

VIDI

THE COMPUTER PUBLISHING COMPANY



Market

In the demanding and ever-changing climate of technological and scientific advancement, Vidi publishing house established itself as a guide for all matters concerning information technology. The readers of Vidi can gain a wealth of information about the latest hardware, software and telecommunications technology. Vidi has a considerable influence on the use of highly technological products and services, which have a yearly value greater than two billion Euros on the markets of the former Yugoslavia. This is confirmed by the fact that advertisers and strategic partners of Vidi publishing



house are the leading companies in Croatian and foreign markets, such as: Microsoft, Intel, Olympus, Samsung, Hewlett-Packard, Ericsson, Verbatim, Lenovo, Epson, Xerox, Apple, Sony and many others.

Today, Vidi's printed editions are available at newsstands in Croatia, Slovenia, Serbia, Bosnia and Herzegovina, Macedonia and Montenegro. Over 210,000 users on all markets of the former Yugoslavia consume Vidi's monthly publications. In 2009 Vidi is celebrating its 15th anniversary. During that period it has risen to the position of the absolute market leader and is now one of the most respectable publishing houses in the region.

Achievements

VidiLab, the test laboratory of the Vidi computer magazine, is one of the most reputable test laboratories, with the influx of hardware samples for testing from around the world. These often come directly from the manufacturers in USA, China, Japan or Taiwan. The latest hardware technologies are often placed

under the magnifying glass of VidiLab, and as a result editorial boards in many countries cite this test laboratory's achievements.

PC Play, the magazine for the population of computer gamers, attracts at least 10,000 registered game-lovers and hi-tech enthusiasts with its web portal PCplay.hr. PC Play magazine is read by those that buy the newest games and software, as well as top-of-the-range computer components.

The Croatian national internet contest Vidi Web Top 100 has grown into one of the most considerable annual assemblies of Croatian information technology, economic and political organizations. Within the Vidi Web Top 100 contest, regularly organized in cooperation with the Croatian Chamber of commerce, the Vidi publishing house also launched the Prime Minister's Web Award – the most notable of Croatian web recognitions which is given by the Head of Croatian Government by recommendation from Vidi.

Vidi e-novation, in cooperation with the Ruđer Bošković Institute and T-Hrvatski Telekom, is considered as one of the most notable top technological awards in Croatia. This award is given to the most innovative Croatian information technology and telecommunication products.

In the past year Vidi has advised several dozens of international companies and institutions concerning their interests for investment or market appearance in the areas of Croatia and former Yugoslavia. With the invitation from the DISTREE organization from Paris, Vidi became an exclusive

partner in the selection of best European, African and Middle Eastern (EMEA) information technology distributors and products. The EMEA Channel Academy Awards will be held for the first time in Monte Carlo in February 2009.

History

The Vidi publishing house was established in 1994 when it launched Vidi magazine, which was published bimonthly in its first year. From its earliest conception Vidi has been recognized as an exceptionally innovative and modern magazine. It was the first magazine in Croatia which had been printed in a seven-colour print; it covered topics such as digital video, CAD/CAM or digital photography. In the early years of the publishing house, Croatian cyberspace took its first baby steps, and among the pioneers of web addresses in the domestic internet space also appeared the www.vidi.hr domain. Launched in 1996, it was one of the first Croatian websites to be established on the World Wide Web.

A year later, when the distribution of optical media in former Yugoslavia just began, the first Croatian gaming magazine with an attached CD-ROM media was also established, named PC Play.



The year 1999 saw the birth of Vidi Web Top 100 – the national internet contest. As the last in the series of such contests on the market, Vidi Web Top 100 proved to be the most popular one and beat its competition to become the most recognized web competition in Croatia.

The web portal VidiAuto.com was launched in 2003 as the first Croatian portal intended exclusively to automobiles and the automobile industry. VidiAuto.com immediately became the most popular Croatian automobile web page and its popularity continues to this day. During its first ten years of existence, Vidi was seen as an influential magazine, not only in regional, but also in global proportions. With the



increasing influx of hardware samples from world markets the general public demanded prompt and precise information about computer hardware. That need was addressed in 2004 by the web page Vidilab.com, which often produced articles in the English language. Those articles are regularly referenced at by some of the world's leading computer magazines and Web sites.

www.pqplay.hr was established in 2005, as a web portal of the PC Play magazine. PC Play's online forum continues to be one of the most visited gamer forums in the region, with an exceptionally strong loyalty of its on-line community.

