

Leia LivePaper

The Most Convenient Way to Read News

Valtteri Halla, Entrepreneur and CTO
Leia Media Oy - leiamedia.com

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We make reading easy.

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From device
business to
AppStore

? 15:1 ?

From printing
presses to
usability labs

Out of Sight, Out-of-Mind



Reinventing The Paper



Paper has excellent qualities:
controlled content experience,
no electricity, lightness

But printing and logistics cost a lot of money,
Information gets old and recycling is a hassle

Publishing on **Leia Live Paper** provides
the convenience of paper
with always up-to-date information
for a fraction of paper life-time cost

Hal Varian, Chief Economist, Google:

"Ad revenue depends on reader engagement."

"The fundamental challenge facing newspapers is to increase the time people spend on their content."

"How long do you think it will be before all Post subscribers get a Kindle? I would say less than a year."

(Sep 25th 2013, Milan, Italian journalism award)

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Familiar Branded News Experience

Simplicity and convenience

At a fraction of cost

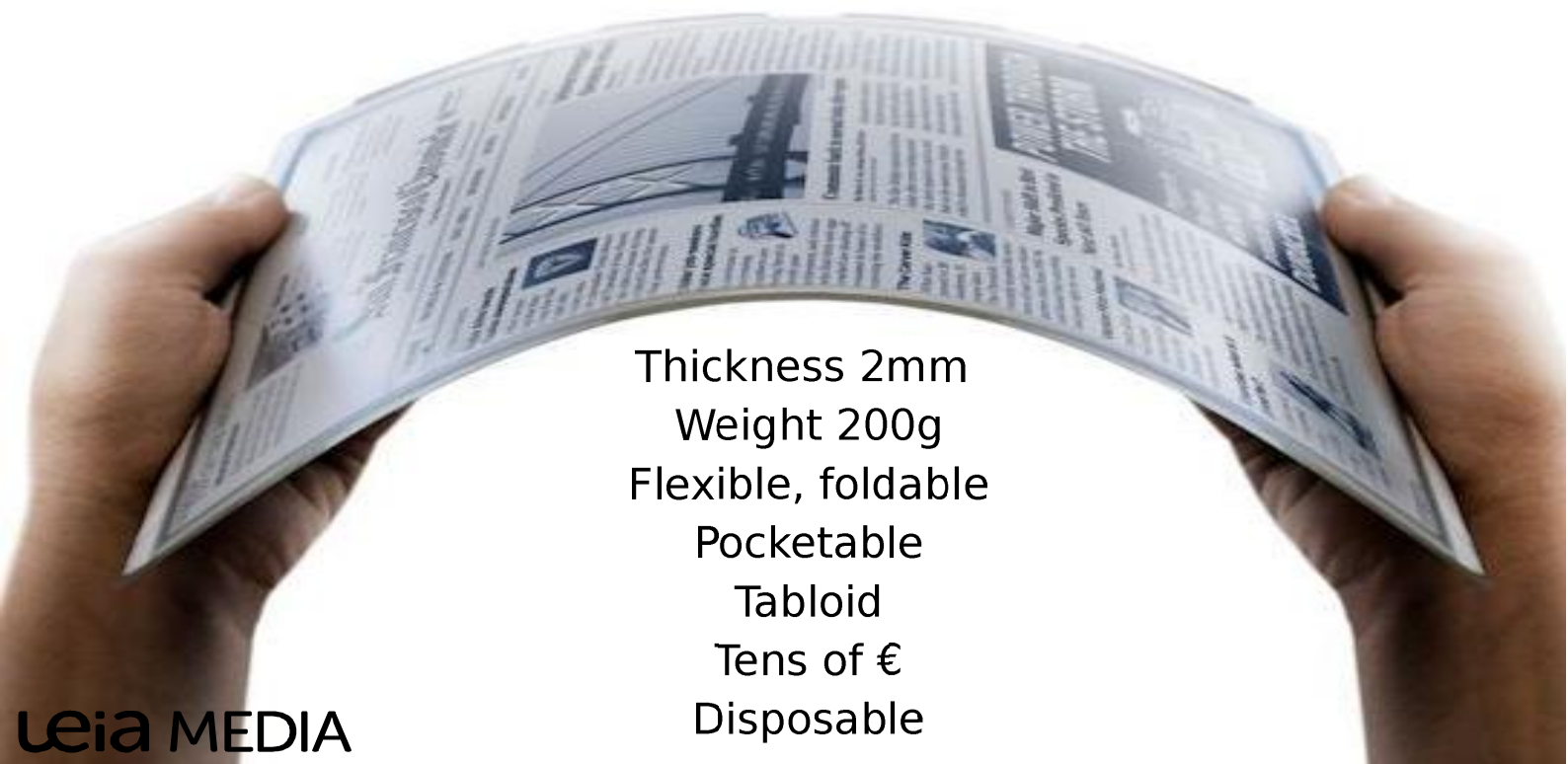
On the thinnest reader

Powered by indoors lighting



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Not-So-Distant Vision



Thickness 2mm
Weight 200g
Flexible, foldable
Pocketable
Tabloid
Tens of €
Disposable

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The Greenest Paper

Environmental
break-even compared
to paper Helsingin
Sanomat currently:

< 3 months

*Life Cycle Assessment of current Leia
eReader done using IMPACT2002+ method*

Component	Impact (% of total)			
	Climate Change	Ecosystem Quality	Human Health	Resources
eInk Display	22,8	7,9	7,1	9
Battery	9,6	7,8	9,4	7,4
IC – Logic type	47,3	61,3	45,2	55
PWB	6,8	~ 8	5,5	9,8
IC – Memory type	Less than 5%	Less than 5%	Less than 5%	Less than 5%
Solar Panel	Less than 5%	Less than 5%	Less than 5%	Less than 5%

Impact category	Breakeven (kg)	Breakeven (newspaper units)
Climate change	19,08	64
Ecosystem quality	19,94	67
Human health	25,55	86
Resources	13,24	45

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Market Pull

- **Word-of-mouth** marketing only
- Straight to the attention of the **CEO**
- Full sales pipeline for a startup
 - **US**: Handful of biggest publishers
 - **Europe**: 10 large in Germany, Poland, Benelux
 - **Finland**: All local publishers, DigitalFirst Program



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Summary

- Reinventing the Paper
- Convenience
- Brand Mind Share
- Digital Business



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Further information:
Valtteri Halla, CTO, Leia Media
valtteri.halla@leiamedia.com
Tel. +358 40 5743 898
www.leiamedia.com

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