

MagicBox Crosses Two Significant Milestones — 10 Million Page Views and Half Million Users in 2015!

The Education Content Delivery Platform from Magic Software

NEW YORK, NE, USA, December 8, 2015 /EINPresswire.com/ -- [Magic Software](#) Inc. today announced that [MagicBox](#), their content distribution and learning platform now has over 500,000 registered users worldwide. In the last six months alone, MagicBox had over 11.3 million page views of digital content hosted on the platform.

MagicBox, an 'out-of-the-box' white labeled cloud-based solution from Magic Software, was developed and launched to address the needs of educational publishers & content providers to create, manage, sell and distribute digital & mobile content. This along with providing students, teachers & parents with a very engaging & highly interactive state-of-the-art reader and much needed analytics, makes it the digital platform for accelerating eLearning today.

MagicBox currently hosts around 4000 eBooks for content publishers primarily catering to K12 students. It is interesting to note that the platform has recorded more than 300,000 books downloaded on its apps.

The platform has been able to aggregate over 1.2 million hours' worth of book reading time through its web interface, as well as offline reading apps, for iOS, Android, Windows & Mac.

MagicBox also revealed some very interesting figures regarding web traffic that it recorded for the K12 segment. Nearly 58% of sessions recorded were from Google Chrome, 28% from Apple Safari, around 8% from Internet Explorer & 5% from Firefox.

Microsoft Windows took the lion's share with 34% of web traffic followed very surprisingly by Chrome OS, which got 24% of the share. iOS managed 21% of the share, followed by Mac, with 17% and Android with just 2% share. This is a clear indicator that the Chrome OS is picking up at an exceptional pace in the US eLearning industry and technology providers in this industry would be well advised to focus on providing support for Chrome OS if they want a competitive edge in the market.



MagicBox is today recording high growth in the US both in the K12 and corporate segments and Acky Kamdar, CEO of Magic Software Inc., expects MagicBox to add at least two million users by the end of 2016.

While solving major challenges in the creation and distribution of digital learning content, the platform simplifies the process of going digital. Its One-Click conversion engine quickly converts PDF files to EPUB 3 format and unlimited multimedia items and assessments can be later added through a state-of-the-art reader to make content more interactive and engaging. The reader itself is an industry leading EPUB 3 reader and facilitates features like read-aloud, offline reading mode, and user annotations to encourage learning, making it both effective and efficient.

MagicBox incorporates a very intuitive product management module and an exceptionally robust DRM tool that enables easy, immediate & secure delivery of digital content to the end users. Its assessment engine lets publishers & teachers create tests in a variety of formats while providing a host of customizable options.

Publishers using MagicBox agree that it is a right technology platform that accelerates their digital mobile strategy and strengthens their foothold in the education industry.

“We’re always looking for ways to continue to evolve MagicBox through successful innovation to focus on current market needs,” says Harish Agrawal, Director, Product Development at Magic Software. “We created MagicBox to adapt to today’s technology consumption patterns as more and more students are using digital content for learning as compared to a few years ago.”

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