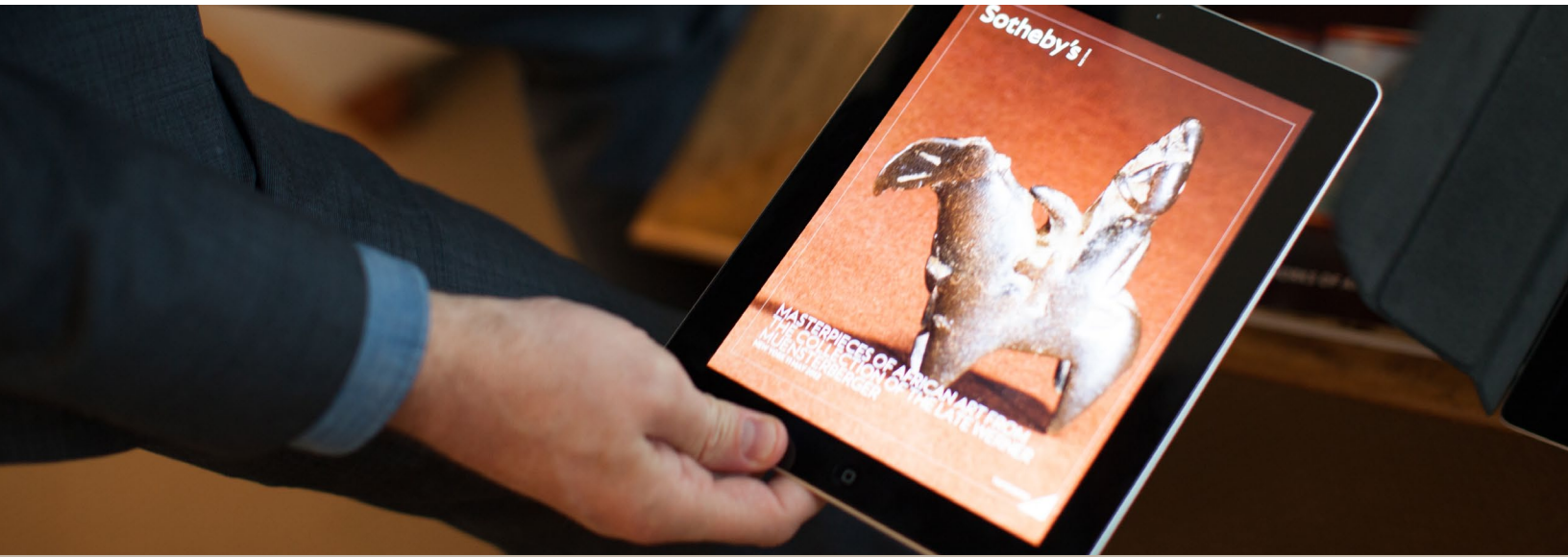


Sotheby's Exploring the extraordinary



Sotheby's

Sotheby's

New York, New York
www.sothebys.com

Results

- Delivered superior client experience through more in-depth content, beautiful aesthetics, and interactivity
- Derived insights into most popular content to inform future app publishing efforts
- Avoided the high cost of publishing hundreds of individual catalogue apps each year

Distinguished auction house transforms its print catalogues for the iPad using Adobe® Digital Publishing Suite, Enterprise Edition

Founded in 1744, Sotheby's is one of the world's oldest and most venerable auction houses. With salesrooms in New York, London, Hong Kong, and Paris, Sotheby's sells a diverse array of rare and extraordinary objects including contemporary art, Chinese ceramics, magnificent jewels, historical artifacts, musical instruments, and wine.

Every year, the company conducts more than 300 auctions. Collectors are able to bid in person in the company's salesrooms, over the phone, or online. Print catalogues published for each auction are deeply valued by Sotheby's clients. Produced according to the highest standards of scholarship and design, they enable collectors to browse the lots in an auction and learn about them—their provenance, their art historical significance, their value. Sotheby's catalogues are available for purchase and are distributed to clients worldwide approximately one month before an auction. During the week prior to an auction, Sotheby's holds an exhibition, providing the opportunity for collectors to view items in person.

To extend and enhance the catalogue experience, Sotheby's created the Sotheby's Catalogues app for iPad. Through the app, collectors who may not be able to attend an exhibition can learn more about items of interest than is possible with the traditional print format. They can immerse themselves in an object's beauty and rich history through video, 360-degree views, pinch-and-zoom images, and other forms of tactile, emotive exploration.

"Adobe Digital Publishing Suite and the opportunity to reach clients on the iPad were important catalysts that influenced us to act quickly and adopt an InDesign workflow for our print and digital editions."

Josh Pullan

Vice President, Worldwide Director of Digital Media Services,
Sotheby's



Challenge

- Engage sophisticated clientele with a tablet-based catalogue solution
- Keep costs in check while publishing across multiple media
- Reach increasingly mobile clientele with catalogues in a timely fashion

Solution

- Use Adobe Digital Publishing Suite, Enterprise Edition, to create the Sotheby's Catalogue app for iPad, to enhance the catalogue experience for the world's most discerning collectors

Systems at a glance

Adobe Digital Publishing Suite,
Enterprise Edition

Adobe Digital Marketing Suite.
Components used include:

- Adobe SiteCatalyst™
- Adobe Test & Target™

Adobe InDesign®

The decision to go digital

The iPad app represents the latest advancement in Sotheby's digital publishing initiatives. Sotheby's first entered the digital space in 2000 with an electronic catalogue in PDF. In 2005, the company introduced an e-catalogue that is published online on an ongoing basis. The iPad presented the opportunity for the company to pave new digital publishing inroads with an immersive, beautiful catalogue app that would further engage clients.

