



DOCscape 

Data-based publishing in the 21st century

Comprehensive and complex documents
at the push of a button

www.docscape.de





DocScape - A paradigm shift in publishing

2

+ + + undreamt-of freedom in publishing

DocScape helps you to generate documents 100% automatically – with uncompromising design flexibility. Free yourself from the limitations of template-based solutions: generate your publications at the push of a button!

Test DocScape and its unlimited possibilities. Because DocScape ...

- ... formats texts to the highest typographic standards.
- ... masters typeface systems and micro-typography for all languages worldwide.
- ... guarantees an accurate and flexible formatting even of complex tables.
- ... automates layout design through design rules.
- ... integrates external documents of all sizes.
- ... optimizes the layout across any chosen section, chapter, or throughout the whole document.
- ... supports cost-efficient printouts of multilingual or other document options through automatic image steadiness synchronisation even in fully dynamic layouts.
- ... implements complex data compression and aggregation rules automatically.
- ... generates automatic excerpt and variation documents simply through suitable data selection.
- ... supports direct retrieval through instant document generation.
- ... optimizes individual customer address through on-the-fly generation of personalised catalogues, offers, brochures and newsletters.

DocScape is adaptable!

DocScape requires only minimal environment parameters. It can easily be installed alongside existing systems and will access existing data sources:

- ... server applications can be run on any operating system;
- ... standard interfaces: BMECat, TecDoc, XML, RDI, etc.;
- ... direct access to databases: SQL, JDBC, ODBC, MDB, JCO, etc.;
- ... access to individual files: images, RTF, XLS, PDF, etc.;
- ... operation via web front-end or integration with existing workflow components.

The innovative concept of “process-oriented publishing” has turned the previously semi-manual and complicated task of publishing into a fully controllable, integrated data-based publishing workflow.

Interested? The following pages will show you how DocScape has helped our customers to revolutionise their publishing projects.

DocScape – the publishing solution



ahead of the competition + + +

3

Successful companies constantly improve and extend their range of products and services. They present these developments with the help of media that are geared to their customers' requirements and specific to their target group - in catalogues, product sheets and customer information media. Only companies who constantly deliver topical information in a contemporary, clearly laid-out and cost-efficient design will be one step ahead of the competition. In this innovative and highly competitive world, everything speaks for the use of DocScape!

DocScape is cost-efficient. Generate print media automatically to suit your company's corporate design - in just a few minutes. DocScape generates PDF files on demand in X.3 standard, ready to be dispatched or optimized for posting on the web, rendering time-consuming, cost- and staff-intensive typesetting or inconvenient and occasionally stressful coordination superfluous.

DocScape creates a profile for your company. DocScape not only connects information intelligently from your databases, it also guarantees an accurate translation of your communication and design guidelines – without “ifs and buts”. DocScape helps you to publish at the push of a button the most sophisticated corporate media - 100% CI-compliant.

DocScape is fast. As soon as your database is updated, DocScape integrates these changes into all relevant documents in minutes.

DocScape is flexible. Your CI guidelines determine the layout, irrespective of the number of images or length of the texts. Even highly complex tables are generated automatically, including the data-based calculation and display of blown-up drawings.

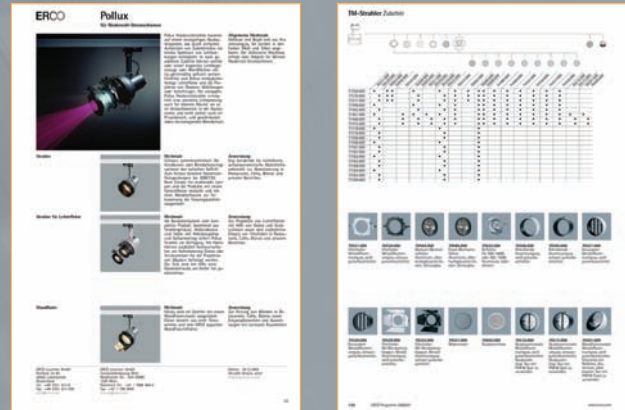
DocScape is platform-independent. The application runs under Windows, Mac, Linux, or Unix.

