

Dynamic publishing technology evolves with QuarkXPress Server 7.2



The QuarkXPress Server 7.2 update promises to be a giant leap forward in the evolution of server-based dynamic publishing technology. With the power of XML and QuarkXPress Server 7.2, interaction between otherwise unconnected business systems, such as database applications, content management systems, or Web-based applications, is as easy as connecting the dots.

Whether you're creating complex catalogs or personalized communication, the new XML capabilities of QuarkXPress Server make dynamic publishing easy, fast, and now – possible for everyone. The new version also runs natively on the Intel Mac.

Easier document creation using XML for faster publishing

With the new capability in QuarkXPress Server your documents can be automatically created from XML. Most applications understand XML making it simpler to merge data and content with the rich design of QuarkXPress. Beautiful documents can be created and edited programmatically using this open, industry standard to automate your publishing process.

Content in. Content out.

While it may seem like a daunting task to create a QuarkXPress document in XML, we've made it quite easy for you. If you prefer working in XML, you can do so with our published DTD as a guide or you can take the easy route and create the document in QuarkXPress first and simply ask the QuarkXPress Server to return a full XML representation of the document. That XML file will become your template from which you can flow in content from other sources.

XML file example

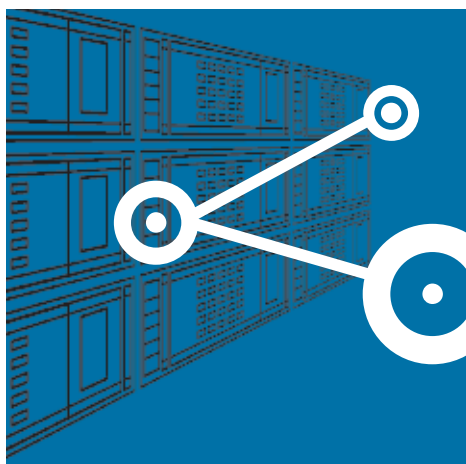
This extremely simple example will actually create a QuarkXPress project. It's a small step to create new boxes and pages and fill them with content from various sources.

