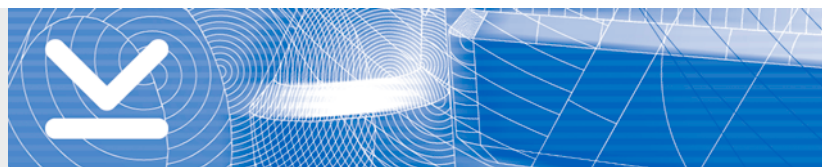


Atomik Xport^{v3}

Standard Edition



Information Sheet



Atomik Xport™ is the fastest and easiest way to get content out of QuarkXPress and into valid XML. This is achieved through Atomik Xport's unique Automated Matching System (AMS) which scans the QuarkXPress document and identifies relationships between the content and XML elements. This approach negates the need for manual identification of content or strict adherence to style sheets and doesn't sacrifice the validity of the final XML output. Atomik Xport is ideal for repurposing existing QuarkXPress content for web, mobile, PDA or any other XML related publishing, hence enabling companies to maximise the value of their content.

Liberate content

QuarkXPress is used by millions of people all over the world to create a wide variety of publications from daily newspapers through to monthly magazines. With the advent of the Web, wireless devices, ebooks and cross-media publishing in general, extracting content from QuarkXPress so that it can be re-used has become of paramount importance. Equally important is how you can make the process fast, accurate and efficient.

Atomik Xport solves these important issues by enabling you to automatically extract QuarkXPress content as valid XML. There are two key components to the Atomik Xport product, Atomik Xport and Atomik Enhancer. Atomik Xport is XTensions software for QuarkXPress that extracts the contents of QuarkXPress documents as XML. It does this by utilising the existing paragraph and character attribute information contained in the QuarkXPress documents and relating this to the corresponding XML elements defined in a DTD (see below for details).

Enhance content

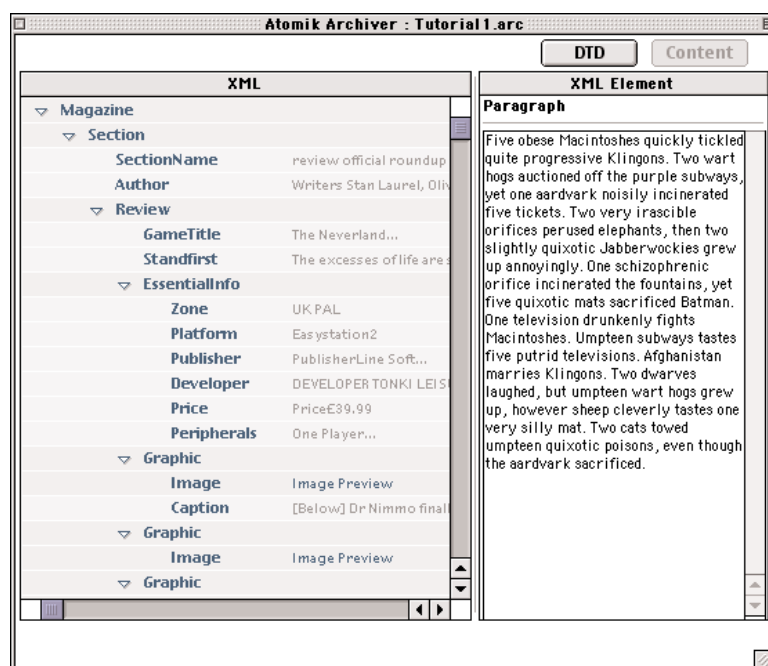
Once the content has been extracted from QuarkXPress as XML, you can optionally use Atomik Enhancer to further transform and enhance the XML. For example you can add additional information, known as metadata, to the XML documents such as the publisher's name and copyright details, even though they were not in the original QuarkXPress document. In this way you are enhancing the value of the content and enabling wider use and faster, more accurate information retrieval.

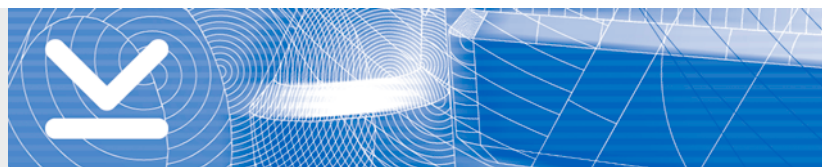
Why XML?

