

# VIRTUAL PAPERPRO (VPP)

A Proprietary eContent System



**WORDLABS**  
**GLOBAL**

# WHAT IS VPP?

Virtual PaperPro (VPP), a smart eContent system developed by Wordlabs Global which can be used to circulate and share information with relevant stakeholders across any industries or business nature. This system includes:

- Digital Content & Graphic curation.
- Various mode of dissemination – Email, WhatsApp, EDM, Website & Social Media.
- Compatible with all computer media: desktops, tablets and mobiles.
- Pdf softcopy can also be included in this platform.
- Unique link of the finalized eContent will be provided to client for dissemination.



# MORE ABOUT VPP

Creation of a dynamic eContent system through VPP to ensure seamless delivery model, solid presentation and readability. It is not just fresh new e-platform – but also involves content curation.

Samples:

<https://rebrand.ly/Ringggit003>  
<https://rebrand.ly/digitalpulse07>  
<https://rebrand.ly/efm-issue12>



SCAN ME

RINGGIT



SCAN ME

DIGITAL PULSE



SCAN ME

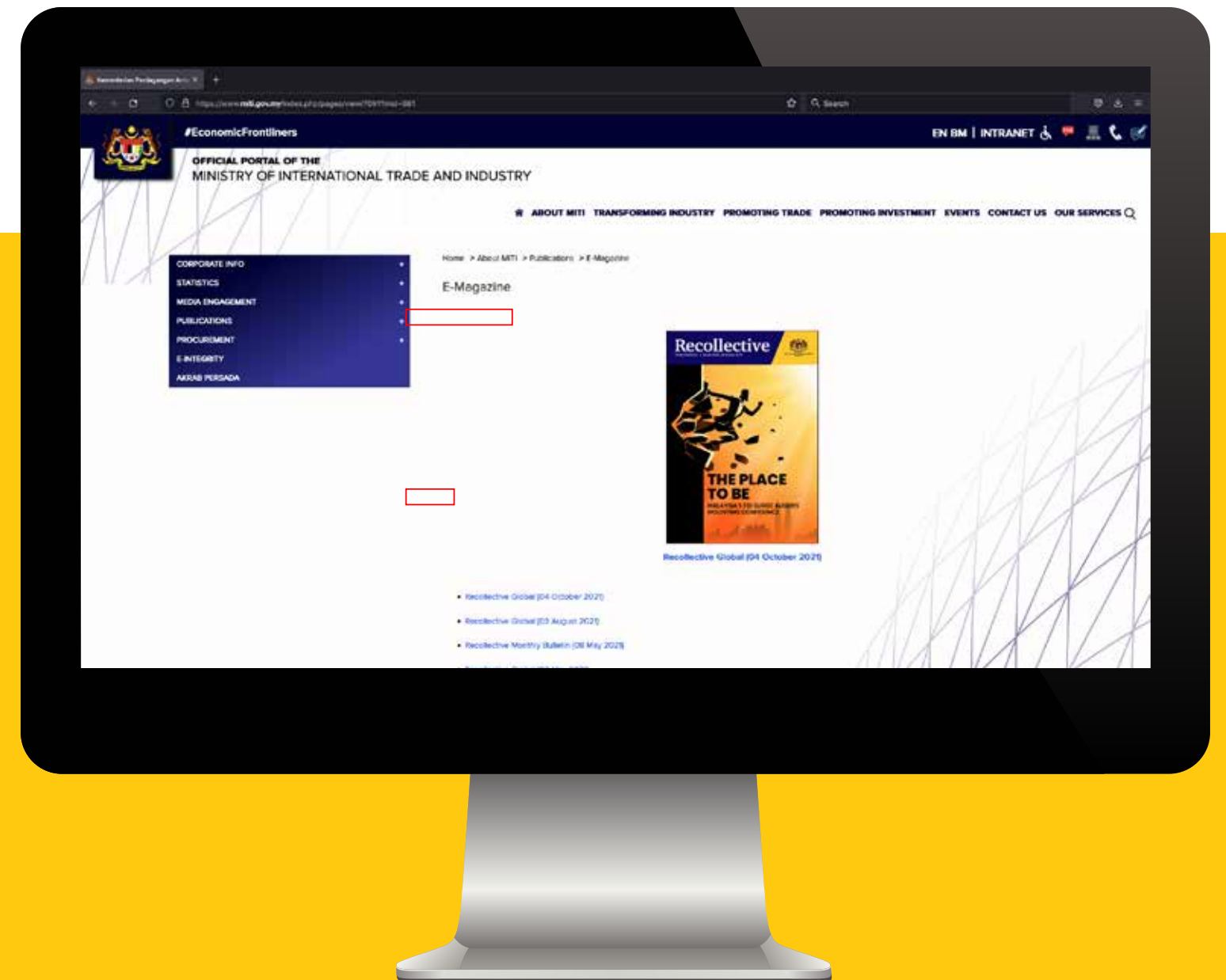
EFM



# DISTRIBUTION METHODS

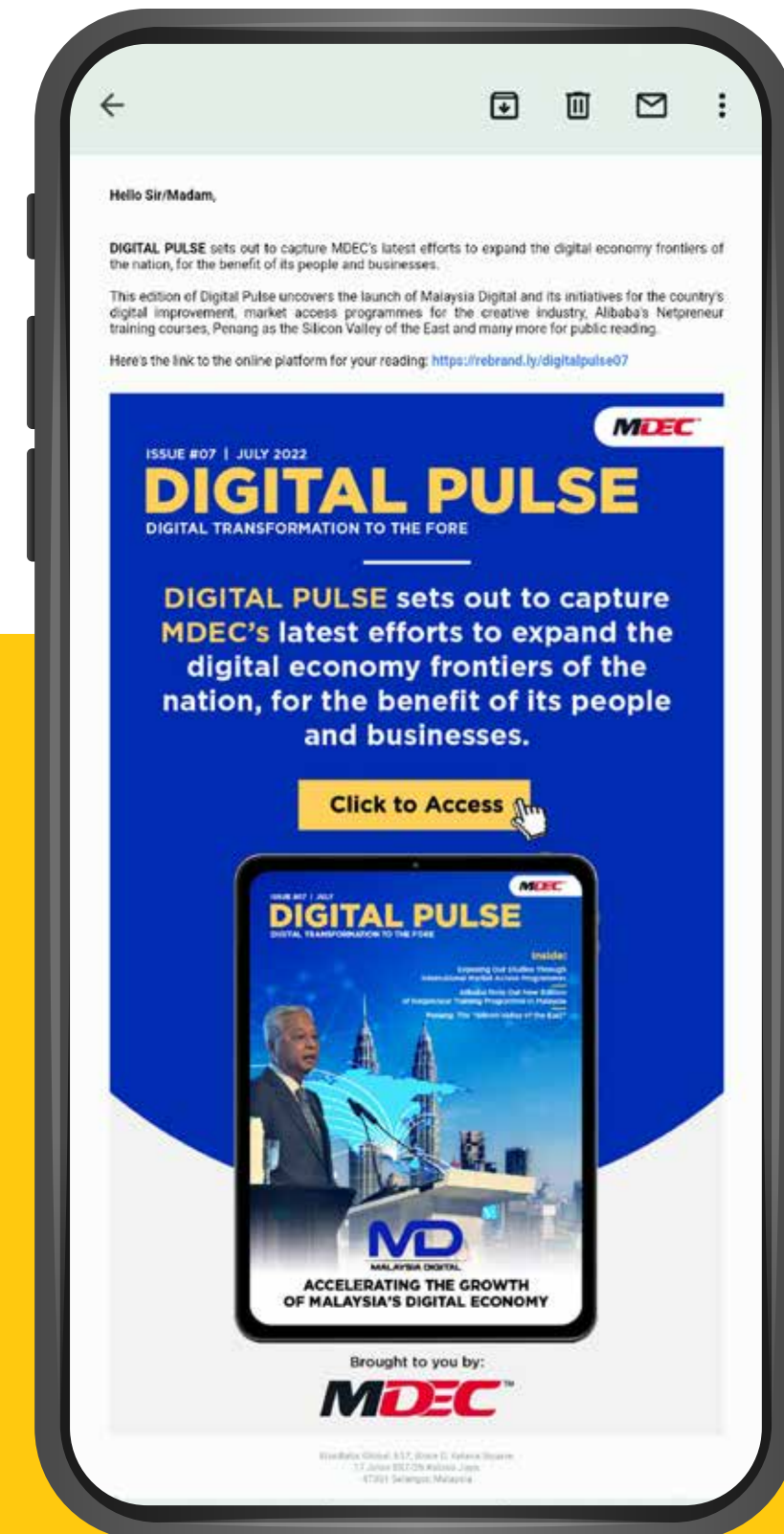
## Emailer/Website/Whatsapp

- A visual image will be created for email and social media purposes.
- Upon clicking on the image – the targeted user will be directed into the dynamic eContent platform to get the info.
- Sample of eMag on client's website:



