



Content-X

Smart Solution for Your Editorial Workflow



Print, online, mobile, plus shorter and shorter deadlines and, at the same time, a higher information density – with editorial work becoming more dynamic, new ideas and approaches to creating an efficient, flexible and simple production workflow are needed. The answer is Content-X, a solution that links the innovative search and content creation functions of the Content Management System DC-X with the high performance of Adobe's DTP program InDesign via ppi's plugin ContentLink. With ContentLink, content from DC-X can be placed quickly and conveniently in InDesign and any changes monitored and updated. By focusing on the essentials, Content-X is a smart, cost-saving solution that is simple to operate.





ContentLink, DC-X and InDesign – a perfect team

For years, Adobe InDesign has ranked among the best layout programs in the world and is a leading developer in this segment. Digital Collections, too, with its DC-X solution, stands for innovation in the field of Content Management Systems. With ContentLink, both systems are uniquely linked, and together create a solution whose key features are flexibility and simplicity.

DC-X – a uniform environment for creating and searching for content

Editors can perform all their work in a uniform environment by dispensing with a special program to create their articles.

Tracking the news situation in agencies or online, creating one's own articles or searching in the archive – DC-X provides the perfect tools for all this. Users do not have to switch between programs, nor are additional licenses required. A computer and a browser are all an editor needs to start working. This minimizes hardware requirements and allows a flexible choice of platform.

