Quark XML Author

With Quark XML Author, an add in to Microsoft Word, anyone can easily create XML documents, with no knowledge of XML and little or no training.
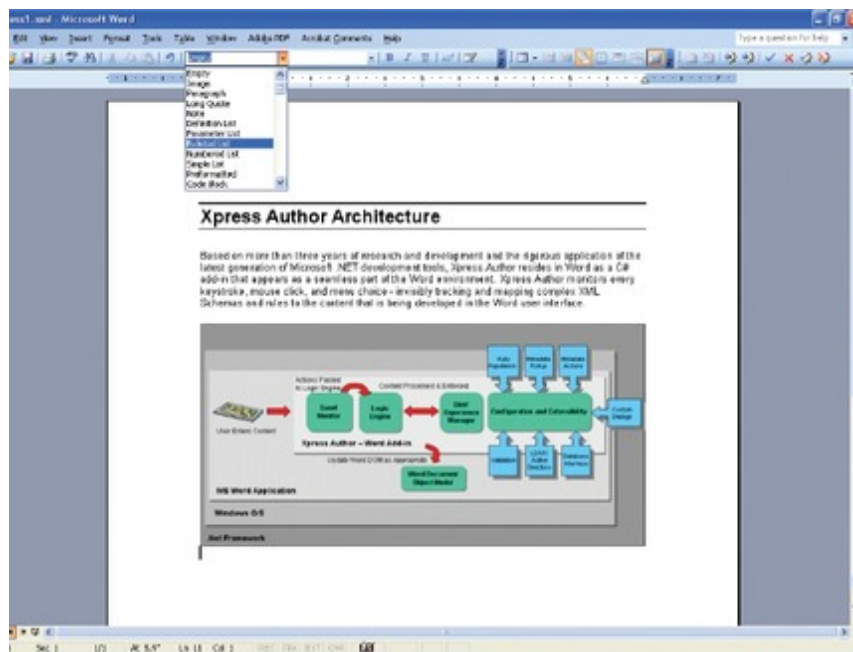
Quark XML Author based on the XML functions of Microsoft® Word. Working hand-in-glove with Microsoft® Word, Quark® XML Author lets users create content in a familiar, simple, and full-featured user interface.

How Quark XMl Author works:

Using Quark® XML Author for Microsoft® Word, anyone can easily create XML documents, with no knowledge of XML and little or no training.

Working hand-in-glove with Microsoft® Word, Quark® XML Author lets users create content in a familiar, simple, and full-featured user interface.

Quark XML Author remains invisible until the Word user tries to edit an existing XML document or create a new one. At that point, Quark XML Author slips in and modifies the operation of the user interface to correspond with XML requirements.

Quark XML Author for Microsoft word works in the background and minimally modifies the normal operation of Word to let users create XML documents. In this illustration, Quark XML Author uses the Word Style dropdown list to show all of the valid types of content that the author can insert at the current cursor location.

Vorteile

Höhere Produktivität

Entlastet die Autoren von der Formatierung, so dass sie sich auf das Schreiben konzentrieren können, beschleunigt den Publishing-Prozess durch die Wiederverwendung von Inhalten

Benutzerakzeptanz

Erfordert wenig Schulung und kein Verständnis der technischen Aspekte von XML

Höhere Präzision der Inhalte

Verbessert die Präzision, die Konsistenz und die Relevanz der von Ihrem Unternehmen veröffentlichten Informationen, was die Unternehmens-Compliance und die Kundenzufriedenheit verbessert

Erleichtert die Einführung von XML

Durch Integration mit Microsoft®Word wird die Einführung für die effiziente Ausgabe von Informationen in Print, Internet und elektronischen Medien erleichtert

Benefits

Greater Productivity

Frees authors from formatting so they can focus on writing; speeds up the publishing process through the reuse of content

User Acceptance

Requires little training and no understanding of the technical aspects of XML.