# DISTRIBUTION METHODS

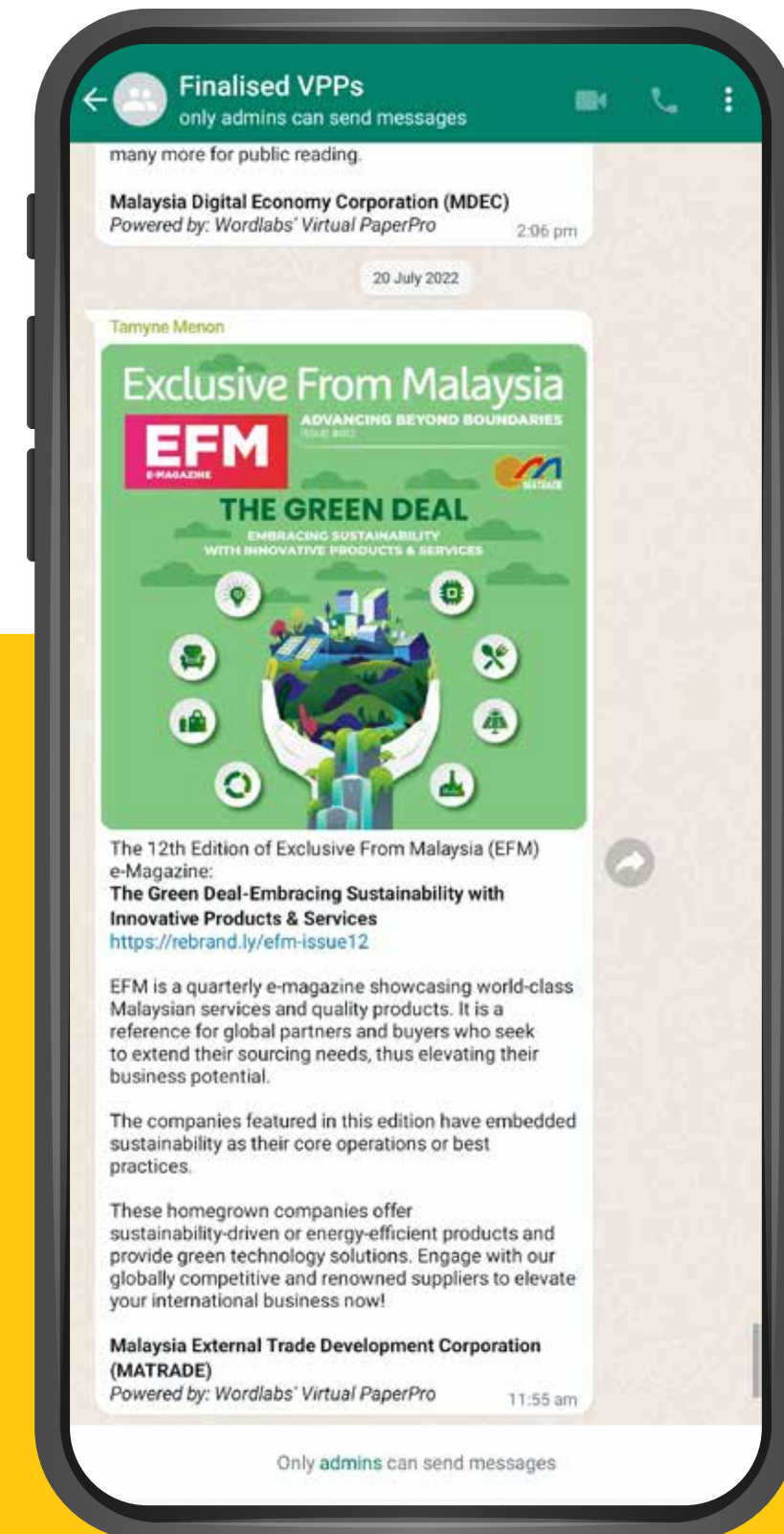
Sample of email (EDM) distribution on mobile environment:



# DISTRIBUTION METHODS

## Whatsapp

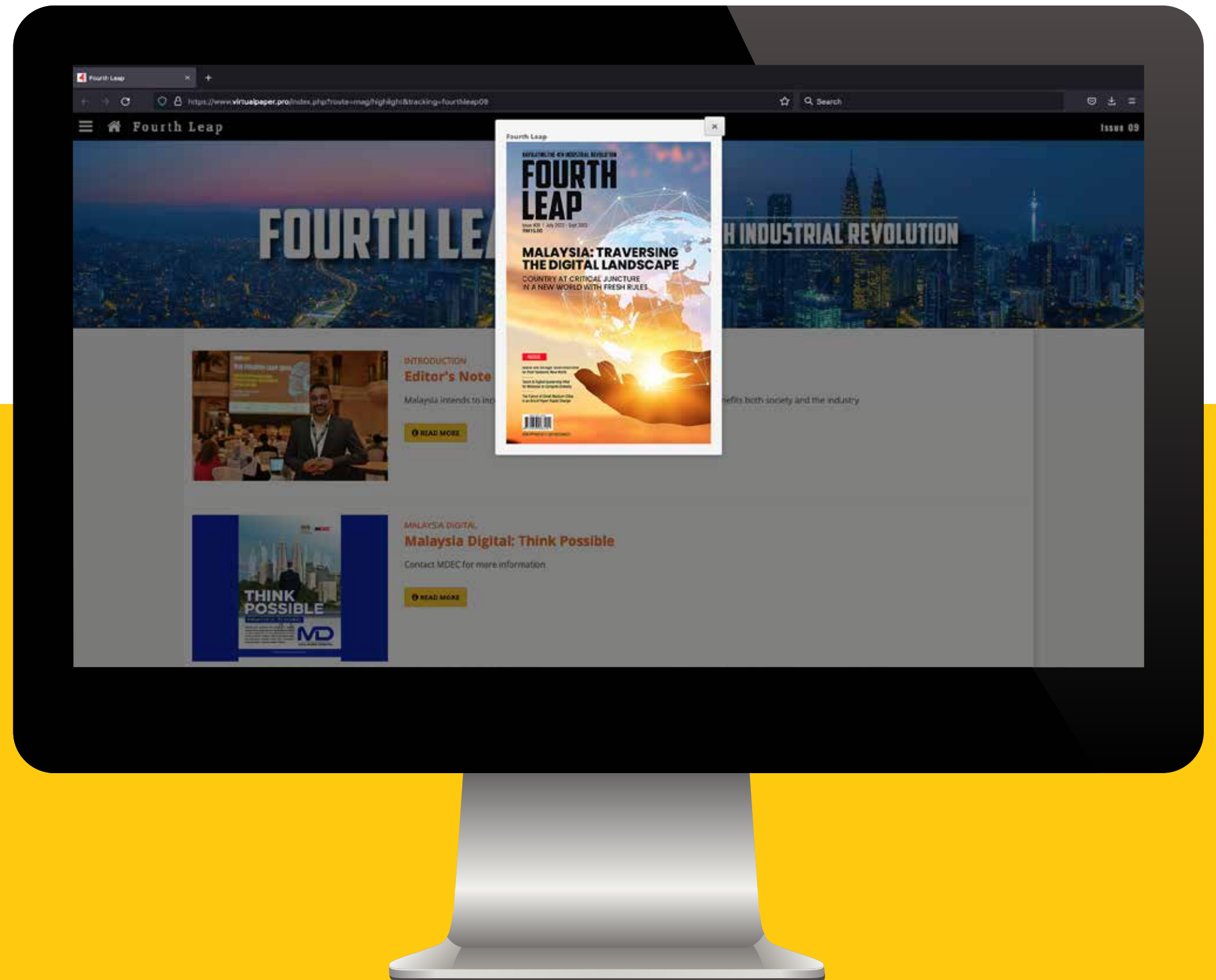
- A link of the eContent can also be sent through WhatsApp.
- Upon clicking on the image – the targeted user will be brought into the dynamic eContent to get the info.
- It also allows for easy sharing among the targeted audience. Sample of how it appears on WhatsApp:



# VISUAL SAMPLE

# SAMPLE

Visual sample of landing screen upon clicking the link – readers will be welcome with a front image. They will need to close the image to read the eContent.