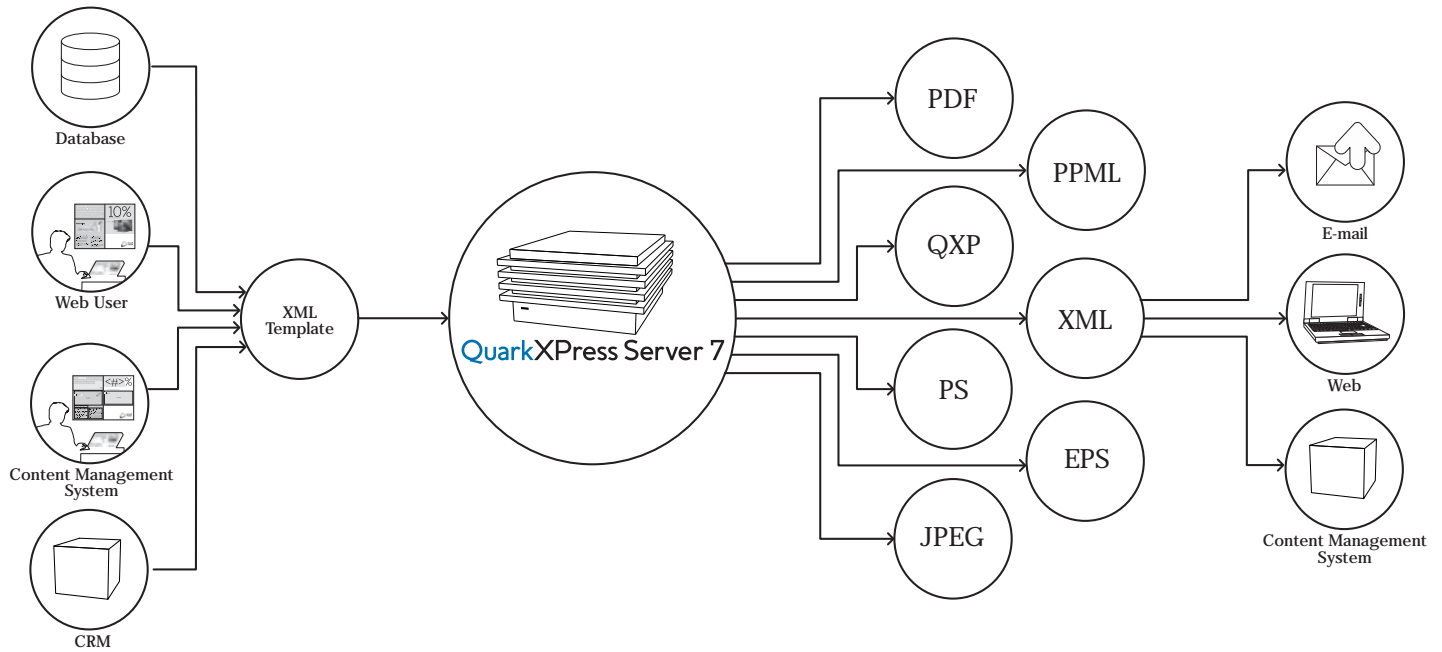
```
<?xml version="1.0" encoding="UTF-8" standalone="no" ?>
<PROJECT JOBJACKET="Macintosh HD:New Job Jacket.xml" JOBTICKET="Default Job Ticket" PROJECTNAME="project1.qxp">
  <LAYOUT><ID NAME="Layout 1" UID="1" />
    <LAYER><ID NAME="Default" /><RGBCOLOR BLUE="225" GREEN="225" RED="225" /></LAYER>
    <SPREAD><ID UID="1" />
      <PAGE MASTER="3"><ID UID="1" /></PAGE>
      <BOX BOXTYPE="CT_TEXT"><ID NAME="Box1" />
        <GEOMETRY LAYER="Default" PAGE="1">
          <POSITION><TOP>10</TOP>
          <LEFT>10</LEFT><BOTTOM>40</BOTTOM><RIGHT>40</RIGHT></POSITION>
          </GEOMETRY>
          <TEXT>
            <STORY><PARAGRAPH
              PARASTYLE="Normal"><RICHTEXT CHARSTYLE="Normal">Hello World!</RICHTEXT></PARAGRAPH></STORY>
          </TEXT>
        </BOX>
      </SPREAD>
    </LAYOUT>
  </PROJECT>
```

Once you've assembled your document or documents, you can output them to any of the key formats that QuarkXPress Server supports such as PDF, PDF/X-1a, PDF/X-3, PostScript, PPML, EPS, JPEG, PNG, XML, and, of course, QuarkXPress.

Maintain consistency and brand integrity

In the XML file example, JOBJACKET is one of the first elements. The JOBJACKET element references a QuarkXPress Job Jacket file that contains all the information needed to create the document with resources you designate. For example, if you specify in your Job Jackets file that the document is a two-color brochure that uses the corporate colors and corporate fonts, use of any fonts or colors outside of those





parameters can be prohibited, ensuring consistency with corporate brand standards. If the corporate standards change, there's no need to modify all of your documents — simply change the Job Jacket.

Scalability and standard programming languages

QuarkXPress Server includes another powerful tool to make your job even easier

QuarkXPress Server Manager provides administration, load balancing, error-handling, logging

and caching and centralized management for a scalable, multi-server environment. This JAVA™ application provides Web services (SOAP) and support for industry-standard development environments.

The primary way to develop with QuarkXPress® Server technology is to use the Web Integration Guide (WIG) which details how to use the features that are included with the server software and how to integrate the server using development environments such as Java, JSP, ASP/.NET, PHP, Visual Basic® and protocols like HTTP and SOAP.

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