



Existing examples and new ideas

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Example 1: Newspaper read out by professional speaker



Scenario:

In its print version the german newspaper “Die Zeit” provides a link at the end of certain articles.

In the premium-sector of the website, audio streams of the spoken version and additional materials like raw interview records can be accessed.

These data can be transferred to any mobile device.



Example 2: Letters to the editor – For Him Magazine (FHM)

The logo for For Him Magazine (FHM) consists of the letters "FHM" in a large, bold, red, sans-serif font with a slight 3D effect and a shadow.

Scenario:

Compose a MMS with a picture of you, add a short comment and send it to the magazine.

In the next print version your text and picture may be appear on the “letters to the editor”-page

Example 3: A printed book and newspaper based on weblogs

Scenario:

15 german weblogs are bundled and distributed as printed book. Even the webdesign has been copied to the printed version.

The media used to publish becomes part of the content that is published.

A related english book is “We are the Media” by Dan Gillmor (O’Reilly), writing about the blogging phenomenon.

The “NEWS” paper by Handelsblatt in Frankfurt takes this to the next step: a newspaper with a page composed of recent blog entries.



Subscribing to updates – Reader of the day

DAVENPORT, Iowa, Oct. 25 - The White House sought on Monday to explain the disappearance of 380 tons of high explosives in Iraq that American forces were supposed to secure, as Senator John Kerry seized on the missing cache as "one of the great blunders of Iraq" and said President Bush's "incredible incompetence" had put American troops at risk.

? Updates ! Send 123 to 77777

Reader of the day:

Herbert Meier

About me:



About the paper:

About you:

? Contact me ! Send Herbert to 77777

The murder files – a murder story to solve yourself

Last night, a woman was found dead in her office in Princeton Avenue. There is evidence that this was not suicide, but homicide.

You can reach the forensic unit at 7777777, to get up-to-date results. They expect to have first results by this evening.



The victim has no relatives here, but she has reportedly a boyfriend. We have called him to report for an inquiry this evening, you'll receive a transcript tomorrow.



The situation in the office was stressed, we are currently compiling a list of potential suspects inside the company and interviewing them. You'll receive the first results tomorrow.

The murder files – a murder story to solve yourself



Name: Charlie Brown

Occupation: Pupil

Charlie Brown was seen playing Baseball next to the crime site. If you want to interview him, call him at his phone: 7777777

He runs a personal blog that might contain observations at <http://blog.somewhere.com/cbrown>

You know the murderer?

When you have sufficient evidence to identify the murderer, send an SMS to 7777777, listing the evidence numbers you want to use for the case. If evidence is sufficient, the attorney will bring in the accusation. The first participant to submit sufficient evidence wins.

Thank you for your attention!