



Boeing Aero Magazine

Software Merchant developed an iOS version of Boeing's Aero Magazine, which allows their customers to access every issue of the magazine directly on the iPad

The Aero Magazine

The AERO magazine is published quarterly by Boeing Commercial Airplanes and is distributed at no cost to operators of Boeing commercial airplanes. AERO provides operators with supplemental technical information to promote continuous safety and efficiency in their daily fleet operations and also provides information on the latest technology functions and carriers being developed at Boeing.

The Challenge

Senior Management at Boeing wanted to launch a mobile application on the App store to make all issues of the magazines you might have read on the flight, available on a mobile platform.

Software Merchant

Software Merchant is well positioned in the Mobility segment of the outsourced product engineering market. We provide cost effective and efficient Mobile application solutions by using best practices and employing a smart combination of experts from our worldwide pool of resources. We bring in local consultants with domain expertise to better understand the business and ensure seamless communication with our clients.

The Solution

Software Merchant developed a simple application only for iPads, within a one month span, where all the issues of the AERO magazine are made available on a common mobile platform, without the need to click and scroll through several pages of archives on the homepage of the AERO website. Some of the core functionalities of the UI include the collection view page - where users can subscribe to or read any magazine of their choice and the Newsstand framework – which saves each downloaded issue onto a library folder.

The Benefits

This virtual magazine also helps in marketing and promotion of the Boeing brand and also creates awareness of these magazines for those in the aero-technology industry and also for those who have a special interest in airplane technicalities.

Appendix:

Exhibit 1: Cover of the latest AERO magazine



Exhibit 2: Main screen with access to all previous magazines



Exhibit 3: Preview of the magazine viewed on an iPad