In cooperation with the Ruder Bošković Institute, T-Hrvatski Telekom and the Croatian Chamber of Commerce, the Vidi publishing house sponsored the e-novation contest in 2006, with the goal of promoting innovative Croatian top technological products outside of the borders of Croatia. This contest is already recognized as the most notable top technological contest in Croatia.

Product

Vidi's printed products were created in an era when computers and the internet were aimed exclusively at exceptional expert surroundings or mostly at students of electrical and mechanical engineering or similar specialized schools. These were the times when the foundations for the recognition of Vidi's products had been developed – an engineering approach to topics combined with the quality of content based on specialized, extensive and objective tests. This winning concept has gained approval and loyalty from Vidi's readers, especially today when hi-tech topics and devices are so appealing to a broad demographic circle. Consumers want objective and trustable information which will clearly guide them to devices, software or services worth buying or using. That kind of trustable



and often exclusive content in text, pictures and video is available in Vidi's product portfolio.

Recent Developments

The world is becoming more digital and more networked. Bill Gates and other world visionaries stated that the next ten years will bring a greater and even more considerable influence of information technology into the human life. The digital expansion of all aspects of human activities offers an area for further growth of Vidi. To easily correspond to all the complicated demands of the market, in spring of 2008 Vidi moved its editorial board into a specially designed office space that would satisfy the highest technological standards. Thanks to the new sales department formed during 2007, Vidi's department of subscriptions today records a growth greater than 150 percent per year.



Vidi separated its digital and internet editions from other parts of the Vidi publishing business in the same period, in expectation for them to bring the most notable part of Vidi's growth and income in the upcoming years.

On 16 September 2009 Vidi acquired the MobilMedia publisher, known for its specialized magazine for mobile phones, "Mobil Media", and the most famous portal and forum in the Southeastern Europe for mobile phones and technologies on the website mobil.hr

Promotion

from its very beginning, Vidi aimed to innovate and promote information technology. A wide palette of printed and on-line editions and organization of specialized contests and events turned to high technology allows Vidi to easily promote its products and services inside of its own group. Currently more than one thousand web pages in Croatia carry the emblem "Vidi Web Top 100 nominated pages" or "Vidi Web Top 100 winner". The strength of this type of promotion – accentuated by Vidi's logotype on the title pages on hundreds of leading Croatian web pages – is incomparable with other types of promotion. Information about the contest and winners are regularly announced with the leading electronic and printed media, combined with regular promotion for the Vidi publishing house, its brands and products.

Brand Values

The names of Vidi's brands are today mentioned more than one million times on Google.com. This is a result of long-term care for Vidi's services and products. In information technology and telecommunication associations, Vidi is the synonym for quality and, most of all, credibility. For that reason, readers of Vidi's editions base their decisions about buying ICT equipment on VidiLab's test results. Because of the objective jury, Vidi Web Top 100 and Vidi e-novation today represent exceptional appreciation and awards. The voice of quality information offered by Vidi expanded far beyond the boundaries of Croatia, which resulted with excellent contacts with leading information technology and telecommunication equipment manufacturers and their central offices in the world.

www.vidimedia.com



THINGS YOU DIDN'T KNOW ABOUT...

VIDI

- > With its print and on-line editions and conferences, the Vidi publishing house has an audience of more than 400,000 users/readers.
- > Vidi's test laboratory in Zagreb reviews more than 1,000 different hardware devices – computers, laptops, printers, digital cameras, HDTV television sets, cell phones – yearly.
- > Some of the key information technology products from the recent history like the AMD Athlon 64 processor, had their world premiere in VidiLab. That first test of the Athlon 64 was published by a number of world media.
- > With more than half a million reproduced DVDs yearly Vidi is one of the largest DVD publishers in South-eastern Europe.
- > In 2001, Vidi publishing house organized the first virtual session of the government of a country. It was the first time that such a session was held at two places simultaneously.
- > The editors of the Vidi publishing house travel more than 100,000 kilometres every year to participate in business conferences all over the world.

