



The new release PubCoder 2.0 is now available for Mac and Windows users.

FOR IMMEDIATE RELEASE

Turin, Italy – 22nd of October 2015 – Today [PubCoder](#) announces the most significant update since the beginning of the development of the software. PubCoder 2.0 contains significant new features and is now also available for Windows, making PubCoder a universal authoring tool. Users are now able to work on their projects no matter if they work on a Mac or a Windows Pc.

"This new release represents the next level of evolution, where users can start thinking about complex digital content, education, branded content, advertising, innovative distribution" says Paolo Giovine, founder and CEO of PubCoder. "We spent the last 12 months developing PubCoder 2.0, listening to hundreds of feedbacks from our customers; we are not anymore a tool which creates only ebooks and apps for children but are now a powerful tool to build rich and interactive content, which tackles and solves technical complexities so everyone can unleash their creativity".

PubCoder 2.0 is available to PubCoder users as a free upgrade and includes 30-day free trial for all new users. The main new features of PubCoder 2.0 are:

Windows version

PubCoder 2.0 is now also available for Windows. The introduction of a new single file format ".pubcoder" allows users to work both on Mac and Windows making it easy to share a project within a team.

Export HTML5

From digital books to digital *for* books: the new HTML5 output enables users to easily create digital content and publish it on any website, together with the ability to sell materials such as product samples and interactive banners. We believe that in the coming months, we will see a new trend towards specific exports for social media networks or connected devices, starting from the television.

A new interface

The user interface has been completely redesigned using web technologies. It has a brand new stage, which is 2x faster, and provides an improved editing experience offering a more "what you see is what you get" result. Additional new features include the ability to graphically define actions on the stage, dynamic guides and support for retina displays.

Faster and more stable

The PubCoder application and the different exports have been optimized, making them faster to run and more stable, particularly in the management of large projects with hundreds of pages and/or text-heavy.

More details are available on <https://www.pubcoder.com/eng/Blog/Introducing-PubCoder-2.0>

About PubCoder

PubCoder, the digital publishing solution which enables the creation of interactive digital content such as books, apps, marketing materials across all major platforms including smartphones, tablets and the web. More than 3.400 publishers, creative agencies, illustrators, graphic designers, in more than 50 countries are building their digital content using PubCoder, thus significantly lowering the cost and time to market of their digital products.

In 2014 PubCoder was included in the shortlist of recommended software by [DBW](#) (Digital Book World conference in New York); the same year **Apple iTunes officially recommended PubCoder as authoring tool**. PubCoder is an active member of the [IDPF](#) (the international organization dedicated to the development of the EPUB standard), and participated as invited member to the technical meetings of the **Radium Foundation** (the global consortium responsible for the promotion of the EPUB3 standard format). PubCoder is the preferred digital publishing tool of some of the best creative people and publishers in the world.

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