



"We bring it all together"
STEEL ERECTORS ASSOCIATION OF AMERICA

Free Telehandler E-Books for Apple iPads

Two free telehandler-focused e-books for Apple iPads, launched by JLG Industries, Inc., combine product specifications with telehandler product features, benefits, options and accessories, and a description of JLG Ground Support services. One of the interactive books focuses on JLG Telehandlers in general while the other covers SkyTrak telehandlers.

According to JLG, the books also incorporate high-resolution photos and demonstration videos so readers learn more about the JLG and SkyTrak line of telehandlers. The e-books replace brochures and computers with "more portable mobile devices that provide access to valuable product information," making the information more readily accessible to workers in the field. In addition, a dealer locator can direct readers to a nearby JLG dealer to encourage local connections.

As customers' dependence on technology grows, especially with mobile devices, innovative solutions to help them solve tasks become more important. The JLG and SkyTrak telehandler e-books are available for viewing on iPads in English, and to support JLG's Latin American customers, Spanish and Portuguese versions will be available soon. To download the free books, visit www.jlg.com/eBook1.