XML (eXtensible Markup Language) is a markup language that enables you to label content in such a way that anyone can use it. XML offers numerous benefits, most notably that it is media-independent, flexible and an open standard. Media-independence is being able to easily publish content to multiple media. XML has been long acknowledged as the ideal format to achieve this as it enables the content to be stored independently of its layout. Increasingly, companies are moving to content centric workflows with XML as the chosen content format.

The flexibility of XML means that as long as a publication has some structure to it such as in a magazine, book or newspaper, you are able to store it in XML. This flexibility is achieved by describing the structure and content of your publication using a DTD (Document Type Definition). A DTD is simply a definition of a certain type of XML document. Through the use of a DTD you can create XML documents to perfectly match with your content. XML that adheres to a DTD is known as valid XML. Companies can either create their own DTDs or use one of thousands of industry specific DTDs already freely available on the Web.

XML is also an open standard. It is not owned or controlled by any single corporation but by an independent standards body, the World Wide Web Consortium (W3C). This means your content should never again be trapped in a proprietary file format.





What can you do with XML?

XML is now supported by thousands of applications including the latest versions of the leading Web browsers, most database applications and content management and asset management systems. Additionally, new data transmission formats such as ICE and SOAP are based on XML.

Atomik Xport features include...

Automatically extracts QuarkXPress content as XML

Atomik Xport enables you to automatically extract the contents of QuarkXPress documents as structured and valid XML.

Document by document processing

Atomik Xport's unique Automated Matching System enables the extraction of entire QuarkXPress documents as XML in seconds. For more control, users can manually add or remove content as well.

Automatic image extraction

Atomik Xport extracts image references automatically too. This includes the file name, path and other attributes, thus maintaining the relationship between the text content and the images. Additionally inline image extraction enables image references to maintain their exact geometric position within a text flow.

Support for paragraph and character-level styling

Atomik Xport can identify content using styling at both a paragraph and character level. This enables very granular content extraction. For example it could identify and label an email address within a paragraph of text and assigning it to a specific XML element.

Works with tabular data

By using advanced geometric techniques, Atomik Xport pinpoints the rows and columns in tables, enabling tabular data to be extracted in structured XML table format.

Optional inclusion of formatting in XML

A range of QuarkXPress' formatting information can also be optionally included within the extracted XML. This includes font face, font size, style sheet, bold, italics, underlines and more.

Enhances XML content

Atomik Enhancer enables you to add additional metadata to the extracted XML, automatically change image paths and split bulk XML into individual XML files for each article or other defined element.

Verification of XML document structure

Creates well-formed and valid XML files that conform to a pre-defined DTD and current XML standards.

Preview and proof content

Preview content in Atomik Xport before the XML is created or

configure Atomik Xport to create content proofing files of any ignored content.

Works with Quark Publishing System™ (QPS™)

Compatible with QuarkXPress documents stored in QPS. Additional automation is possible using Atomik Xport Developer Edition.

Server Automation

Atomik Xport Developer Edition (available separately) enables automated, batch processing of QuarkXPress documents into XML in a server environment. See separate Atomik Xport Developer Edition information sheet for further details.

Benefits

- Reduced cost of reusing print content for the Web & other media
- Ensures accurate content extraction
- Maximises content value and creates new revenue potential
- Minimal impact on existing print workflows
- Enables everyone to focus on their core competencies
- Fast return on investment

Minimum System Requirements

QuarkXPress or QuarkXPress Passport™ 4.11 or 5.01 • Mac OS 8.5 or higher, Windows 98, 2000, XP, ME or NT 4.0 • 5MB of RAM over and above that used by QuarkXPress or QuarkXPress Passport • 4MB additional hard disk space for the Atomik Xport XTensions software. • Further disk space is required for installation of documentation, tutorial files, Atomik Enhancer and the Atomik Xport archive files (20 MB suggested).

About Us

EasyPress Technologies (www.easypress.com) develops easy-to-use cross-media publishing software that empowers publishers to create, manage and publish content in multiple media, efficiently and profitably. Its flagship products include Atomik Roundtrip - software that provides full, bi-directional XML support for QuarkXPress and Atomik Xport - automated QuarkXPress to XML conversion software. The company has an extensive publishing client list including FT Business, Time Out, Roularta Media Group, Harvard Business School Publishing, Sotheby's, Jane's Information Group, Euromoney and Centaur Communications. EasyPress Technologies is based in London, UK and is privately held.

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