

WHITEPAPER

LAGO ePAPER

Digital product catalogs including linking to a webshop

The LAGO ePaper is our main cloud solution for managing and generating online catalogs. Existing PDF catalogs can be made accessible in the cloud and integrated. Our wizard lets you automatically link articles in your webshop. This gives you the option of sharing catalogs for specific target groups as needed with the customer. Existing catalogs and flyers produced with LAGO can also be imported into the online catalog with a direct article link – without additional effort. This means you benefit twice from the work you only have to put in once.

Producing an ePaper is fast and easy: Drag & Drop the completed PDF into a hot folder, select the processing profile and generate your final ePaper. There's no easier way to create an ePaper unless you use our upstream PIM system.

Wizard-guided for results

A wizard guides you reliably and efficiently as you import your online catalog details. Use it to define hyperlinks and their structure, generate cross references and pre-define web previews for views of article details. You can save the settings for future use.

Hot folders instead myriad of applications

Hot folders can also be defined using the generation profiles saved in the wizard so your advantage is you only make your settings once. This means you can generate online catalogs directly **and schedule for a future update** and publish them on the website without having to actually do anything. This saves time, improves the reliability of the process and ensures that you always provide the customer with the most current information. Simply place the PDF you generate into one of the folders you've defined and we do the rest.

Features

- Responsive design on all devices
- Look-and-feel of print publications
- Shorten the time-to-market
- Linking to webshop(s) possible
- Reduce errors with PIM support
- Saves resources thanks to the additional benefits of additionally using print advertising media
- Article number recognition and automatic linking (wizard)
- Full-text search
- Mark, save, print individual or double pages
- Realistic page turning
- Definition of clickable areas
- Direct selection of pages
- Product previews from the webshop