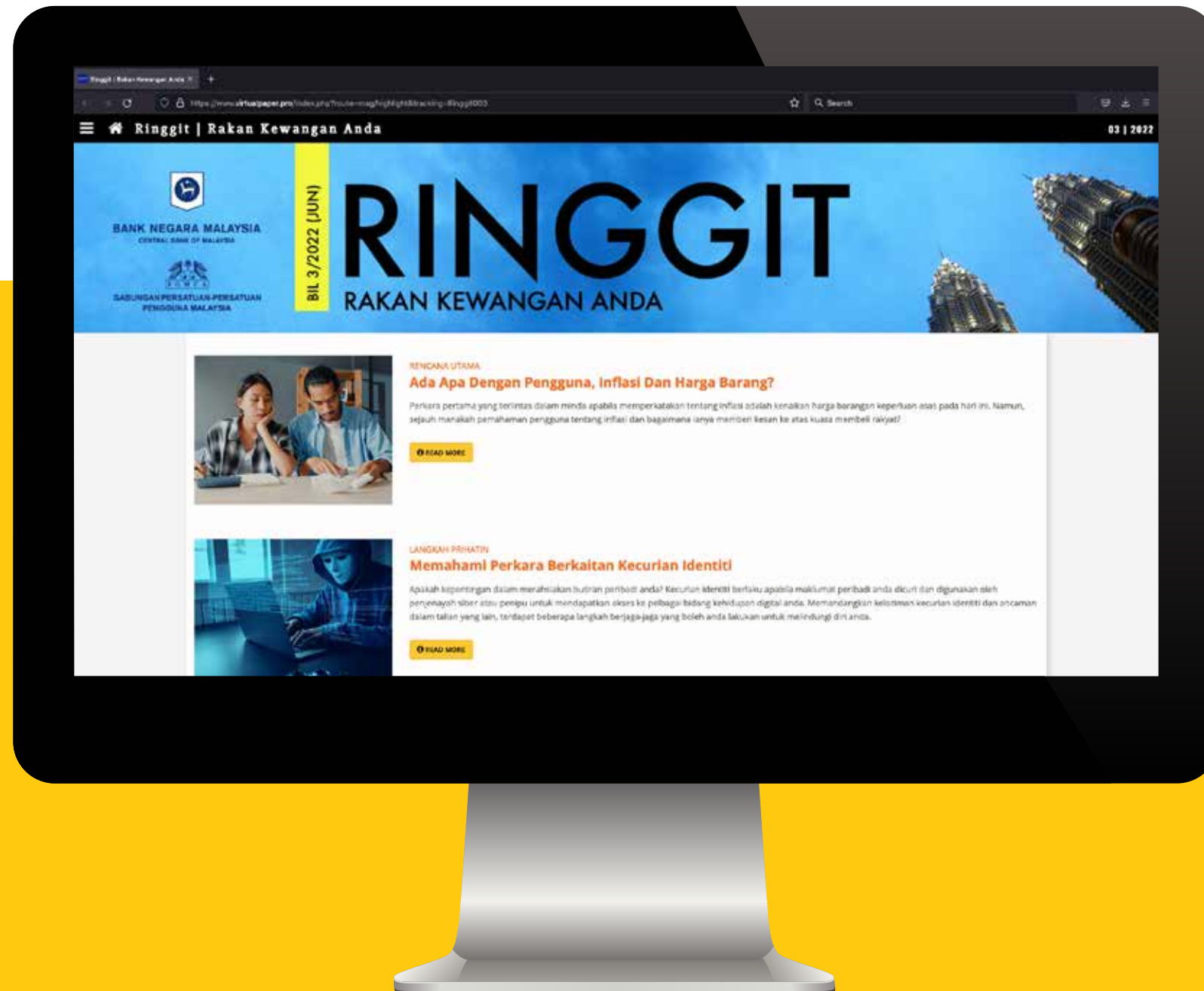
# VISUAL SAMPLE

The eContent visual sample  
(scroll-down method) for ease  
of reading and superior UX.



