine 2 \(InDesign\)](#)

 [Faces Magazine 3 \(InDesign\)](#)

 [Faces Magazine 4 \(HTML\)](#)

3. Related articles

- [Styling: Custom Fonts](#)
- [Styling: Grid Styles](#)
- [Styling: Item Styles](#)
- [Hamburger Menu](#)
- [The Browser Client](#)
- [Managing content downloading](#)

More about the Kiosk sample app

This article explains the concept of our **Kiosk app**. It's ideal if you want to create a traditional kiosk app.



General Info

Concept

The purpose of this sample app is to demonstrate how to create a traditional **Kiosk App**. The app is meant to just give you an impression, it is neither a real nor a finished project. It's a kiosk app with PDF Content Items, a [Hamburger Menu](#) and support for the [Browser Client](#) in addition to iOS and Android.

Legal Info


⚠ LEGAL INFO:

This app and its contents can be used for demonstration purposes only. It cannot be used for other commercial purposes without prior consent from Twixl media bv.

- [Legal Notices](#)
- [General Terms & Conditions](#)

The app

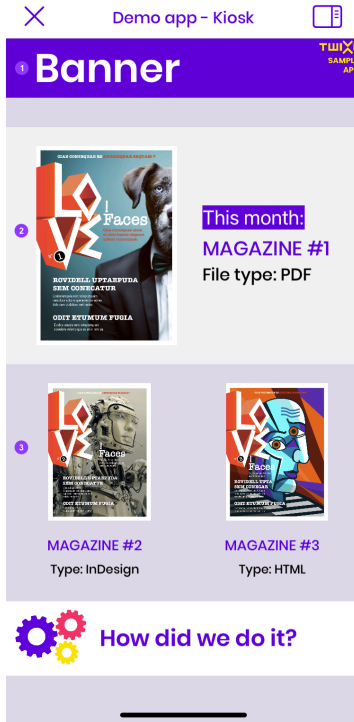
Basics

 Please remember that you can play around with this app, and change settings as you wish!

- It has a [Hamburger Menu](#)
- It has the [Browser Client](#) activated
- It has different [Browse Grids](#) & [Item Styles](#)
- It has **several types of content** mixed in the app.
- It supports downloading of content for [offline access](#).

Structure

Root Collection



1. **Banner** highlighting your brand or baseline. Can also be an image (logo) and text that links to a website. You could also use an **Inline** or **Embedded Web Viewer**, if you want to implement a *Web Banner*.
2. **Featured Issue:** is a **Collection Link** with text and an image that links to a **PDF Content Item**.
3. **Legacy issues:** linking to **InDesign** and **HTML** content.

Related articles

- [Styling: Custom Fonts](#)
- [Styling: Grid Styles](#)
- [Styling: Item Styles](#)
- [Hamburger Menu](#)
- [The Browser Client](#)
- [Managing content downloading](#)

More Getting Started pages

Getting started with the Twixl design basics

In order to choose the look and feel of an app, Twixl offers the concepts of 'grid styles' and 'item styles' to determine how your content is presented to app users.

Grid styles are assigned to Collections and can be different for different collections. Item Styles are assigned to Content Items and they will define how content items will be displayed in the selected grid for the collection your content item is in.

You can access these interface design elements via Platform > Design.

