

# New XML Updates for Quark Dynamic Publishing Solution

Create Content Once and Publish to Print and the Web

**Significant advancements to Quark Dynamic Publishing Solution (Quark DPS) improve user productivity, lower costs, and automate multi-channel publishing**

## Automation Services

### Easily Automate Your Publishing Process

Using Automation Services, a core component of Quark Publishing System (QPS), you can overcome dependency on technical experts, reduce the cost of building and customizing an automated publishing process by up to 80%, and connect all of your Quark software in a streamlined, dynamic publishing solution.

Using predefined functions through a simple interface, a regular computer user can set up predefined, automate functions and automate routine manual tasks, such as:

- The conversion of XML into QuarkCopyDesk articles and QuarkXPress print layouts for the reuse of digital content (including Web content for print)
- Re-purposing of print content on the Web by automating XML, HTML and Flash® output
- Enabling reuse and re-purposing of content by automatically converting:
  - Content from formats such as XML, Excel, QuarkXPress, QuarkCopyDesk, and databases into Web and print formats, including Flash®, HTML, and PDF (including PDF/X-1a and PDF/X-3)

— High-resolution print from formats such as TIFF, EPS, and JPEG into Web formats including JPEG, GIF, PNG, and SWF

Automation Services is a component of QPS and is not sold separately.

## QPS Portal Services

### Extend the Power of QPS to the Web

With QPS Portal Services, an add-on Application Programming Interface (API) to QPS, system integrators and in-house developers can rapidly develop Web-based access to QPS and precisely tailor the system to meet the needs of each individual customer.

Users have access to QPS functionality, such as:

- Editing layouts and articles
- Editing QuarkXPress tables
- Creating PDFs from layouts
- Getting flat plans of layouts
- Checking in new assets
- Downloading assets
- Editing asset attributes and user profiles

Because of its focus on extending QPS to the Web, Portal Services delivers QPS's capabilities to geographically dispersed users without requiring local installation of desktop software that may be slow and costly to administer.

QPS Portal Services is an optional API for QPS.

## CS4 Support

### Use QuarkXPress 8 and Creative Suite 4/Adobe InDesign in One Workflow System

PS now supports Creative Suite 4 (CS4). This means:

- As you can with any file type, using QPS Connect Client or QPS Web Hub, you can check in / check out any CS 4 file — including Photoshop CS4, Illustrator CS4, InDesign CS4, InCopy CS4, or Acrobat Professional.
- Multiple users can work on Photoshop and Illustrator files with both QuarkXPress and InDesign simultaneously.
- With QPS XTensions for InDesign and InCopy, you can automate the routing of projects from either QuarkXPress/QuarkCopyDesk or Adobe InDesign/InCopy in one workflow; manage your QuarkXPress/QuarkCopyDesk and InDesign/InCopy assets more efficiently; and monitor the status of projects in both programs.

**“With Automation Services, any user can set up automated tasks, making it easy for organizations to reap the cost savings and information quality improvements of a dynamic publishing solution. Automation Services also advances Quark’s commitment to XML by supporting a complete XML-based process for authoring, print publishing and digital publishing.”**

— PG Bartlett, Senior Vice President of Product Management for Quark.



## Benefits of QPS XTensions for Adobe InDesign and InCopy:

- For the workgroup: Include existing QuarkXPress projects, QuarkCopyDesk articles, InDesign files and InCopy articles in a single workflow system. This helps you manage your creative assets in both applications more efficiently, automate the routing of projects from either application in one workflow, monitor the status of projects in both programs, and achieve savings from reduced administration, training, and hardware costs.
- For InDesign users: Use QPS to route files and projects to other users, check in, check-out, and easily manage and track your InCopy, Photoshop and Illustrator files, right down to the InDesign page. Version control and revision management ensure that everyone is working on the most current file.
- For InCopy users: Write to fit your InDesign layouts, the same way QuarkCopyDesk does with QuarkXPress. View your assignments, track your projects and publications, and use the powerful search tools all within one customizable palette.

## Time-saving Feature Enhancements

### Streamline production and enhance efficiency with powerful new functionality for QPS article geometry and QuarkXPress Library support

Users can now take advantage of these new time-saving capabilities:

#### ■ Article Shapes:

Create ready-made content by using pre-configured and pre-formatted groups of text and picture boxes. Some advantages of Article Shapes are:

- Geometry is retained with the article, which allows editors to write text to fit, even if the article is not attached to a layout
- Save time and drag and drop the complete article (including all components) along with geometry directly from the QPS Search Palette — instead of component by component
- Drag article templates directly on to the layout and automatically create articles based on templates
- Drag article shapes to existing boxes on the layout
- Automatically create new boxes for each component of an article based upon the article (shape) geometry
- Automatically create boxes that fit the content in the component based upon number of columns, column width and other criteria

#### ■ QuarkXPress Library Support:

You can now centralize your QuarkXPress Libraries in QPS, giving all of your QPS users immediate access to the most current assets in your QuarkXPress Libraries.

QuarkXPress Libraries are convenient for storing items that may be needed at any time in a layout. For example, corporate logos, legal information, commonly used pictures and text, chart formats, and groups of items with complex formatting are all good candidates for library entries.

Through QPS support of QuarkXPress Libraries:

- Instead of using individual QuarkXPress libraries on each computer, all users have access to the same items stored in one or more libraries that are managed centrally in QPS
- Changes made to QuarkXPress Libraries are available to all QPS users instantaneously
- You can easily route QuarkXPress Libraries to another QPS user or to a group
- You can search QuarkXPress Libraries using the powerful built-in full-text search functionality of QPS
- You can drag library shapes to layouts directly from Libraries stored in QPS

#### ■ Anchored Picture Box Support

- In QuarkXPress, text and picture boxes and lines of any shape can be anchored in text, which makes them act like characters and flow with the text. When text reflows, anchored items reflow like characters in the text, which makes it easy to keep related information together. Now images stored within QPS can be attached to anchored pictures boxes.

For more information about dynamic publishing from Quark, contact your Quark dynamic publishing specialist or visit [www.quark.com](http://www.quark.com).

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