

Zmags, Europe's award-winning digital online publishing software works with Flash Drive Direct to

The launch of the North American Premiere of Zmags software for the promotional products industry takes place in conjunction with flash drive designer, Flash Drive Direct.

March 21, 2008 - [PRLog](#) -- What do industry giants 3M, Microsoft, Ikea and Stockli have in common with a much smaller company like Flash Drive Direct? There are all viewed as innovators to their perspective industry's and all have recently launched new online reader platforms created by Danish technology company Zmags.

Zmags ApS is a Danish media company specializing in bringing traditional printed material online using a mixture of Adobe Flash and serverside programming.

The company was founded in 2006 by Jens Karstoft, Kim Knudsen, and Andreas Graae. The company employs 30 employees and has offices in Denmark, and representation in London, England, Canada, and Oslo, Norway. The zmag e-catalog differs by offering a DIY catalogue creation that appears in a editable and easily manipulated new threshold of Flash technology.

3M, Microsoft, Ikea and Stockli all launched their Zmags this past winter, while flash drive design firm Flash Drive Direct in partnership with promotional products media manager Smartblast have launched their on-line Zmag digital interface today.

“ This is an amazing leap forward in technology for a business like ours” states John Graham of Flash Drive Direct.” In the past we were encumbered by creating and working within the technology of a static HTML or Flash page web catalog where changes were time consuming and expensive or by constantly updating an on-line PDF which eventually topped out at 10 MB making it hard to open and email for many of our clients. Zmags technology is amazing!”

Zmag is unique in many ways. It is a DIY editable platform which allows the user to change images and pages in seconds through a simple drag and drop interface. It also allows the reader to edit and extract any image or page from the document on the fly, create an instant sales or presentation flyer with the onboard tools and provides a simple yet elegant navigation that is easy for anyone with any level of computer skills to quickly learn and use.

March 24th marks the launch date of Zmags Flash Drive Direct to over 100,000 promotional products distributors throughout the United States and Canada.

Flash Drive Direct is a design firm for promotional and logo flash drives for the corporate and retail marketplace. It is based out of Seattle and Vancouver.

Zmags is headquartered in Copenhagen, Denmark.

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Flash Drive Direct is a North American based flash drive design firm working for the 16 billion dollar promotional products industry. They started in 2002 and employ 32 people.

Website: www.flashdrivedirect.com

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