

ABSTRACT

The present invention relates to an apparatus and
5 method for creating an electronic version of printed
matter. Advantageously, the electronic version of the
printed matter is such that it has the same appearance and
layout as the printed matter. The electronic version of
the printed matter is also such that that a viewer's
10 interaction with the electronic version can trigger the
sending of information to the viewer. The information can
be in various forms including an e-mail or e-coupon. The
apparatus and method is also capable of compressing the
electronic version so that it can be quickly and
15 efficiently distributed to viewers over numerous networks.
These networks can include LAN, WAN, internet, or mobile
and wireless communication networks. (Refer to figure 1)



162162



G00002