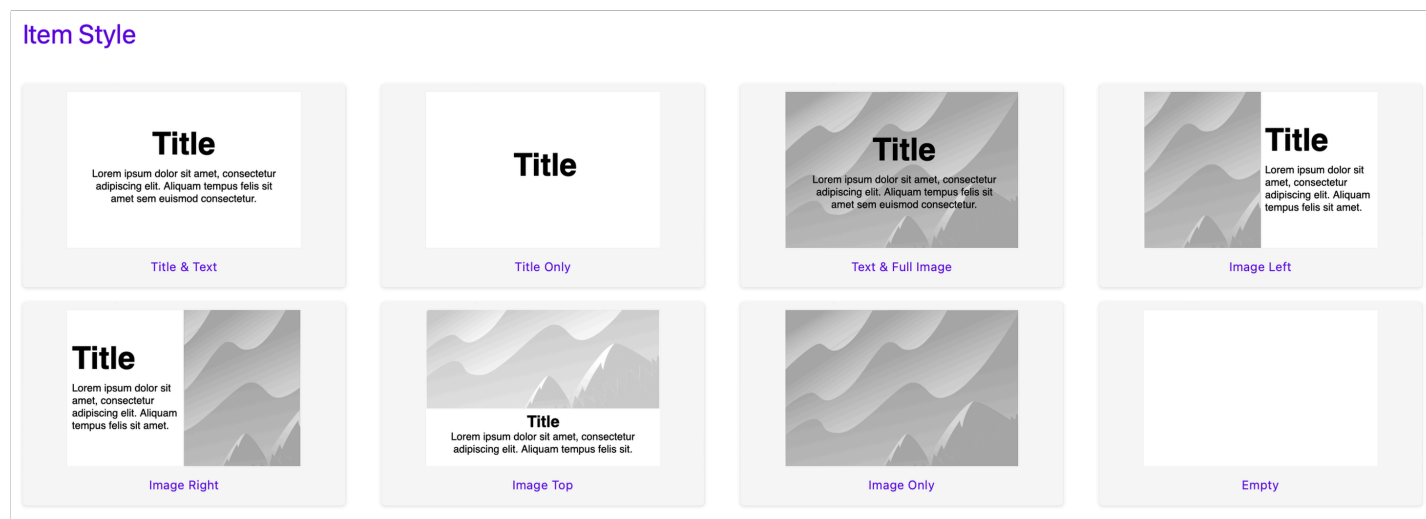
1. Grid Styles

The grid style determines how the content of a [collection](#) in browse mode will be displayed on a 'grid' in your app. In this grid, each content item can be displayed using a particular size. Check the screenshot below of a grid that uses 6 columns (a '**grid style**'), and where each item on that grid spans a specified number of columns. Different collections in your app can have different grid styles applied to them. Learn more about [Grid Styles](#).



2. Item Styles

The appearance of the [content item](#) cells in your browse pages will be determined by the Item Style selection. Item Styles are defined in Design > Item Styles where you can add new item styles by clicking on '+' and selecting a template from the list. You can later adjust the style to match your requirements.



As you can see, a couple of template examples are:

- A title and a subtitle for an article
- A title on an image background
- An image to the left or right of a title & subtitle
- And many more ...

After selecting, you can continue to further adjust your [Item Style](#).

3. Other design elements

In the design section, you can find more elements that can enhance the user experience:

- [Configuration](#): where you define how the overall elements (like navigation bar, search page...) in your app will look like and how your app will behave (e.g. all data offline...).
- [Background Images](#): in addition to defining a background color for your collection in browse view, you can also use an image as the background for the thumbnails of your content items.
- [Custom Fonts](#): Twixl also supports the use of custom fonts in your app so the fonts you use in the item styles match your corporate style or the look and feel you want.



Make sure to install the Twixl app on your mobile devices before you start working on grid and item styles. That way you can immediately check how changes to your design look like in the app on your device. More information about the Twixl app [here](#).

Getting started with content for your app

Now that you have designed the interface for your app, you can start adding content to your app. In this chapter, we will discuss all elements that you can find in the '**Content**' section (in the menu bar on the left) on the Twixl platform. [As already mentioned](#), content is added to collections in the Twixl ecosystem.



Content




Root Collection

Hamburger Menu

Collections

Content Items

 Though all listed items on this page match the order of the content section on the Twixl platform, we advise to first think about the structure your app needs. Start by creating collections, add content items and finally link to these collections from the root collection and hamburger menu.

Root Collection

The Root Collection is a special collection type as it can be considered to be the Home page of the app. When a user opens the app, the Root Collection will be displayed and it is the page where one goes back to if one wants to go back to the first entry point. Depending on the purpose of your app, the [Root Collection](#) can list different navigation options (e.g. a sales app) or new items (e.g. news app) and is mandatory for every app published with Twixl Publisher.

Hamburger Menu

The Hamburger Menu is another special collection type as it will display a hamburger icon in the right corner of the menu bar throughout the app. This makes the Hamburger

Menu ideal to navigate quickly to other sections of the app or add some quick action buttons (login/logout, search, library, downloads...). By default, the [Hamburger Menu](#) is disabled as it is an optional collection.

Collections

Collections group all your content items that belong together. A collection can be a issue of a magazine where the pages are all different content items. But a collection can also be a set of similar magazines (e.g. one year per collection) where every content item is an entire magazine (depending on your content item type). Collections can also target specific users by handling different subjects (e.g. an HR section in an enterprise app). Finally, [Collections](#) can display a list of the content items that are uploaded to the collection (Browse view) or can start by showing the first content item in the collection (Detail view).

Content Items

All content that you want to offer to your user, can be found in [Content Items](#). Here you can upload different types of files like InDesign export files, HTML files, PDF files, movies, images,... and add them to collections.

Advanced

You can also think about uploading content automatically via:

- [Content Sources](#)
- [API integration](#)

Getting started to build your app

Once your app design has been setup and content has been added to the Twixl platform, you are ready to build your app and upload it to the stores. This Getting Started article will guide you through the different steps to distribute your app.

💡 Distributing apps on Apple's App Store and Google Play Store is a bit different as both stores have different requirements.

- For the App Store: make sure you have an [Apple Developer Account](#) and your [signing certificates](#).
- For the Play Store: make sure you register for [Google Play App Signing](#).

⚠️ To build apps with an Apple Silicon Mac, first [register your device](#) on the Apple Developer Portal.

The Twixl building process is handled via 2 different Twixl components:

- The Twixl platform
- The Twixl Publisher macOS application

The Twixl platform


In the Twixl platform, you will need to create a [Build Setting](#) where you will define your app icon, launch image; enter your bundle ID(s), Apple Team ID and other settings (e.g. if you want to use Push Notifications, Google Analytics...).

Check Twixl platform > Menu > Build > Build Settings

The Twixl macOS App


Once you have defined a build setting on the Twixl platform, you can create builds via the [Twixl Publisher macOS Application](#). A folder will be created on your Mac with 2 subfolders (iOS and/or Android, depending on your selection) containing the builds to upload to the Stores.

