A MOBILE APP THAT CONVERTS:

Creating personalized, ultra-engaging mobile experiences with the all-new BLOX Mobile NX

Join us Thursday, Feb. 16th @ 10:30 AM CT

PRESENTED BY:

Erik Tasaka
Product Director, Apps
BLOX Digital
Today’s agenda

Different
BLOX Mobile NX improves upon previous apps

Personal
New design and options for personalization

Multimedia
Support for PIP video and background audio

Get started
Learn how and ask questions
Built differently

A completely redesigned app built natively to provide the best possible reading experience for users and the tools newsrooms need for storytelling.
What’s new about BLOX Mobile NX

► Fast, responsive experience
► Modern design and navigation
► Improved onboarding experience
► System compatible features for video, audio and display text
► Improved notifications
► Native e-Edition experience
► Inline video
► Unique photo collections experience
► New advertisement opportunities
► Improved and new block types
► Full support iAP and Access Control
► Embedded text-to-speech player inline article
Onboard and welcome screens

Hello!
Already have an account?

Email
Password
Forgot Password?

Log In
Don't have an account? Sign up for free.

Get Notifications
Stay in the loop with select notifications for breaking news, sports, and other topics relevant to you.

Be the First to Know
Allow Notifications on Your Device
Tap "Allow" Once the Window Appears

Sign Me Up
Skip For Now

Select Topics
Personalize your experience with the news you care about most front and center. Just select your favorite topics.

Customize Your News
Select the Topics That Interest You Most

Select Topics
Skip For Now

Get Local Weather
Keep up-to-date with the latest local weather forecast no matter where you are. Just allow the app to locate you.

Get Your News Your Way

Get Your News Your Way

Never Get Surprised by Weather Again
Allow Location Data for Hyper-Local Forecasts
Tap "Allow" Once the Window Appears

Turn On Location
Skip For Now

News Feed
Similar to our website layout. Simply scroll down and across to see your news.

E-Edition
A replica of the printed newspaper. Easily flip through each page and click into stories you want to read.

Save
You can change your mind at any time.
Home and sections

- Easy to set up
- Tons of customization options
  - Card types
  - Multimedia presentation
  - Color combinations
- Familiar look and feel
- Simple and enjoyable user experience
- Allow readers to dive deeper into specific types of content
Push notifications

► Integrated with BLOX Notifier
► Automatic pushes from triggers (keywords, flags, etc.)
► Built to support multiple notifications channels
► Eliminates duplicate notifications
► Great way to engage and get readers into your app
A foot of snow and 45 mph winds are expected to hit Flagstaff on Tuesday

SEAN GOLIGHTLY
Sun Staff Reporter
2/13/2023 4:40 PM

Listen to this article now

The National Weather Service (NWS) in Flagstaff issued a winter storm warning for Tuesday as a significant cold front approached northern Arizona. Tuesday is forecast to have a 100% chance of snow alongside strong, subzero wind.

"The story is, we’re going to see a lot of snow, it’s going to get windy, it’s going to be very cold," said

---

### Recent Posts

- Letter to the Editor: There’s more to the Child Tax Credit than meets the eye
- Letter to the Editor: Victor Varela issues apology for actions during 2020 elections
- Letter to the Editor: Tax credit bill still doesn’t make ‘good sense’ to local
- Letter to the Editor: Tom Horne’s approach to education criticized
- Top tips for dealing with heartbreak around Valentine’s Day

---

### Customize Your Weather

Keep up to date with the latest local weather forecast no matter where you are. Set your ZIP Code or allow for location services to use your current location.

**Use current location**

Or use the following ZIP Code 85601

**Flags for Flagstaff, AZ**

**Cloudy**

**30°**

**H:38° L:22°**

### Hourly Forecast

- **1 PM**: 30°
- **2 PM**: 30°
- **3 PM**: 30°
- **4 PM**: 30°
- **NOW**: 30°

Snow along with gusty winds at times. High around 30°F. Winds SW at 20 to 30 mph. Chance of snow 100%. 5 to 8 inches of snow expected. Winds could occasionally gust over 40 mph.
Philadelphia Eagles wide receiver A.J. Brown (11) pulls in a touchdown pass during the first half of the NFL Super Bowl 57 football game as Kansas City Chiefs cornerback Trent McDuffie (21) defends, Sunday, Feb. 12, 2023, in Glendale, Ariz. (AP Photo/Charlie Riedel)
Subscription

► Integrated with BLOX Audience+
► Customizable paywall and meter alerts with Access Control
► Customizable subscription page cover image, title, and description
► Subscriptions sold through in-app purchases including Apple & Google
► Grant access for existing web logins and in-app purchases
Personalization options

- Customizable text size
- Reading history
- "Your Stories" page
- Favorite sections
- Reader experience
**Favorite sections**

**Customize Your Menu**
Personalize your experience by choosing the topics that show up in the menu at top of the app. Just select the topics below that interest you the most.

- **Show favorites slider**
- **Your Personalized Menu**
  - Headlines

**Available topics**
- Local
- Sports
- Opinion
- National
- Entertainment
- Business
- Lifestyles
- Travel
- Flag Live!
- Mountain Living
- Weather

**FAVORITE SECTIONS**
<table>
<thead>
<tr>
<th>SPORTS</th>
<th>LOCAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opinion</td>
<td>National</td>
</tr>
<tr>
<td>Entertainment</td>
<td>Business</td>
</tr>
<tr>
<td>Lifestyles</td>
<td>Travel</td>
</tr>
</tbody>
</table>

---

**Weather**

- Ukraine's ammunition use outstripping supply; Haley faces 'ug'!
Multimedia support

- Picture in picture
- Inline video
- Improved audio support
- Background audio
Video support

► Inline video player
► Picture in Picture
► Closed captioning if provided
► Apple Airplay (iOS)
Improved video player

- Based on a search query
- Videos autoplay in order
- Shuffle or repeat playlist
- Pre-roll ad support
All-new audio support

- Search query playlist
- Floating audio player
- Background audio and system controls
Ready to get started?

Contact your sales representative today!

- BLOX CMS integration required
- BLOX Audience+ and Access Control required for paywall, metering, or offer messaging

Available for new and current* mobile apps

*Upgrade available for BLOX Now app as an update
Questions?
Stay connected

Documentation
help.BLOXDigital.com

Support
1-800-293-9576 or BLOXDigital.com/Support

Social Media
Follow us on LinkedIn BLOX Digital