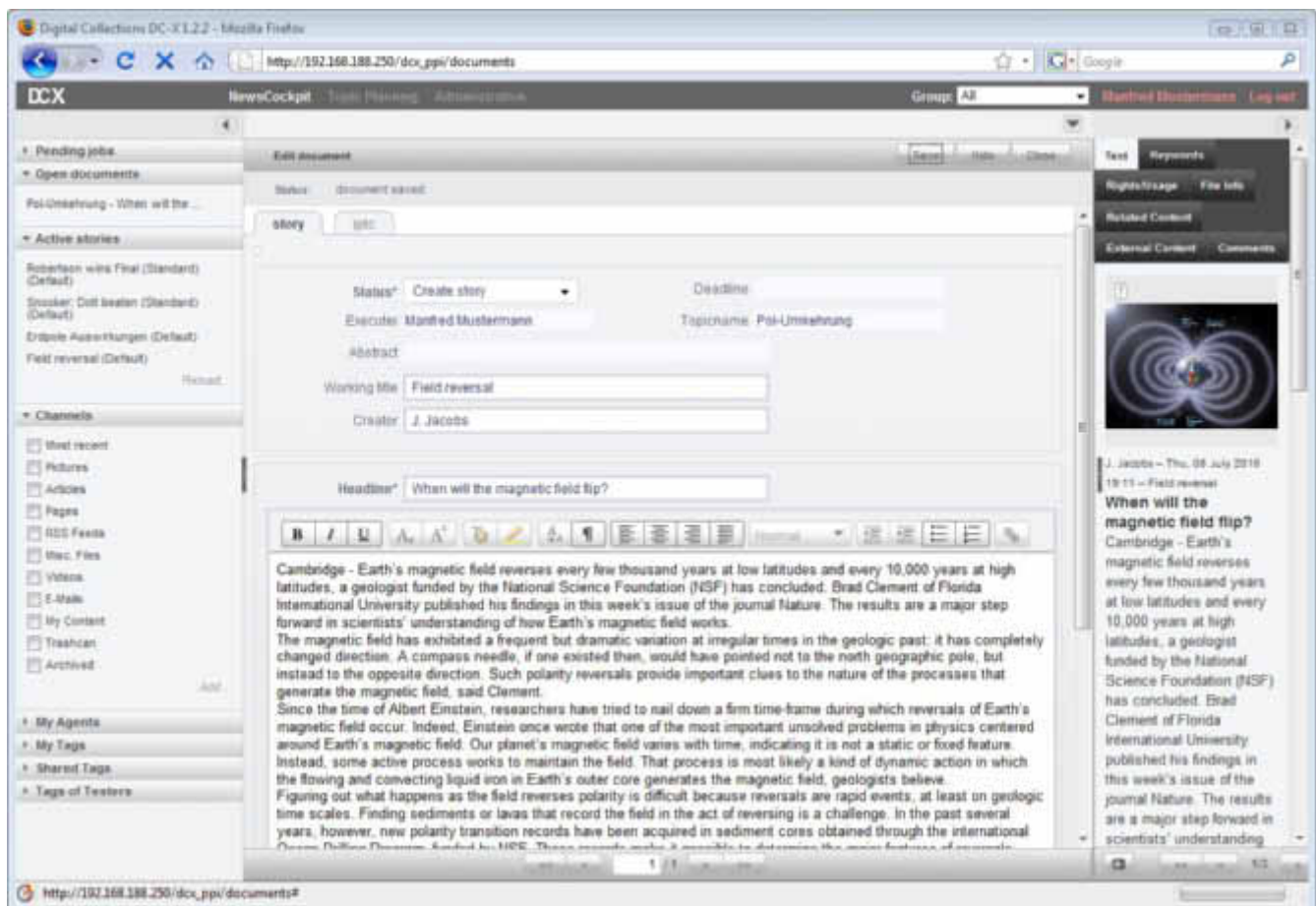
Semantic search

To control the daily flood of information, DC-X searches and tracks incoming news by systematically analyzing all the texts. This means that the editor does not miss any news, even if it would be difficult to trace using traditional methods. While

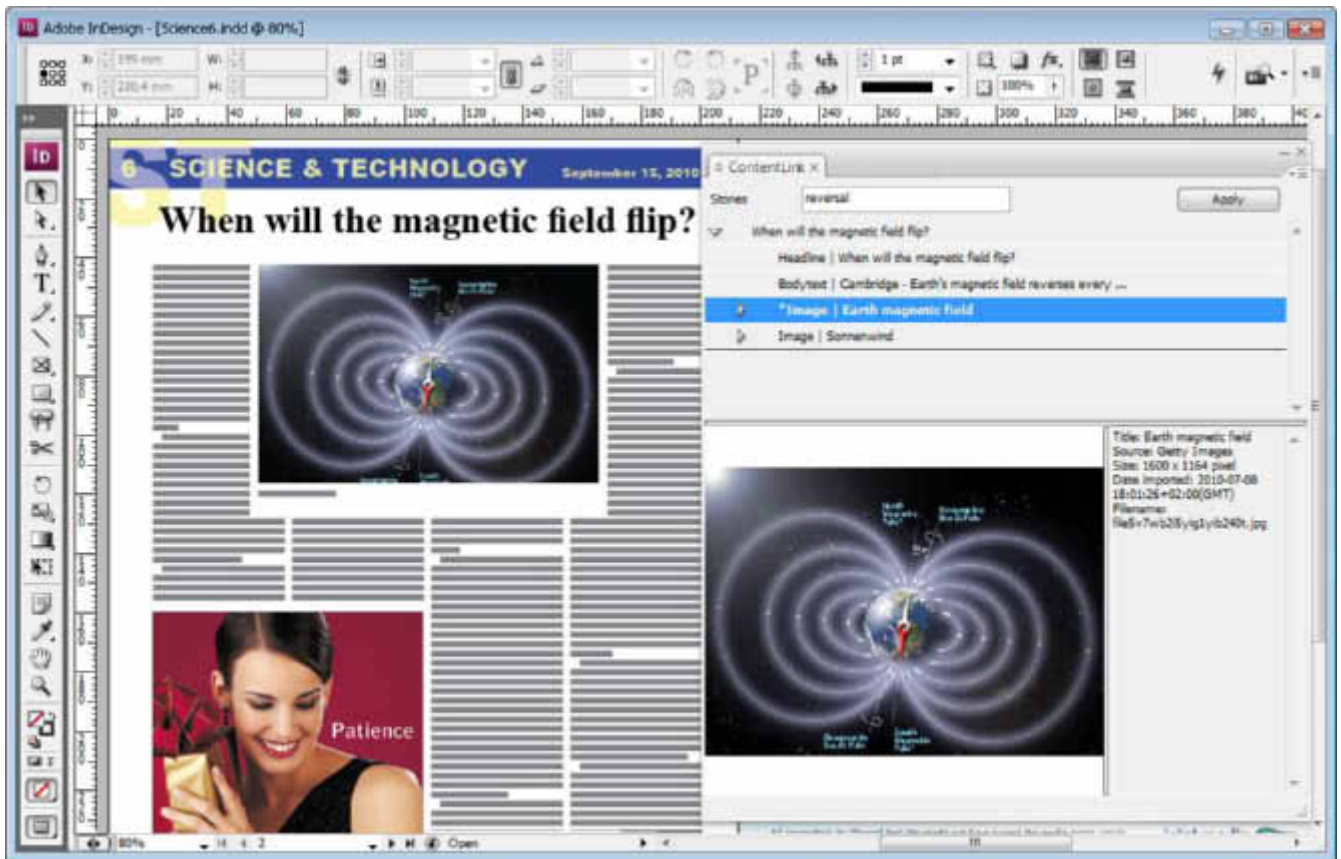
text is being entered, an analysis which automatically shows the author any related agency messages and additional content runs in the background. So editors can see when another user has written an article on the same topic while they are still working on the articles.