The macOS App also allows you to [preview](#) and [share](#) InDesign content on your device or in a simulator.

 You can only build Twixl apps on a Mac as creating iOS builds requires the use of Xcode, Apple's Integrated Development Environment. You'll need to sure you have [Xcode installed and set up](#) on your computer (but don't worry, you don't need to be a programmer).

Next Steps

- [Deploying your iOS app in App Store](#)
- [Deploying your Android app in Google Play Store](#)

 Of course, you can also choose to only distribute your apps in-house, both for [iOS](#) and [Android](#).

Getting Started in InDesign

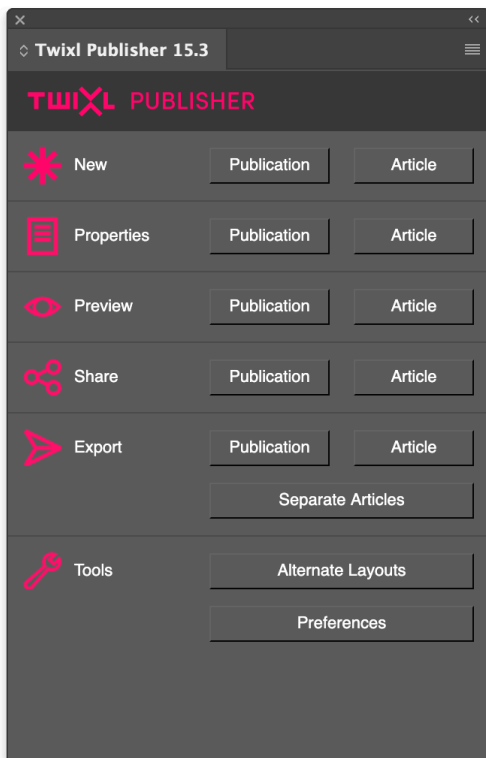
To start

Before opening InDesign, make sure you have installed the Twixl Publisher plug-in according to [these instructions](#).

When you have started InDesign, select the *Window* menu, then navigate to *Extensions* -> *Twixl Publisher* to open the palette. You will notice a number of options are available in the palette.

If no object is selected in InDesign, the publication management options will be available.

If a certain object (like a movie or image) is selected, depending on the type of object, the relevant options for different interactive elements will be displayed.



Article-based or publication-based workflow

When creating InDesign content with Twixl Publisher, there are two different approaches to creating your content:

1. Article-based

Create individual articles that can be uploaded to a collection on the Twixl platform – this works best when multiple designers are working on content for the same app, or when you have an app with frequently updated content.

2. Publication-based

Create a complete publication, using an InDesign book to manage the different articles – this works best if only one designer is working on the publication. When importing a Twixl publication to an app on the platform, it will automatically be split into a collection with individual articles for each of the InDesign articles.

1. Article-based workflow

You can decide to create and export individual articles separately. When you export an article, the exported file will have the extension **.article**.

Just zip that .article file, and it can be uploaded to the platform.

For more details about adding content to your app, please check [Working with Content Items](#).

Twixl Publisher supports **5 different sizes**, each of them in landscape and portrait:

- iPad (1024x768 and 768x1024 pixels)
- Android 10 inch (1280x752 and 752x1280 pixels)
- Android 7 inch - Kindle Fire (1024x552 and 552x1024 pixels)
- Phones (568x320 and 320x568 pixels)
- Phones XL (852x393 and 393x852 pixels)

New articles or publications created by the Twixl Publisher plug-in will use a specific naming convention for the alternate layouts:

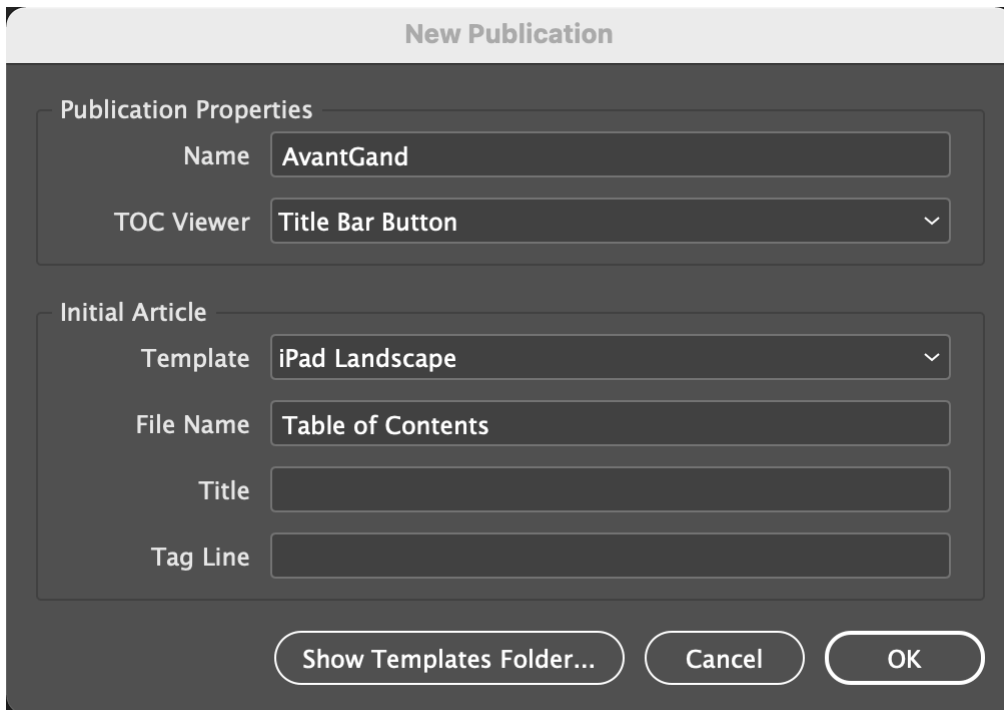
- iPad: "iPad H" for landscape and "iPad V" for portrait
- Android 10 inch: "Android 10" H" for landscape and "Android 10" V" for portrait
- Android 7 inch: "Kindle Fire/Nook H" for landscape and "Kindle Fire/Nook V" for portrait
- Phones: "Phone H" for landscape and "Phone V" for portrait
- Phones XL: "Phone XL H" for landscape and "Phone XL V" for portrait

