TECHNOLOGY LOVES READING

PUBLISHING TECHNOLOGIES FROM POLAND

PubTech
Poland

DAY 1
14/03
CROSS-MEDIA THEATRE

11:30

Digital Poland New Trends in Publishing from The Witchers Homeland
(edu-tech, gamification and so forth)
Marcin Skrabka, CEO, goodbooks.pl

DAY 2
15/03
PubTechCorner
POLISH PAVILION
4B20

10:00

Olive Green by SuperMemo
A New Chapter in Edutainment
Alicja Jankowiak,
Editor-in-Chief, SuperMemo

10:30

E-book lovers use e-readers
Paweł Horbaczewski,
President, Arta Tech

11:00

Adaptive, Personalized Learning and Big Data
– the Authoring Tool Which Starts It All
Artur Dyro, CEO, Learnetic

11:30

Legimi & Booklikes
– the ebooks subscription service and community of book lovers
Mikołaj Małaczyński, CEO, Legimi

12:00

The Holy Bible as a cloud system
Code of Law text as a social service with access on every device and in every browser
Jakub Orczyk, Board Member, VM.pl

12:30

Publishing e-learning content
– How to reach 650 000 users in 2 years?
Paweł Czerwony, Board Member, Funmedia

13:00

Power of knowledge and innovation
– Polish Scientific Publishers (WN PWN S.A.)
Natalia Michałek, Head of Web Projects and Databases Department, WN PWN S.A.

13:30

Enrich your publishing
with interactive animated K12 numeracy skills activities
Karolina Serafin-Synowiec, Business Development Manager, Yellow Dot

14:00

Maths in Use
– Designing New Educational Multimedia for Classroom Use
Grzegorz Pielas, Learning Products Consultant, Eduexpert Multimedia Publication

POLAND: THE TIME IS NOW!

A quarter of a century ago, after defeating communism, Poland started her economic chase to catch up with the rest of Europe. Today with approximately **38 million people, 5 million K-12** students, and Gross Domestic Product (GDP) of **12.439 USD** per capita, we are the biggest new European Union country, a leader in implementing EU funds.

The Internet is available almost everywhere in Poland and it's pretty affordable. The popularity of mobile devices is rising, with 58% penetration among users 15+. E-commerce booms almost 25% year-over-year, and around 30% of all books are sold online. There's great potential in Polish software development companies, thanks to our skilled programmers.

Our inborn creativity and passion for new technologies makes us the trendsetters in the publishing industry. Pearson acquired ioki.pl to develop MyLab & Mastering, Amazon's text-to-speech software is based on Ivona Software. We are conquering the world with the BETT-awarded Olive Green interactive ELT course (SuperMemo) or the Witcher video game based on Andrzej Sapkowski's fantasy novel.

PubTechPoland is based on people, leaders and visionaries from Polish digital publishing. During our presentations we will share our experience on the most effective online solutions for publishers and the education industry that serve millions of readers/users worldwide every day.

Marcin Skrabka
CEO, Good Books

GOOD BOOKS

A consulting agency established in 2007, helps members of the publishing and education industry to develop their business both in Poland and abroad. Thanks to our vast experience (IT, marketing, trade, legal) we support entrepreneurs and cultural institutions to expand and master their business. Currently working on new technology implementations for the publishing industry, especially in the field of gamifying books and content on mobile devices, as a way to increase the engagement of Millennials and gen Z readers. Cooperates closely with libraries and publishers on big data usage, innovative customer care and audience development.

www.goodbooks.pl

goodbooks

Digital Poland: New Trends in Publishing from The Witchers Homeland

(edu-tech, gamification and so forth)

14/03
CROSS-MEDIA THEATRE

11:30

Marcin Skrabka
CEO
Good Books

SUPERMEMO

A renowned provider of digital solutions for global education, SuperMemo was first to apply computers to optimize intervals between repetitions. Today, SuperMemo continues to be the world leader and unique source of original research into human long-term memory. Resulting from over 25 years of experience in the field of e-learning and mobile learning, the SuperMemo.com ecosystem is designed to merge the best practices and content. It offers a large and growing collection of over 100 multimedia courses, incl. the award-winning “Olive Green” English course based on an interactive action film.

www.supermemo.com

SuperMemo
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Olive Green by SuperMemo

A New Chapter in Edutainment

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Alicja Jankowiak
Editor-in-Chief
SuperMemo

SuperMemo

Olive Green

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E-book lovers use e-readers

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Paweł Horbaczewski,
President
Arta Tech

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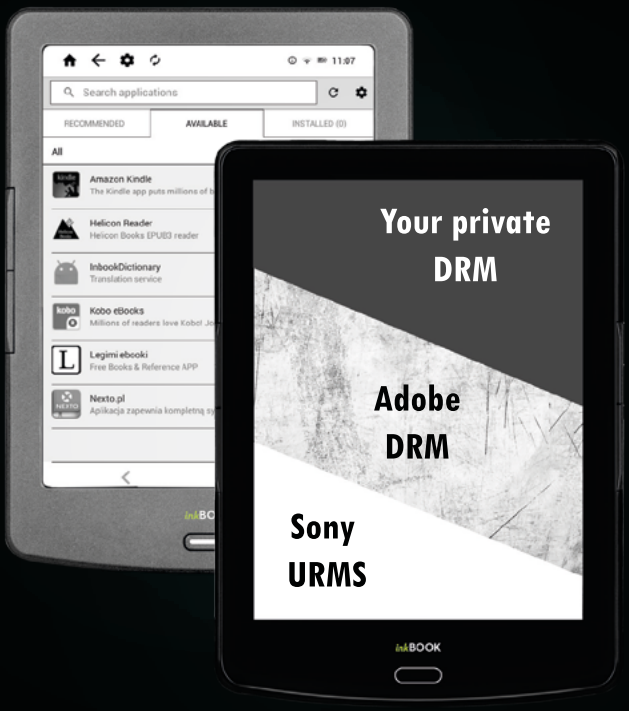
Android e-readers for e-book services