"With digital publishing on the iPad, we saw a great opportunity to combine the aesthetic beauty of our print catalogues with the imagination and interactive capabilities of digital to bring the extraordinary scholarship and photography that Sotheby's is known for to life," says Michael Redding, AVP, Digital Creative Director, Sotheby's.

Navigating and updating massive amounts of content

Considering the scale of Sotheby's publishing initiatives—the company produces a new auction catalogue almost every day of the year—it was crucial for the company to streamline the workflow for both the print and digital editions. With Adobe Digital Publishing Suite, Enterprise Edition, Sotheby's designers can directly leverage the print layout and layer in interactive capabilities to produce the digital edition.

By taking advantage of the digital content navigation and browsing structure of Digital Publishing Suite—including a customizable table of contents, bookmarking, and interactive overlays—the company can deliver a familiar-but-enhanced, intuitive user experience. Videos about key works are embedded within the entry for that work and selected lots appear in a rotating gallery of images on the catalogue cover.

Workflow for improved efficiency

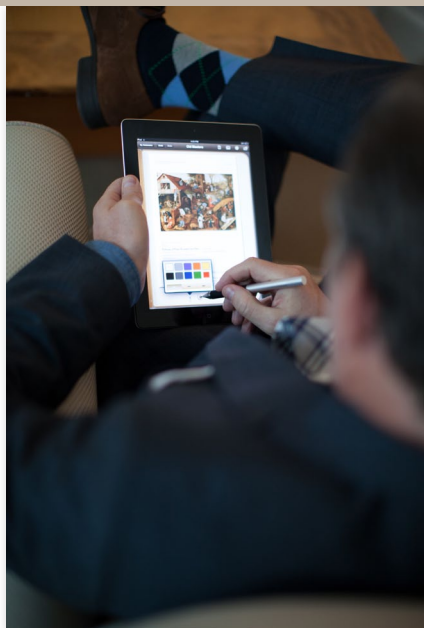
Adobe InDesign and Digital Publishing Suite work hand-in-hand, and are tightly integrated to streamline production of both print and digital editions.

"Adobe Digital Publishing Suite and the opportunity to reach clients on the iPad were important catalysts that influenced us to act quickly and adopt an InDesign workflow for our print and digital editions," says Josh Pullan, Vice President, Worldwide Director of Digital Media Services at Sotheby's.

Sotheby's Catalogue app offers convenience and engagement

The app enhances the client experience on many levels. Collectors no longer need to tote hefty catalogues on international flights or worry about missing a catalogue when they are travelling—an important factor for Sotheby's in meeting the needs of its highly mobile and sophisticated clientele. As new catalogues are published, collectors can conveniently download them through the Sotheby's Catalogues app and are notified when they launch the app that a new catalogue is available to download.

When new catalogues are published, collectors are notified when they launch the app that a new catalogue is available to download. The app enables collectors to take notes just as they do in the print catalogues and features results in real time as an auction progresses.



"For Sotheby's, the client experience drives our business, so it is important to us to know precisely how our clients are interacting with our new digital platform."

Amy Todd Middleton
SVP, Global Strategic Marketing, Sotheby's

Sotheby's acknowledges that there is great utility in the print catalogues for clients, who often jot notes in the margins, circle particular items, or 'dog ear' pages. The company is focused on providing that same utility in its digital catalogues. The app enables collectors to take notes just as they do in the print catalogues in the weeks leading up to the sale, and also features results in real time as an auction progresses.

Continually improving the client experience

Analytics included with Adobe Digital Publishing Suite provide Sotheby's with insights regarding how clients are interacting with the digital catalogues and which content is 'stickiest.' Not surprisingly, videos and 360-degree views drive client engagement, as does the ability to tap and zoom in on an object's details.

Having worked with Adobe Digital Marketing Suite for its website analytics, Sotheby's welcomed the opportunity to gain insight into its app metrics using the same product. Clients often investigate and interact with objects offline on the iPad, and follow up with more research on the website.

"For Sotheby's, the client experience drives our business, so it is important to us to know precisely how our clients are interacting with our new digital platform," says Amy Todd Middleton, SVP, Global Strategic Marketing, Sotheby's.

With clients located around the world who are frequently on the move, the iPad app makes sense for Sotheby's because the company can create an experience that is the next best thing to viewing objects firsthand at an exhibition. Says Pullan, "Through the combination of Adobe Digital Publishing Suite and Adobe Digital Marketing Suite, we're learning how to promote our sales and auctions in the most effective ways and deliver an elegant experience for clients."

For more information
[www.adobe.com/products/
digital-publishing-suite-family](http://www.adobe.com/products/digital-publishing-suite-family)



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