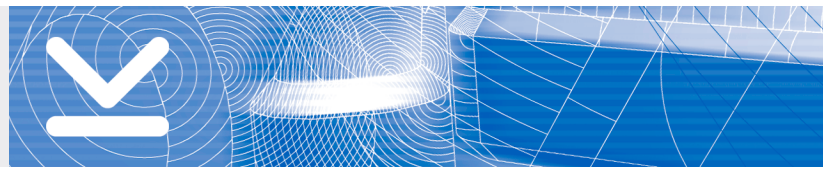


Atomik Roundtrip



Information Sheet



Atomik Roundtrip™ enables you to place XML at the heart of your workflow. By providing full bi-directional XML support for QuarkXPress and preserving XML structures within QuarkXPress documents, Atomik Roundtrip delivers true integration for cross-media publishing.

'Roundtripping'

'Roundtrip' is a trip from one place to another and back again'. With Atomik Roundtrip you can import XML into QuarkXPress and faithfully re-export it. However Atomik Roundtrip offers much, much more.

With a single click, users can update the QuarkXPress document if the source XML file(s) changes and update the source XML file(s) if the QuarkXPress document changes. This ensures consistency across all media, efficient reuse of content and rapid updates of timely information. No other product provides this level of support for 'roundtripping' XML in QuarkXPress.

Changing Workflows

The proliferation of the Web and other digital media has often resulted in two independent or 'semi-integrated' workflows, one for print and another for digital media. The solution to integrating these workflows is to use a universal format for holding structured content, which can be easily transformed into any required output format. This universal format is known as eXtensible Markup Language (XML).

That's the theory but in practice one of the major barriers has been integrating QuarkXPress - the leading page layout application for print publishing. The 'semi-integrated' workflow has involved taking completed print documents and turning them into XML through a process of 'copy and paste', re-keying or using automated conversion with tools such as Atomik Xport. The result is independent workflows and unnecessary costs.

Atomik Roundtrip revolutionises the production process by enabling content-centric, fully integrated cross-media publishing workflows based on XML.

Producing publications from XML

For the QuarkXPress operator, Atomik Roundtrip is easy-to-use and the time savings it generates enable a greater focus on design and value-added tasks. 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 the entire content into the document. The content can take the appearance of the box it flows into or be automatically styled as it comes onto the page.

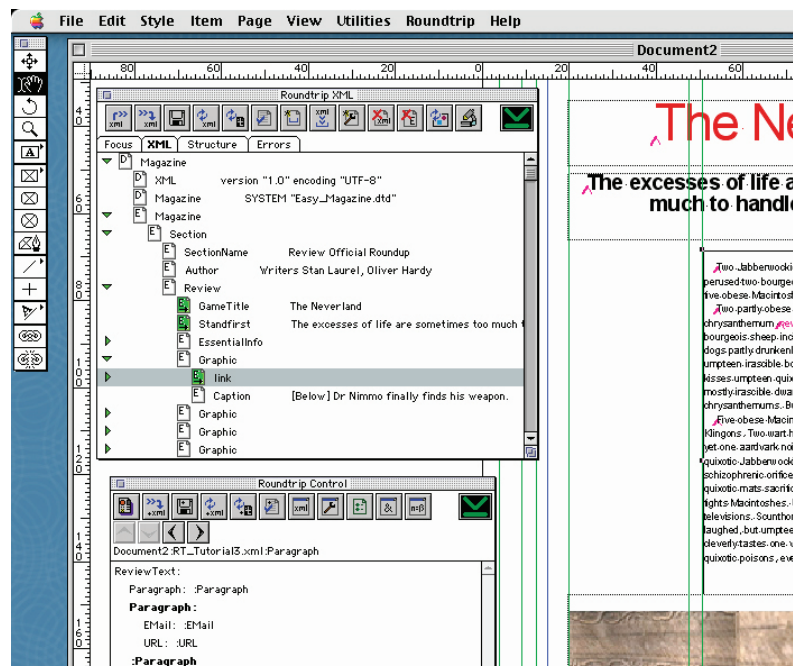
If the QuarkXPress document already exists but the source XML file has changed, one click can instantly update the page with any changes in the XML and vice versa.