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LEARNETIC

Learnetic SA is en experienced technology-based company operating in international educational publishing business. We offer a complete suite of advanced software applications supporting all stages of ePublishing processes. Our teams of experienced software and eContent developers are available for our partners in all variety of their technology-driven education projects.

www.learnetic.com

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Everyone learns differently

Adaptive, Personalized Learning and Big Data

– the Authoring Tool Which Starts It All

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11:00

Artur Dyro
CEO
Learnetic

Learnetic
Everyone learns differently

EDUCATIONAL ePUBLISHING & TECHNOLOGIES

We help Educational Publishers, Ministries of Education or Digital Disruptors to implement their technology-driven ePublishing Strategies.

By providing solutions at almost every stage of ePublishing processes we offer complete suite of Authoring Tools, eLearning & Delivery Platforms, eDevelopment Services and ready-made Interactive eContent Packages.

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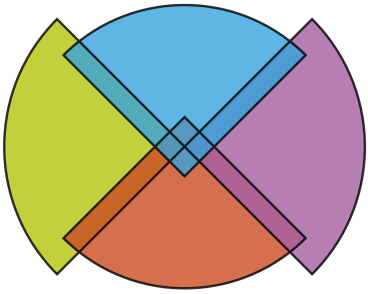

mAuthor
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www.Learnetic.com

VM.PL

Since 2004 VM.pl has been creating solutions for publishers to earn money on digital products. The newest product by vm.pl on the market is The Holy Bible cloud service prepared with Edycja Św. Pawła publishing house. This product gives users access to the most advanced engine based search on the contents of The Holy Bible and its commentaries. What is more, this solution is integrated with Facebook and Hangout. The Basic features are free of charge, some extra tools and content are available through numerical code entry. This service, very popular with the Polish catholic community, is distributed with a paperback of The Holy Bible. Additionally, Users have the possibility to obtain an electronic version separately.

www.vm.pl

VM.PL
SOFTWARE HOUSE

The Holy Bible as a cloud system

The Code of Law text developed as a social platform, accessible from any device and in any browser

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Jakub Orczyk
Board Member
VM.PL

development by:
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www.pismoswiete.pl

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with commentary

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www.legimi.pl

Legimi & Booklikes

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and a community for book lovers

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Mikołaj Małaczyński
CEO
Legimi

FUNMEDIA

Funmedia is the leader in creating and delivering educational multimedia. We are an international and dynamic company, providing advanced e-learning and digital publishing solutions. Our portfolio includes language and specialized platforms, including the first e-book for young learners of English, which has been approved by the Ministry of Education. Our products are distributed in over 52 countries.

www.fun-media.com

Funmedia

How to reach 650 000 users within 2 years?

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Pawel Czerwony
Board Member
Funmedia

WN PWN S.A.

Since its establishment, PWN has been a reliable and trustworthy source of knowledge. We want to develop in new business areas constantly, create innovative educational solutions as well as support our customers in the education process and lifelong improvement through our products and services. Knowledge is our passion. Discover its power with us.

www.pwn.pl

Power of knowledge and innovation

- Polish Scientific Publishers (WN PWN S.A.)

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13:00

Natalia Michałek
Head of Web Projects
and Databases Department
WN PWN S.A.

YELLOW DOT

Yellow Dot provides digital educational content for primary and lower secondary education. With 25 years of experience in educational publishing of its mother company - GWO, Yellow Dot creates high-quality online interactive resources (main expertise area: mathematics, numeracy skills) that have been used by over 500 000 users in Poland.

www.yellow-dot.eu

Yellow Dot

Enrich your publishing
with interactive animated K12 numeracy skills activities

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Karolina Serafin-Synowiec
Business Development Manager
Yellow Dot

EDUEXPERT

A renowned provider of digital solutions for global Eduexpert sp. z o.o. [Ltd] is a multimedia publishing house from Poland which was created by the team of experienced experts from the educational and technological industry. Maths in Use is the latest result of our work on effective implementation of multimedia programs during the classes using interactive boards. It is the unique tool for students helping them to develop maths skills and strengthen the ability of logical thinking. For teachers Maths in Use is the full multimedia product for early school education thanks to which introducing mathematics in school is simple and interesting.

www.eduexpert.eu

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WYDAWNICTWO MULTIMEDIALNE

Maths in Use
– Designing New Educational Multimedia for Classroom Use

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Grzegorz Pielas
Learning Products Consultant
Eduexpert Multimedia Publication

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mAuthor is a combination of a powerful Authoring Tool and a Cloud-based eDevelopment Platform dedicated to build highly interactive Digital Content and to coordinate the workflow of the Project Teams involved in its creation.

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The Polish publishing industry is not only about traditional books. Our inborn, national creativity and passion for new technologies have brought the Publishing Technologies from Poland – **PubTechPoland** – initiative to life. Its aim is to introduce to the world the joined forces of Polish publishing software companies. We believe that **technology loves reading** so the best way to present it is with direct references to all types of literature. Therefore, thanks to the Polish Book Institute, we will have an opportunity to show you the most interesting digital publishing solutions used by millions of readers/users worldwide every day.