

# Arbortext® Publishing Engine™

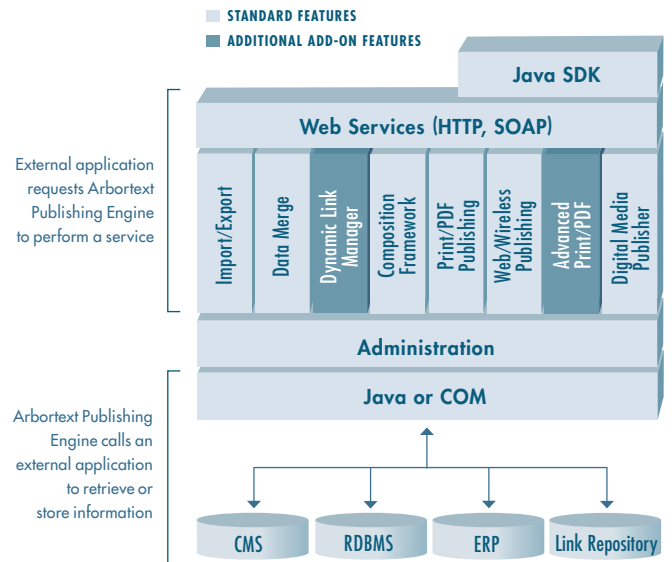
**Automatically Assemble and Publish Tailored Information to Multiple Audiences  
in Interactive and Page-based Formats**

Automate your publishing processes in order to customize information, lower production costs, accelerate information time-to-market, and ensure information consistency.

The Arbortext Publishing Engine is a server-based, single system that provides the end-to-end ability to intelligently pull XML and unstructured data from content management systems and other business applications, profile that content for targeted audiences and different types of deliverables, and automatically generate Help Centers and publications. Arbortext Publishing Engine assures that you deliver the highest-quality, consistent product and service information throughout a product's lifecycle.

## Benefits

- Deliver customized and consistent technical information
  - Reduce the amount of time and effort your customers spend finding the relevant information for their needs
  - Deliver the appropriate media for enhancing your customer's experience with your information
  - Increase first-time repair rates and reduce technician's errors, with up-to-date, model-specific service information
- Minimize publishing costs
  - Automate output to multiple media to eliminate disparate, manual publishing processes
  - Eliminate expensive, labor-intensive layout and design tasks associated with multiple document types, languages and media formats
  - Reduce costs associated with printing and distributing paper-based product information
- Speed information time-to-market
  - Automate the publishing process to reduce publishing cycle time from weeks to minutes
  - Deliver updated, accurate technical documentation in real-time across all of your target media



Arbortext Publishing Engine automatically pulls relevant product information from your business applications, and assembles and publishes the customized content automatically to one or multiple media, including page-based, interactive and Web formats.

## Features

**Manipulate, Aggregate and Profile Content** – Convert and merge content automatically to provide consistent, tailored and valid information, fully prepared for publishing

- **Data Conversion** – Transform data both into and from XML, so you can easily incorporate information between business applications into the product information publishing processes, including Microsoft Word®, Adobe FrameMaker®, Rich Text Format (RTF), HTML and PDF, and export XML to Word or to any RTF import
- **Data Merge** – Aggregate and update data from databases, ERP systems, CRM systems and other business systems, automatically
- **Profiling** – Filter content for specific audiences, geographies, product models, etc. based on intelligence added to the content during the authoring process
- **Content Pipeline** – Further customize your document assembly and composition processes by using the content pipeline infrastructure

**Professional Publishing** – Ensure high quality, automated information delivery in the format, language and output required to complete one or several parallel publishing jobs

- Enforce stylesheet rules – Automate the layout process, so you can quickly and consistently produce publish-ready content for delivery
  - Format every document type to a specific design configuration automatically – regardless of text length, language or intended output – without human intervention
  - Ensure information consistency across media types automatically
  - Apply styling rules from Arbortext Styler™, DITA®, S1000D® or other standards
  - Layout localized content, automatically, to eliminate manual desktop publishing
    - Aggregate translated content from business applications
    - Apply document flow and spacing considerations
    - Enable publishing for Chinese, Japanese, Korean, Arabic, Hebrew and Thai, as well as all western European alphabets
- Professional Print Output – Enable fast, flexible formatting for printed documents
  - Multiple document layouts
    - Single- or two- column formats with column spanning and balancing, fold-out page formats, automatic generation of front and back matter and white space balancing, floats, widow and orphan controls
    - Tables of contents at document-level and chapter-level, lists of figures, indexes and seven levels of keeps priority
  - Long-document support for table of contents, indexing and chunking

**Multichannel Delivery** – Generate one or several outputs simultaneously to Web, interactive and page-based formats

- Dynamic information delivery - Output to all media formats dynamically based on document stylesheet or configuration
  - Transform technical illustrations and animations for the appropriate media, automatically
  - Publish from a single-source content to multiple output formats
  - Publish to paper, Web, CD-ROM, DVD, and HTML Help formats and to PDF, with no third-party software required
  - Resolve links to navigate static and variable links to support both footnotes for print and dynamic text links for online media
  - Publish all valid XML files, automatically

- Digital media publishing – Create customizable, browse-able and searchable documentation systems such as Help Centers and Knowledge Bases

- Generate digital media outputs of multiple types, delivered through standard Web browsers or on CD-ROM/DVD, removable media, flash drive, etc.
- Deliver interactive content, including 2D and 3D technical illustrations or animations
- Personalize Web pages and support advanced searching capabilities
- Utilize “Update Now” feature to allow incremental changes when content is updated either automatically on start-up, or when initiated by user

**Administration** – Access administration tools for configuring and maintaining the publishing environment and monitoring publishing requests

- Job management
- Error-reporting
- Capacity reservation management

**Standards Support** – Ensure support for the following standards:

- XML, SGML, XSL (XSL-FO and XSLT), XPath, XInclude, SVG, and the document object model (DOM)
- Java Web Services, HTTP and SOAP

## Optional Arbortext Software

### Arbortext Styler™

Delivers an innovative breakthrough in stylesheet design tools by providing designers with the capability to create XML-based stylesheets that automate publishing, without labor-intensive programming. Stylesheets created in Arbortext Styler can be used by Arbortext Publishing Engine to transform XML content into localized HTML and Web pages, print or PDF, HTML Help, Microsoft Word and wireless devices.

### Arbortext Dynamic Link Manager™

Enables users to create and manage complex relationships within high volume document components, such as links within a document (intra-document links) or links between documents (inter-document links) and references within documents and graphic files (media links).

## Learn More

For more information about Arbortext Publishing Engine and other Arbortext products, visit [www.ptc.com/go/arbortext](http://www.ptc.com/go/arbortext).

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