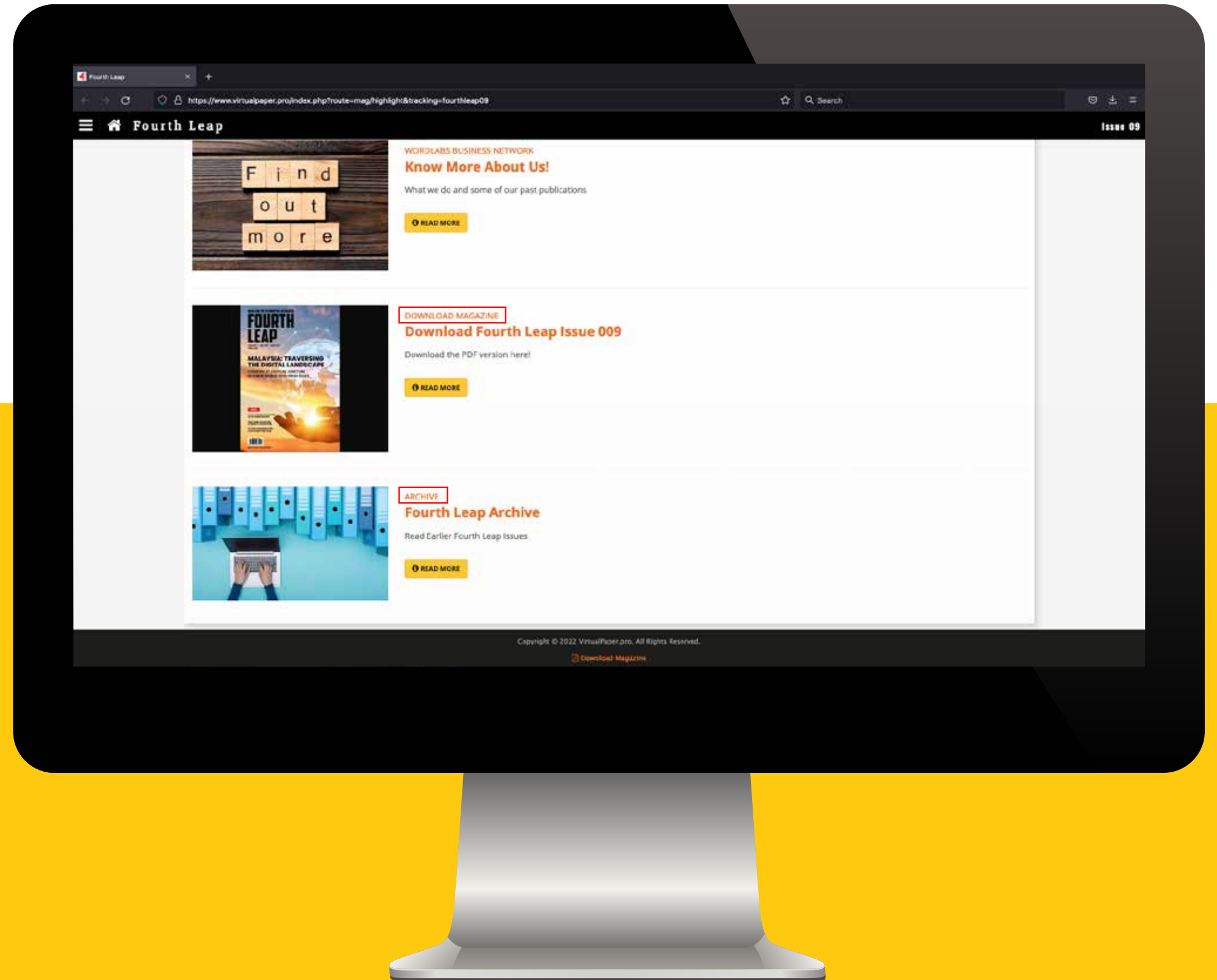


# VISUAL SAMPLE



# VISUAL SAMPLE

Archive & Download  
Page Available.



# WHY VIRTUAL PAPER?

- Neat and precise, giving viewers quick and easy access, without having to download or search content.
- Seamless scrollable virtual design.
- Mobile and desktop enhanced layout.
- Great user experience.
- Targeted users can also make it 'viral' as it is easy to pass on the link to others through WhatsApp, social media or email.
- Content and photo curation when needed.
- Wordlabs editorial team will ensure content quality and accuracy.



# VALUE ADD



Social media included in the eContent platform to further enhance subscribers, followers and eyeballs by linking it back to Client's relevant sites.



Corporate videos can also be viewed through the eContent platform creating more interaction and viewability experience.



Inclusion of the e-Content in Wordlabs' email blasts that potentially reaches out to 30,000 professionals / senior management people within the region.



# PRICE STRUCTURE

- Conversion into VPP platform
- Images and content provided/ not provided by client
- Downloadable Pdf copy (creative & layout)
- Editorial support
- Estimated number of pages/articles

**Quotation will be provided based further discussion and client's requirements.**



# THANKS!

Any questions? You can find us at:

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