IMPORTANT NOTE:

If you create documents manually, i.e. by selecting New Document from the File menu instead of using the plug-in's 'New article' menu option), make sure your

alternate layouts use the naming convention above, and that your documents have the [page size Twixl Publisher expects](#). If you have layouts with a different name, you'll receive an error message during preflight.

2. Publication-based workflow



Select "New Publication". Once you select a publication name and optional issue number, the plug-in will create a "book" in InDesign.

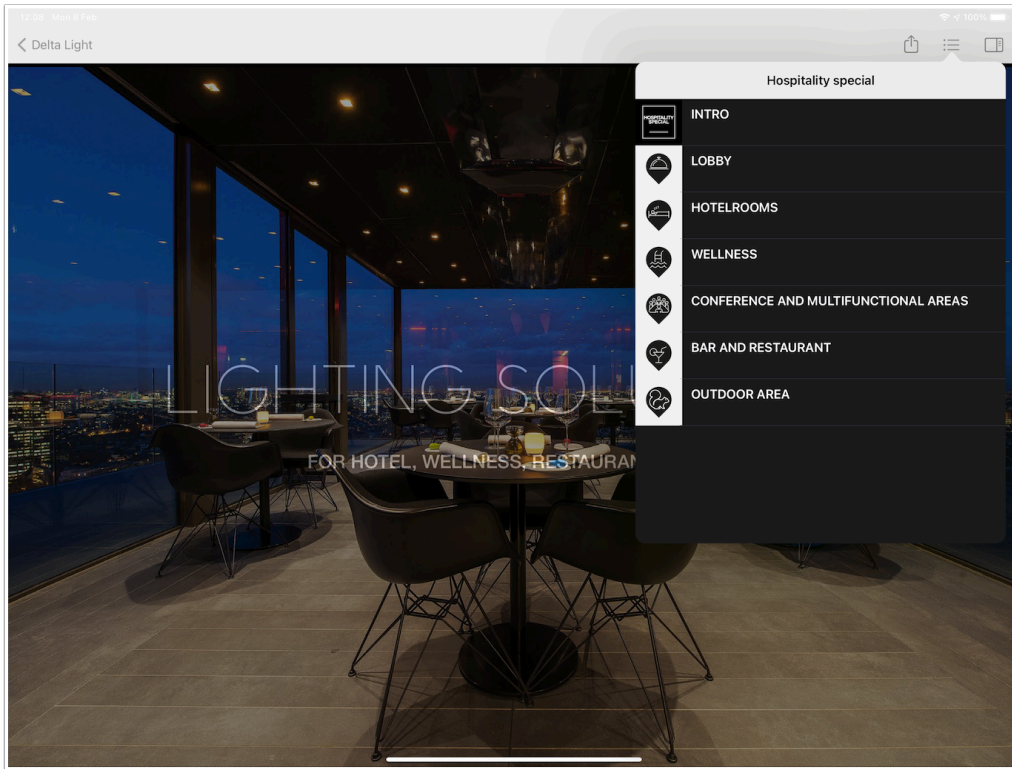
An InDesign book file is a collection of documents that can share styles, swatches, master pages, and other items.

There are two options for displaying your **Table of Contents (TOC)**:

- **Title Bar Button** (default)
- If you do not want to display a TOC viewer at all, select the option "**None**"

If you choose "**Title bar button...**" a TOC icon will appear in the right corner of the title bar, that will become visible when tapping anywhere on a page of your publication. If you also defined a [hamburger menu](#) in your app, it will appear to the left of that menu.

Title bar button



Initial article

You can create the first article of your publication, as well as select its title and optional tagline (these will be displayed in the TOC Viewer).

You can also select your starting template. The template you select for your first article will become the default template for that publication.