Increased Information Accuracy

Improves the accuracy, consistency, and relevance of the information your organization publishes, which improves business compliance and customer satisfaction

Eases the Adoption of XML

Through integration with Microsoft®Word, eases the adoption for efficient delivery of information to print, the Web, and
electronic media

While many functions continue to operate normally, others change in subtle ways to give users appropriate choices to ensure they are creating correct XML.

Quark XML Author enhances Word's built-in XML capabilities by allowing users to create XML documents directly, using either industrystandard tag sets such as DITA (c.p below listed document) or your own custom tag set. And, equally important, Quark XML Author allows the creation of narrative text and tables in XML, a capability for which Microsoft looks to its partners.

[DITA_for_the_technical_writer_eng.pdf]

Benefits of XML Authoring

Organizations are delivering information for multiple audiences in various combinations of print, PDF, Web, and electronic format.

However, authors, e.g. in documentation teams, waste between a third and a half of their time on low-value work. They spend too much time recreating information that already exists, updating information that's been copied and pasted over and over again, dressing up documents so they look good, and converting and re-formatting information for different media types.

Authors need a better way to create information — one that shifts the emphasis of authoring information away from how it looks and towards a content-focused process: as reusable, media-independent components of information that can easily be reused by referring to them instead of copying and pasting. The answer is: **XML authoring**.

[XMLAuthoring_for_the_rest_of_us_eng.pdf]

[XMLAuthor_whitepaper_eng.pdf]

XML Authoring and Dynamic Publishing (DPS)

XML Authoring is a subarea of Dynamic Publishing

At the foundation of Dynamic Publishing lie two key principles:

- Breaking up your information into small, reusable components
- Automating the personalization and publishing process

By the help of this new and different way to create and share information, you can create information as reusable components of information that you can easily combine for different uses - different types of documents and different audiences.

With Dynamic Publishing it is possible to produce print products as well as internet or other electronical formats on the basis of the same data. (Media-independencie).

How it works in practice:

Step 1: Create

> Your dynamic publishing process begins with creating and assembling reusable components of information, e.g. with QuarkXPress Author™ for Microsoft® Word. You can write new copy, integrate existing text, or pull in graphics, images, or videos. As authors create and assemble content, designers retain creative control as they separately design and layout the templates into which this content flows.

Step 2: Manage

> Quark DPS provides management of both content and process. Authors store their content in a central repository so that it's easily accessible for further review, versioning, and processing. A powerful collaborative workflow system automatically routes your content to different people or destinations for approval, copy editing, localization, or any other process defined in your workflow.

> The automated workflow system in Quark DPS is Quark Publishing System.

Step 3: Publish

> When all of the components of information for a publication have been completed, Quark DPS automatically renders media-independent content to presentation formats such as print, Web, and e-mail. You can select which files to produce or have the application automatically produce pre-defined formats.
> QuarkXPress Server and Quark Transformation Engine are used to publish to print and electronic media.

Step 4: Deliver

> Quark DPS delivers published material directly to places where it can be consumed, including Web sites, e-mail marketing platforms, pre-press systems, printers, and content management systems integrated into Quark DPS. By tailoring and automating the delivery process, Quark DPS increases the efficiency and responsiveness of your organization.

Step 5: Improve

Quark DPS supports continual improvement of content, templates, and process, allowing you to improve the efficiency and responsiveness of your organization.