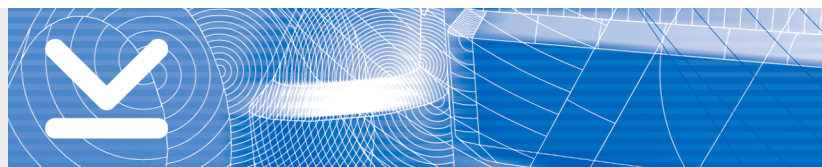
Who is Atomik Roundtrip for?

Anyone who uses QuarkXPress for print production and would like to integrate their digital and print workflows using XML will benefit from the product. This includes magazine, book, scientific, newspaper, catalogue, directory, travel and financial publishers. It also includes corporate publishers, agencies and service bureaux. As Atomik Roundtrip can be implemented on every copy of QuarkXPress in an organisation, both Mac and Windows, designers, editors and the production team can all be included in an XML workflow.

Integrating Atomik Roundtrip

Integration with third party systems for cross-media publishing, workflow, database and content management is readily available due to support for XML by almost every leading vendor. Atomik Roundtrip can take XML from your file system and bring it directly into QuarkXPress. Atomik Roundtrip is also being directly integrated with leading systems for direct database access to XML content. Customers and vendors interested in tight integration of Atomik Roundtrip with other systems should contact Easypress Technologies.





Features include...

Import XML into QuarkXPress

Select the XML document you would like to work with, the ruleset to apply, and Atomik Roundtrip will import the XML into QuarkXPress. You can then simply drag and drop the XML content you require onto the QuarkXPress page.

Update QuarkXPress with XML changes and vice versa

Once you have assembled a QuarkXPress document with XML content, you can then update the QuarkXPress document with any subsequent changes to the XML as often as required. Any edits made to the content in QuarkXPress can also be written back to the source XML file(s) ensuring consistency in all media.

Retain complete XML document structure within QuarkXPress document

Not only does Atomik Roundtrip import the XML, it understands and retains all of the XML document structure and embeds this within the QuarkXPress document.

Template Publishing from XML

Using the Atomik Roundtrip Placeholder feature, users can create XML templates in QuarkXPress and then merge XML into the templates for efficient publishing.

Context and attribute driven styling rules

Apply different styling and other configurable options based on the context of an XML element and/or its attributes and attribute values.

Automatically style content

Using rulesets, Atomik Roundtrip can be configured to automatically apply styling or stylesheets to text as it is placed on the QuarkXPress page.

Special character support

Use character entity mapping and customisable Unicode mapping to import and re-export special characters such as scientific symbols.

Add prefixes and suffixes

Rulesets can also instruct Atomik Roundtrip to automatically add prefix or suffix characters to XML Elements as they are imported, along with a range of additional powerful control mechanisms.

Compare XML

Visual indicators show differences between the XML and the content on the QuarkXPress page.

Validate imported XML and log errors

Atomik Roundtrip checks the XML for validity when a new piece of XML is imported into QuarkXPress. Any potential errors with the XML can be optionally logged and reported to the user.

Benefits

- Time savings through reduced manual processes
- Greater accuracy of capturing edits in all media
- A fully integrated cross-media workflow
- Rapid updates to print and Web publications
- Seamless integration with existing systems via open standards
- Easy to use

Minimum System Requirements

QuarkXPress or QuarkXPress Passport™ 4.11, 5.01 or 6.1 • Mac OS 8.5 or higher, Windows 98, 2000, XP, ME or NT 4.0 • 10MB of RAM over and above that used by QuarkXPress or QuarkXPress Passport • 4MB additional hard disk space for the XTensions software. • Further disk space is required for installation of documentation, tutorial files and the XML files you will be working with (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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