

ABSTRACT

Method Of Enabling An Electronic Version Of A Publication With Interactive Content

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According to a first aspect of the invention, there is provided a method of enabling an electronic version of a publication with interactive content, the method comprising: compiling a template that facilitates production of the electronic version of the publication and a printed version of the publication; receiving a document with
10 interactive content; comparing the received document against each article in the template to identify an article comprising content that matches the received document; pairing the matching content in the article with the interactive content from the received document to obtain paired interactive content, so as to enable display of the paired interactive content when the electronic version of the
15 publication is viewed; and configuring the template and the paired interactive content for assembly into the electronic version of the publication, wherein the electronic version of the publication comprises static content from the template and wherein the static content of the electronic version of the publication is the same as that of the printed version of the publication. There is also provided a non-transitory
20 computer readable medium having stored thereon executable instructions to enable a processor to perform the above method and a server programmed to execute the above method.

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Figure 2A