Setup & Requirements

System Requirements

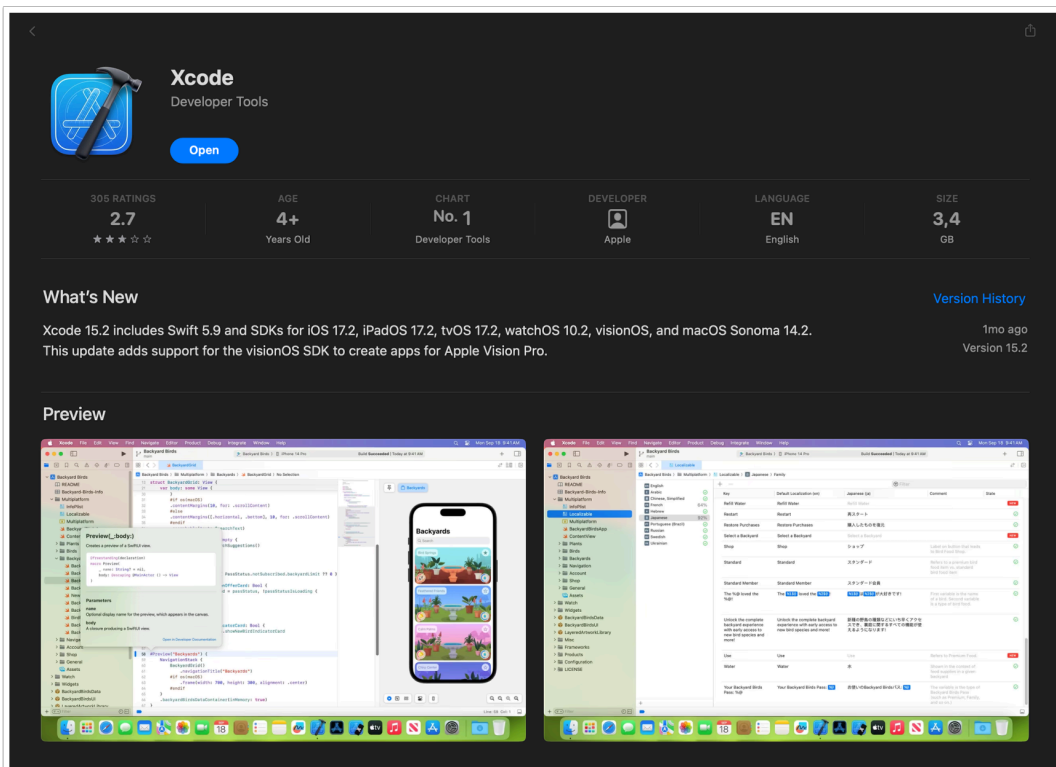
For the InDesign plug-in

Recent versions of Adobe InDesign on macOS or Windows.

For the app builder application

The TwixL Publisher application requires **macOS Sonoma 14.x** or higher for building iOS apps.

For creating iOS apps



Xcode will allow you to build iOS apps and to get a preview of your app in the iOS simulator. The components panel of the macOS app will alert you if it needs to be installed or updated.

- **Xcode** is a [free download](#) from the Mac App Store.
- In order to create app builds that can be installed on a device, or to submit apps in the App Store, you need at least **Xcode 16** and need to be registered as a developer in the **"iOS Developer Program"** (99\$/yr): [Start here](#) to enroll now.

 **IMPORTANT NOTE:**

After installing Xcode, make sure to follow all the steps described [here](#).

For creating Android apps

- **Android SDK:** the Android SDK needs to be available to create Android builds. The System Check in preferences allows you to check for the presence of the Android SDK and offer to install it if it's unavailable, or update it if a newer release is available.
- In order to submit Android apps in the Google Play store, you need a [Google Play account](#).

Minimum version requirements

Below is an overview of the different OS and app versions that are supported by Twixl Publisher.

iOS and Android

(refers to the OS versions required to install the apps on those devices)

- **iOS:** 15.x or higher
- **Android:** 9.x or higher

macOS and Xcode

(refers to the versions required for creating app builds)

- **macOS:** Ventura 13.x or higher
- **Xcode:** Xcode 15.x or higher for building and submitting apps (to support the latest iOS versions and devices, you should always use the latest version).

 **IMPORTANT NOTE:**

To submit mobile apps (.ipa) to the App Store, you need the Transporter App. [See this article](#).

