

Create a Complete Cross-media Publishing System

Dynamic Publishing with Quark Publishing System

BENEFITS

Create a Complete Cross-Media Publishing System

Connect all Quark publishing software (QuarkXPress®, QuarkCopyDesk®, Quark® Publishing System, QuarkXPress Server, and Quark XML Author™), along with a Web Content Management System, in an end-to-end, automated, cross-media publishing system

Reduce Publishing Costs Up to 50%

Compared to traditional, labor-intensive approaches that use little or no automation

Reduce Integration Costs Up to 80%

Compared to using multiple vendors, integrating multiple technologies, and developing custom code for every automation and integration requirement

Easily Automate Your Publishing Process

Using a simple graphic interface, regular computer users can set up predefined automated processes — such as producing PDF files from print layouts or converting print content into XML for Web publishing

Improve Content Management

Store print, Web, and archived content in a single repository through easy integration with your CMS or using ready-made adapters for Microsoft SharePoint, Alfresco®, picturesafe, and Canto®

Publishing Then and Now

In the past, print dominated publishing. Contributors to print publications worked mostly at one location, served regional markets, and relied on labor-intensive, manual systems.

This was before e-mail, the Web, and the proliferation of digital devices that have fundamentally changed publishing forever.

Today publishing requires communicating across multiple channels. Moreover, the time to develop new, more customized products has decreased, forcing marketers to speed up the pace of marketing new products and in more ways. And, as people seek more information online, newspaper, magazine,

and other professional publishers have faced declining revenues and expanded to online channels themselves.

Yesterday's manual, print-based publishing processes simply do not meet today's fast-paced publishing demands.

Dispersed workforces catering to global markets across print, Web, and digital communication channels require a solution for producing more materials for multiple channels, in less time, and with fewer resources — while still maintaining overall quality. You can achieve this through dynamic publishing with Quark Publishing System.

Dynamic Publishing with Quark Publishing System

Quark Publishing System is the foundation of a dynamic publishing system that helps you improve productivity, cut costs, and publish to multiple channels by adopting a collaborative and automated publishing process.

Using Quark Publishing System, you can automatically:

- Publish richly designed materials to multiple types of media — print, Web, digital devices, and other electronic formats — which reduces costs and time to market
- Assemble content for different audiences, publications, and media types, which improves information quality and customer satisfaction by removing irrelevant content
- Repurpose print content to easily publish to the Web and digital devices, which lowers costs

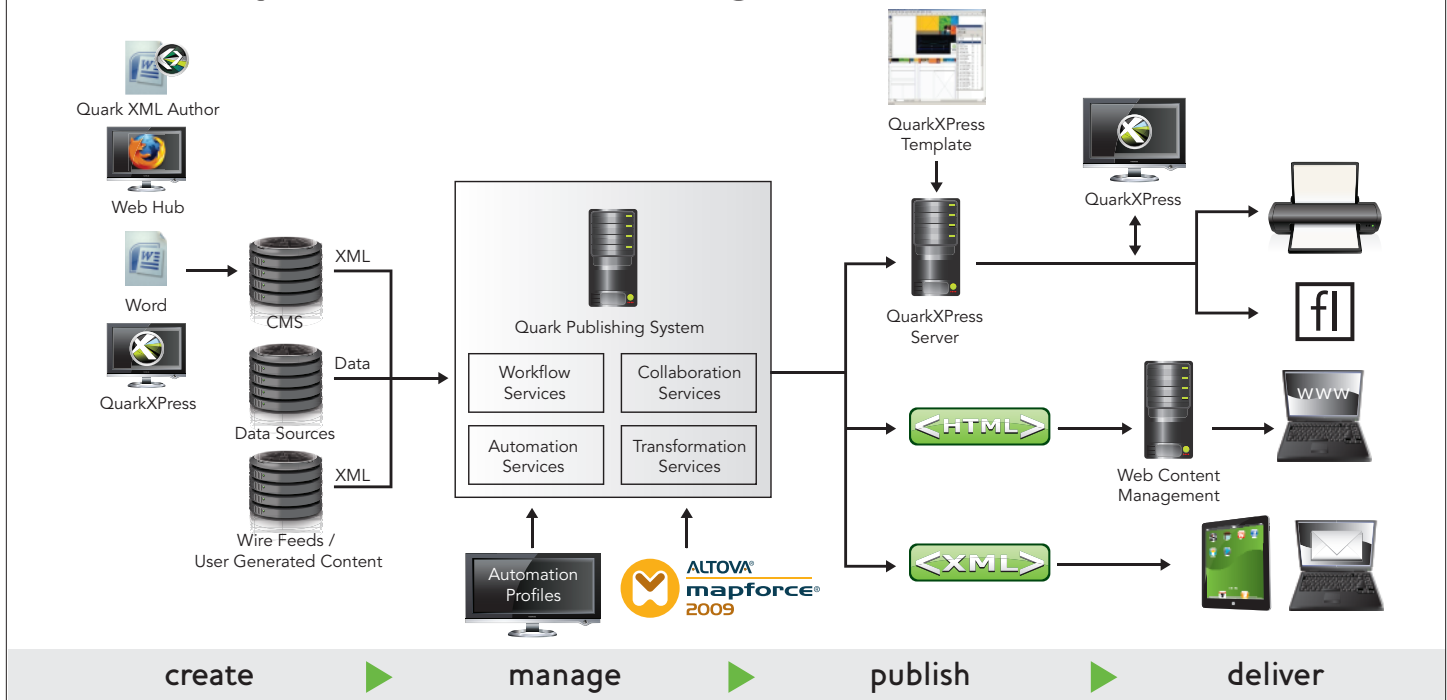
Using Quark Publishing System, you also can:

- Integrate all stakeholders into a collaborative workflow to reduce errors, save time, and speed up the publishing process
- Add a dynamic publishing platform to your other business systems, delivering the benefits of dynamic publishing across your organization
- Integrate Microsoft® Word and Excel®, Adobe® Photoshop®, and any other application into your publishing workflow

“Quark Publishing System has increased our productivity, streamlined our editorial workflow, and with each update there is minimal need for training.”

Vickie Bales, Production Director,
Chicago Magazine

Quark Dynamic Publishing Solution



Dynamic publishing with Quark Publishing System connects all of your publishing capabilities in a complete, cross-media publishing solution.

Quark Publishing System

Dynamic publishing with Quark Publishing System automates and streamlines the publishing process — from content creation through content management, to publishing and delivery to multiple channels. This links the value of your tools — and their benefits — across the entire publishing process.

Create

- Create structured content using Quark XML Author or regular content using Microsoft Word, QuarkXPress, or a Web browser (using Web Hub, a core component of Quark Publishing System).
- Check content into Quark Publishing System or, if you like, directly into your CMS.
- Content can also come from data sources such as databases, spreadsheets, and other business systems (such as ERP systems).

- Content can even come from wire feeds or from users (for example, through discussion forums).

Manage

- Quark Publishing System pulls all of this content, aggregates it, and directs it to subsequent functions. You can use easily coordinate all of the connections between various capabilities and systems. An administrator uses a simple console to set up all of the automated tasks.
- Quark Publishing System provides MapForce-based transformation services to translate: XML input into a format that QuarkXPress Server can understand; XML input into HTML and other formats for digital publishing; and QuarkXPress's XML export into digital publishing. In addition, Quark Publishing System helps you manage your content through easy integration with your content management system and ready-made adapters for Microsoft SharePoint, Alfresco, picturesafe, and Canto.

Publish to Multiple Channels

- In a typical workflow, Quark Publishing System aggregates incoming content and sends it to QuarkXPress Server, which uses a QuarkXPress template to lay out the content automatically and pass it on as print and Flash® output.
- An alternative workflow is to use QuarkXPress to "hand finish" each document.
- Quark Publishing System can publish to the Web either by converting print content into HTML (for print-to-Web publishing), or by transforming original XML content directly into HTML (Web-first publishing). It can then send the HTML to a Web Content Management System (Drupal support is built in).
- Quark Publishing System can publish to other digital formats, such as digital devices and e-mail, by transforming the content of print documents or the original XML to the format appropriate for each device.

For more information about dynamic publishing with Quark Publishing System, contact your Quark dynamic publishing specialist or visit www.quark.com.

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