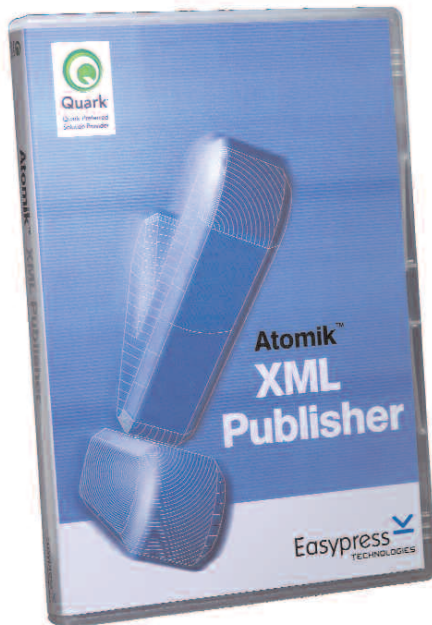
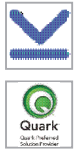




# Features and Benefits

## Atomik XML Publisher



**A**tomik™ XML Publisher is a revolutionary new XTension suite for QuarkXPress 7 on Mac or Windows which can manage your XML. Atomik™ XML Publisher converts documents from QuarkXPress 7 to valid XML and also imports XML files directly into QuarkXPress 7 documents. XML import and export can be up and running in minutes without any need for product configuration, cut & paste, or manual content tagging. Atomik™ XML Publisher allows direct publishing between QuarkXPress 7 and your website, content database, mobile, or PDA.



Easypress Technologies has been working with Quark since 1997 and with the arrival of Atomik XML Publisher is now a Quark premier Partner.

## Xport - XML Publisher QuarkXPress to XML

### Export XML to the Web from QuarkXPress 7

Atomik XML Publisher is simply the easiest way to extract fully tagged and structured XML which is Web ready from QuarkXPress 7.

### QuarkXPress 7 table support

With Atomik XML Publisher you can simply export tables created with QuarkXPress' table tool as XML, as well as legacy style tables.

### Wild card rules

Now you can make simple, generic rules for extracting content from multiple documents much more quickly. And simpler rules mean your documents are processed faster, but still produce the same highly structured XML.

### Support for all common output encodings

Atomik XML Publisher allows you to export XML in the encoding which is required by your content management system, website management system or database (including UTF-8, UTF-16, ISO-8850-1 and USASCII).

### White space handling

Atomik XML Publisher allows you to have advanced control over white space characters in your exported XML.

### Box position tolerance

Atomik XML Publisher can make sense of the most flexible of page designs, and allows a greater design freedom, whilst still enforcing structural order on the XML content.

## Import - XML Publisher XML to QuarkXPress

### Create QuarkXPress 7 Publications from XML

When creating a new QuarkXPress document, simply import the XML and then either drag and drop individual pieces of content onto the page or automatically flow content into the entire document. The content will take the appearance of the layout box it flows into in QuarkXPress 7, or be styled as it comes onto the page.

### XML structural editing

Edit XML structure simultaneously for your QuarkXPress documents and your XML repository or website directly from the QuarkXPress page, down to the finest level of granularity.

### Hierarchical rules

Your design is no longer constrained by the structure of the imported XML. Because the rules in Roundtrip rule-sets can now specify any node in the XML hierarchy you no longer need to perform any XSL transformations to allow your XML to be used in print.

### Automatic numbering

Adds Microsoft Word style bullets and numbering functionality to QuarkXPress.

### Elements palette

Makes applying structure to your XML documents as simple as applying style-sheets in QuarkXPress, so complex XML is as easy to use as regular text.



## What does Atomik XML Publisher for QuarkXPress 7 actually do?

XML is web publishing. XML is more flexible and dynamic than HTML and much less restricting than PDF. XML is the perfect means to simply publish from the printed word. QuarkXPress is the most widely used page and layout software in the world with over 3 million customers. QuarkXPress XML publishing is emerging as the Standard for the Publishing market.

Simply put, at the press of a button Atomik XML Publisher for QuarkXPress allows you to import XML or convert any QuarkXPress 7 file into valid XML; tagged and ready for publication to the web page of your choice. The product is designed for publishers with no prior knowledge of XML. This is fast, no fuss, no scripting, no additional tagging, no cut & paste and 100% accurate - and will save you time, effort and money over managing your XML.



Typical workflow using XML Publisher (exporting XML)

## Top FIVE Reasons why you should buy Atomik XML Publisher

### Out-of-the-Box Solution

Atomik XML Publisher for QuarkXPress 7 is the only "Out-of-the-Box" product for XML management in the Quark market today. This product is a must for anyone having to manage XML and Quark files and wishing to publish their content simply and easily to the web.

### EasyPress is the Global Leading Supplier of XML Conversion Products for Quark

QuarkXPress is the most widely used page layout software in the world with over 3 million customers. Simply installing Atomik XML Publisher will allow you the opportunity to import XML, or export your QuarkXPress 7 files to an XML format which is web ready. You can go from print ready content in QuarkXPress 7 to web ready content and back again.

### Automatic Integration with QuarkXPress

Atomik XML Publisher for QuarkXPress integrates directly as an XTension into the QuarkXPress 7 task-bar. Set-up is automatic and you can be publishing to the web in minutes.

### Multi-channel Publishing

The growing use of XML as a leading web publishing medium means that as existing online publishing markets mature you will increasingly need to get your content from QuarkXPress to the web and from the web to QuarkXPress. Atomik XML Publisher for QuarkXPress 7 is the perfect XTension solution.

### "Print-to-Web"

Are you "Print-to-Web" ready? Atomik XML Publisher will simply manage the XML on your desktop. XML need not be a nightmare - we can guarantee to improve your productivity, taking the pain away from managing your XML.