Twixl platform

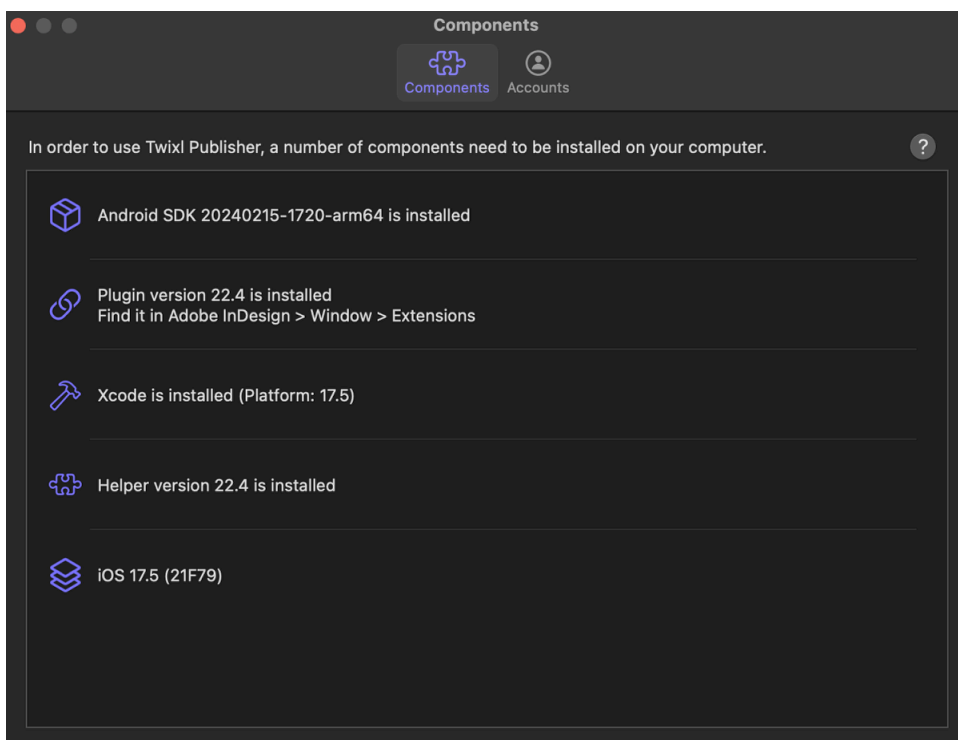
We recommend either Safari or Chromium based (Chrome, Edge, Brave...) as browsers to have an optimized experience on the Twixl platform.

Installation

Twixl Publisher macOS app

First download from our [downloads page](#), then copy the *Twixl Publisher.app* from the disk image to your Applications folder. When opening this app, you will be prompted to install or update the InDesign plug-in if it has not been installed yet, or if it needs to be updated. The plug-in will then become available in InDesign from the menu Window -> Extensions. You also need to install the Twixl Publisher Helper.

In order to build iOS apps, Xcode as well as the [latest iOS SDK](#) need to be installed. For Android, the Android SDK needs to be downloaded.



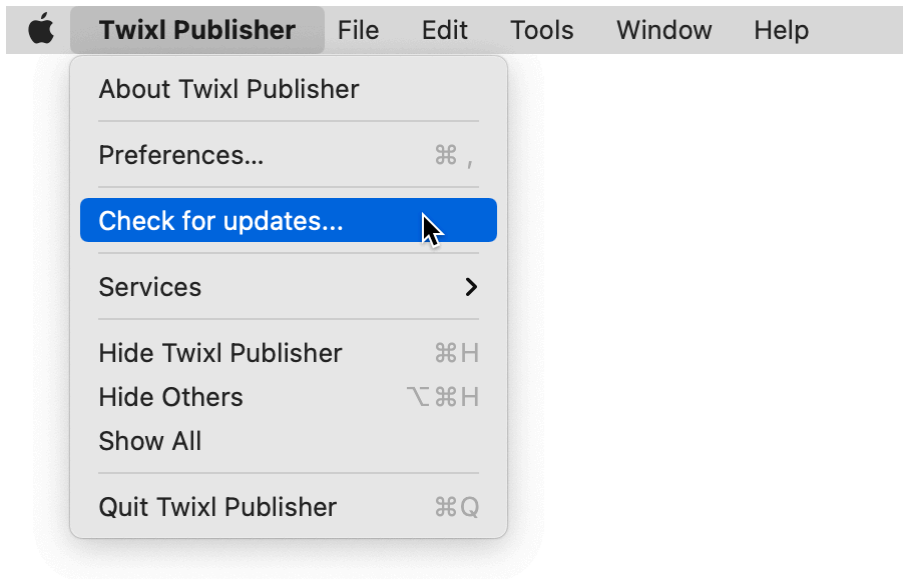
Twixl Publisher InDesign Plug-in for Windows

Double click the *Twixl Publisher.exe* [installer](#) to install the plug-in for all supported versions of InDesign that are installed on your system.

The plug-in will become available in InDesign from the menu *Window -> Extensions*.

Check for updates...

How to update the Twixl Publisher application?