ContentLink – the link to InDesign

ContentLink adds a palette to InDesign which can be used to search in DC-X directly from the InDesign GUI. Any content that is found can then be dragged and dropped to existing frames on the InDesign page in a simple, intuitive process. It is possible to place both individual content elements and whole DC-X articles which consist of several



DC-X article displayed in a Firefox browser



DC-X article in the ContentLink palette. The article has been placed on the left of the layout on the InDesign page.

text components and an image. ContentLink automatically finds the right place for each element without any complex preparation of the target layout. Images are adjusted to the image frame and texts imported into the formatting that has been defined in InDesign. Where applicable, placeholder texts are substituted and follow-on styles applied. This means that media-neutral text written in DC-X is automatically formatted according to the defined layout requirements for print. Editors can concentrate fully on creating content for their texts and do not have to worry about formatting.

Status monitoring and updates

ContentLink creates an active link between the InDesign frame and the content that is placed in it. If the content

changes at a later stage, for instance due to corrections, the InDesign user is informed and the changes can be applied quickly and conveniently. It is also possible to change the texts in InDesign and then rewrite them to DC-X. This ensures that the content remains consistent.

Flexible to use, simple to operate

Due to its modular structure, ContentLink is a flexible solution with a wide field of application. Whether an InDesign page has been created manually or whether it is part of a newspaper production with ppi's plugin LayoutLink – content from DC-X can be placed on any InDesign page with ContentLink. It is possible to run parallel versions of InDesign or to use Windows and Mac OS X workstations simultaneously. And ex-

ternal employees can easily be integrated as well. Special attention was given to developing a solution that is not only flexible, but also easy and intuitive to operate. ContentLink fits in seamlessly with the operating concept of Adobe InDesign and can be learnt in a few minutes.

How you benefit



- Content-X structures and organizes your editorial work in a fast, flexible process.
- With DC-X, editors have a central tool for producing content for print, online and mobile.
- Formatting is no longer required during text input. Editors can concentrate fully on creating content and their texts are media-neutral.
- Enhanced integration of automatic (incl. Binuscan or Intellitune) and manual image processing workflows.
- Minimum training times through intuitive operation and easy-to-learn functions.
- Easy to install and administer; therefore, also well suited for small dynamic projects.
- Consistent use of web technology allows external access from both ContentLink and DC-X.
- Reliably supplies DC-X with all of the publication information required for further processing and archiving.

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