Because you want to make improvements to your content and release new versions frequently, you can use Quark DPS to automate the process so that you can quickly update, re-publish and re-distribute improved information. You can revise templates, add new formats, and change the workflow to meet changing processes. Or you can change what's published, how frequently information is published, and to which channels you publish based on customer or market demands. Quark DPS is designed to meet your specific dynamic publishing needs.
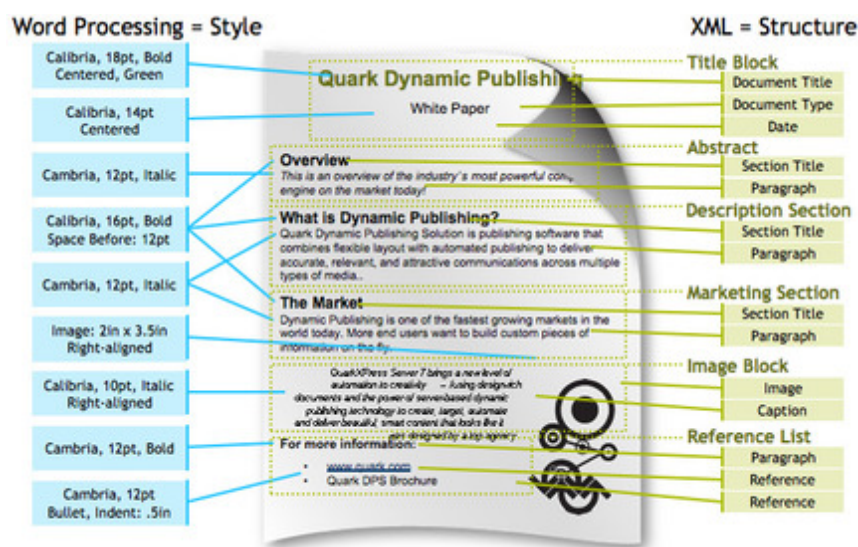
Why XML?

Structured Content

In particular, XML lets you break down your information into components of any size that may be useful. For example, an article might include a title, subtitle, and body copy, which itself might consist of a number of components such as paragraphs. Some of those components may be reused across multiple articles or documents, thereby enabling you to create a single source where one change can update many documents.

In addition, XML enforces the absolutely consistent structure that makes automation possible. Without this consistency, the only option would be to continue the labor-intensive effort of hand-crafting pages indefinitely.

Quark uses XML (Extensible Markup Language) as the underlying data format for your information because its capabilities line up perfectly with dynamic publishing's requirements.

Word Processing = Style

- Calibria, 18pt, Bold Centered, Green
- Calibria, 14pt Centered
- Cambria, 12pt, Italic
- Calibria, 16pt, Bold Space Before: 12pt
- Cambria, 12pt, Italic
- Image: 2in x 3.5in Right-aligned
- Calibria, 10pt, Italic Right-aligned
- Cambria, 12pt, Bold
- Cambria, 12pt Bullet, Indent: .5in

XML = Structure

- Title Block
  - Document Title
  - Document Type
  - Date
- Abstract
  - Section Title
  - Paragraph
- Description Section
  - Section Title
  - Paragraph
- Marketing Section
  - Section Title
  - Paragraph
- Image Block
  - Image
  - Caption
- Reference List
  - Paragraph
  - Reference
  - Reference

Quark Dynamic Publishing
White Paper

Overview
This is an overview of the industry's most powerful content engine on the market today!

What is Dynamic Publishing?
Quark Dynamic Publishing Solution is publishing software that combines flexible layout with automated publishing to deliver accurate, relevant, and attractive communications across multiple types of media.

The Market
Dynamic Publishing is one of the fastest growing markets in the world today. More end users want to build custom pieces of information on-the-fly.

QuarkXPress Server 7 brings a new level of automation to creativity – fusing design-rich documents and the power of server-based dynamic publishing technology to create, target, automate and deliver beautiful, smart content that looks like it was designed by a top agency.

For more information:
- www.quark.com
- Quark DPS Brochure

Separating Content from Format

Finally, XML allows information to exist independently of its formatting. By applying formatting separately, through an automated process, XML-based information can easily be published in multiple formats and multiple types of media.

Open Standards

Among XML's other virtues is that it is an open standard under control of a global consortium.

Advantages of XML

- Component oriented, which enables reuse by referring back to a single source
- Consistency enforced through data models, which enables automation
- Separates content from formatting, which enables multiple presentations of the same

content
- Open standard under consortium control

Category
- Software

Theme
- Dynamic
  Publishing
- Converting
- XML

Related Products
- Redaktionssystem

Developer
- Quark Inc.

Quark XML Author

Operating System
Mac OS:
X10.0- X10.5
Win:
XP, Vista
Software
Word:
2007, 2003
Language
German, English

Product Type
Full Version

Delivery Form
digital

Status
Product available

Request Proposal