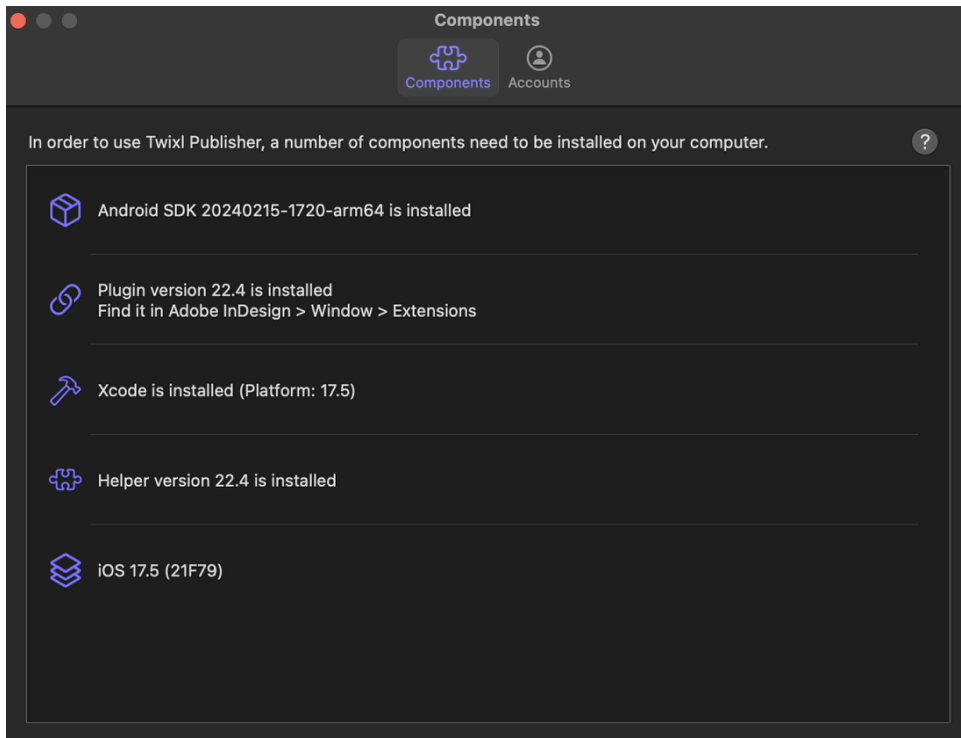


When the Twixl Publisher macOS app starts up, it checks whether an update for the application is available.

If an update for the app itself is available, it will display the release notes and offer to download it.

You can also manually select "Check for updates..." from the Twixl Publisher application menu.

Check system components...



When the Twixl Publisher macOS app starts, it also checks the status of several components, and will report if a component needs to be installed or updated.

It will display information about the following checks:

- **Twixl Publisher plug-in:** if not up to date, you can click to update
- **Twixl Publisher Helper:** if not up to date, you can click to update
- **iOS SDK** (part of Xcode, required for iOS simulator previews and app builds): if not installed, you can click on the 'Install' button
- **Android SDK** (required for Android app builds): if not installed, you can click on the 'Install' button

If all components are up-to-date, the Twixl Publisher app will not show a red exclamation mark.

Licensing information

Manage your license on the Twixl platform

If you purchase a Twixl Publisher subscription, the license is managed on the Twixl platform. When your subscription has been processed, you'll receive an email that contains your Twixl license Key. The message will also contain instructions on how to activate your license key on the Twixl platform. For subscription renewals, the license key will be updated automatically.

Check your licensing information by clicking on your name in the top bar > Account Details

PROJECTS > ACCOUNT: TWIXL MEDIA

Account: Twixl media

Subscription

Your local partner: Twixl media Direct
 Account manager:
 Tel:
 Email:

Subscribed user
 Expiration date: 18 Jan 2038
 Twixl Publisher - Unlimited Multi with Pro Pack - yearly subscription (legacy)
 # Production Apps: Unlimited

License Key
 45LH8PMS*****

Working with custom storage

Publishers that use the Twixl platform, and that have very high download volumes, have the option to use their own storage account on **Amazon S3** or **Microsoft Azure**.

IMPORTANT NOTE:

DIY storage is only available as an option for subscribers of the Twixl Publisher 10+ plans. Also, if you use DIY storage, you do not have the benefits of using the Akamai Content Delivery Network (CDN).

How to configure for Amazon S3?

If the custom storage option has been activated for your account, you will be able to select the storage type when adding new apps. Select Amazon S3, then enter the Access Key and Secret Access Key for your account, along with the region where you want the content to be hosted.

How to configure for Microsoft Azure?

If the custom storage option has been activated for your account, you will be able to select the storage type when adding new apps. Select Windows Azure, then enter the Account Name and Account Key for your account.

Downloads

Downloads

1. Latest release

1.1. Desktop Apps

Downloads

- **Twixl Publisher for macOS** consists of an application that allows you to build your iOS and/or Android apps, and also lets you install the Twixl Publisher plug-in for InDesign.
- **Twixl Publisher for Windows** will install only the Twixl Publisher plug-in for InDesign.
 - Build Twixl apps for iOS & Android (on a Mac)
 - Preview the result on your tablet or phone
 - Share your articles/publications with colleagues and clients

1.2. Mobile apps



- The **Twixl** app lets you preview your complete app in real time on your device, and lets you share it with others.
- **Twixl Viewer Classic** lets you preview content from InDesign with the Twixl Publisher plug-in.

2. Twixl Platform

TWIXL PLATFORM

- On the [Twixl Platform](#), you can create a sample app (or a completely new empty app) and define its interface from scratch, preview your app's content and share it with others.
- During your 30-day trial, all extra paid options like the *Entitlement Pack*, *Integration API* and *Automated Content Sources* are enabled by default, so you can play around with these features if you wish.

3. Release notes

Release Notes

4. InDesign Example files

These are InDesign files with samples of the different interactive features.

Example Files

5. Older versions

Older versions

Release Notes

Release notes










PDF Manuals

 **LATEST UPDATE:**

28 Aug 2025

PDFs by chapter

Here you can download a PDF of the main chapters in our documentation.

-  [Getting started](#)
-  [Manage content](#)
-  [Design the interface](#)
-  [Create in InDesign](#)
-  [Build your app](#)
-  [Access to your content](#)
-  [Advanced Features](#)
-  [Analytics](#)
-  [More features](#)

Platform management

Manage your Team

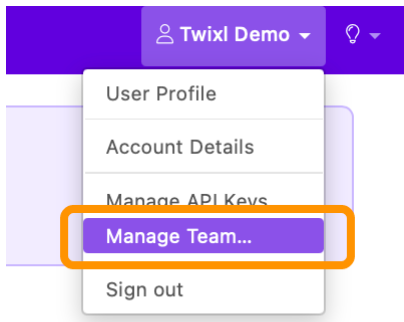
Twixl uses RBAC (role-based access control) to provide different types of pre-defined roles for users. Here, we explain how to do that and which types of roles are available.

Managing Team Members

To manage team members in your account, one needs to have an Admin role. Initially, this is the primary user that has been assigned when creating your account in Twixl. Once you start adding team members, you can add multiple Admin roles if needed.

Adding team members, changing roles... all this can be performed via 'Manage Team'.

Where: [Platform](#) > [User Menu](#) > [Your user](#) > [Manage Team](#)



How to add a team member: [Platform](#) > [User Menu](#) > [Your user](#) > [Manage Team](#) > [Invite team member](#)

Now fill in all the fields:

Invite Team Member

Team Member

Role *

User Name *

Email Address *

Full Name *

Job Title


Password

Password *

Repeat Password *

1. **Role:** Select the role your team member will have in the account (see below).
2. **User Name:** The name your team member will use to access the Twixl platform.
3. **Email Address:** The email address that will be used to send the invite to.
4. **Full Name:** The name that will be indicated in the team member list so you can identify the team member.
5. **Job Title:** Extra non-mandatory field to add additional information like the job title.
6. **Password:** Enter a password so the team member can access the Twixl platform.

The password can always be changed by the user or the Admin.

 We do advise the password should be changed as soon as the new user enters the Twixl platform. For additional security, we also advise to enable [2 Factor Authentication](#).

Select the relevant user role

Different types of users can be created on the Twixl platform:

1. **Administrator:** has full access to the account – can manage account, all apps & team members.
2. **App Administrator:** has full access to the selected app(s) – cannot manage account or team members.
3. **App Designer:** has access to the design and content sections of the selected app(s).
4. **App Content creator:** has access to the content section of the selected app(s).
5. **App Coordinator:** can manage users in entitlement section of the selected app(s).
6. **App Builder:** has access to the build section of the selected app(s) – can create a build of the selected apps with the macOS app.

7. **App Reviewer** – can only review selected apps by scanning the QR code on the Twixl platform with the Twixl app. See [this](#) article.
8. **App Report Viewer** – can access analytics of selected apps on the Twixl platform – cannot manage account, apps or team members.

For more details, check [this overview](#).

2 Factor Authentication (2FA)

2FA adds an extra layer of security to your user account as it requires an extra confirmation code before entering the Twixl platform.

What is 2FA?

Two-Factor Authentication (also known as *2FA*) is about an extra layer of security. It requires not only a password and a username but also something else. In other words: it is the authentication process where two of the three possible factors of authentication are combined.

The possible factors of authentication are:

1. Something the user knows (e.g.: a password, PIN code, an answer to a secret question, ...).
2. Something the user has. (e.g.: a token, a mobile phone, a USB, ...).
3. Something the user is (e.g.: face or voice recognition, fingerprint, ...).

For internet security, the most common used combination is: **1 + 2**. And that's what we use on the Twixl platform.

How to activate 2FA?

1. Login on the Twixl platform
2. Go to your User-account and click on your Username in the menu.
3. Select the first item in that Dropdown-menu: *Logged in as:* `username`.
4. Select Two-Factor Authentication.
5. Follow the instructions!

Suggested 2FA-apps

- [Google Authenticator](#)
- [Microsoft Authenticator](#)
- [IPassword](#)
- [Authy](#)

 **GOOD TO KNOW:**

- A good password remains important. It's your first and most important layer of security. Don't neglect it!
- Activating 2FA on the Twixl platform is not a requirement, but we strongly advise you to do so.
- 2FA cannot be activated for all users at once (for the same *Account*). Activating 2FA is initiated by the user.
- You should think about activating 2FA on other (non-Twixl) accounts as well. The more accounts have a better security, the less chance you have in creating a chain reaction when an important account is compromised.

Security is the responsibility of both service providers and users!

Deleting an app on the platform

An app on the Twixl platform can be deleted. Here's how to do it, but make sure to first check the consequences of this procedure!

How to delete an app on the Twixl platform

! WARNING:

This process is irreversible! Proceed with extreme caution!

To delete an app on the [Twixl platform](#), you need to:

1. Twixl platform > Projects
2. Next to the project name you want to delete > Click on 'More actions'
3. Select 'Delete project'
4. Read the warnings and confirm as described

Consequences

! If a user decides to delete an app, the Twixl platform will delete all info related to the deleted app:

- Content
- Analytics
- Settings
- ...

Due to GDPR-regulations, **this process is irreversible!** Depending on the size of the app, this process will take about 1 minute maximum.

As a result, readers will no longer have access to the content of your app.