DocScape is the instrument of your choice for print products such as:

- catalogues
- data sheets
- technical documents
- target group-specific information
- personalised offers and newsletters
- print-on-demand / remote publishing
- plans and tables
- bulk printed matter

DocScape's references – tried and tested

Thanks to DocScape, ERCO is always one step ahead of the competition. Now the company is in a position to publish an annual catalogue to introduce new products and innovations without delays. At no extra cost! Details on DocScape's cost-effectiveness prove its fast return on investment and sustainable efficiency.



ERCO Leuchten GmbH

www.ercos.com

4

Features of the ERCO catalogue:

- fully automatic multi-column type
- complex lighting technology data
- project images as eye-catchers
- presentation of accessories in tables and crosstabs
- separate layouts for lamps, lighting controls and product family overviews
- automatically generated content tables

Catalogue generation performance data:

- 750 pages
- 180 dataset files
- 18,000 figures
- 2,700 tables and crosstabs
- 60 manually generated sections, inserted as PDFs
- X.3 standard PDF file, 1 GB
- computing time 20 minutes

Data sheet performance data:

- around 30,000 data sheets with high topicality requirements

ROI facts following the introduction of DocScape:

- processing time per catalogue cycle reduced by around 50%
- personnel expenses per catalogue cycle reduced by around 50%
- around 75% saved per catalogue cycle in terms of typesetting and translating costs
- full automation of technical data sheets thanks to DocScape
- the number of technical information per product has increased 10-fold

6,000 Products and 30,000 data sheets presented in aesthetic perfection

ERCO Leuchten GmbH is one of the market leaders worldwide in high-quality lights, counting the Guggenheim Museum in Bilbao, the Louvre in Paris and the Reichstag in Berlin among their impressive references. ERCO's architects, light engineers, craftsmen and distribution personnel demand high standards in terms of design, correctness and a clear layout of the company's technical product sheets and catalogues.

ERCO operate worldwide, so these documents have to be available in 14 languages - including Japanese. The volume of the information processed includes 6,000 products, 30,000 product information sheets, 14 catalogues with over 700 pages each.

DocScape guarantees a constantly topical database. As soon as new products are ready to be launched, DocScape integrates all relevant data into all future publications. Fully automatically, without time lost, and no extra staff necessary.

The catalogue, which has been produced automatically with DocScape since 2002, was awarded the iF Communication Design Award 2004 in the CrossMedia category for its sophisticated and modern design.



Federal state of Lower Saxony

mobiloclean Handelsgruppe GmbH & Co. KG

www.niedersachsen.de

www.mobiloclean.com

On screen or in print – the federal state of Lower Saxony has its budget under control

Lower Saxony relies on DocScope when it comes to drawing up its budget. Budgets and lists, budget accounts and lists for medium-term scheduling are based on budget data and comments which are administrated by around 16,000 users.

Budget screen presentations and print objects are generated fully automatically with DocScope. The conditions for this project posed a special challenge for our DocScope team, who had to accommodate extensive tables spread in length and width over several printed pages.

All comments relating to the data had to be integrated into RTF documents. The plans and lists had different XML structures, which in effect poses no problem for DocScope.

The publishing system converts RTF and non-uniform/mixed XML entries into uniform data, automatically correcting formatting errors. Complex make-up rules in texts and tables - also spread over several pages - guarantee a flawless appearance.

A tidy piece of work: Trade group generates all corporate media automatically

As an association of medium-sized specialist wholesalers, mobiloclean Handelsgruppe GmbH & Co. KG offers an extensive range of professional cleaning systems. To complement the full catalogue, the trade group now also publishes alternative catalogues, invoice enclosures and campaign brochures with DocScope.

DocScope has a whole range of special solutions on hand for the mobiloclean trade group: all catalogue contents are maintained via the company's web interface. DocScope positions the silhouetted images optimally, saving space in the automatic composition of the sophisticated layout. Contours and hard shadows are calculated automatically on the fly as part of generating the document.

DocScope accurately and uniformly applies to all products the layout rules and layout characteristics that have been defined as part of an extensive redesign project.

Additional parameters - such as image scaling definitions - can be added for the fine tuning process.

DocScape – future-oriented publishing



6

+++ simple to use

DocScape brings forward your communication projects - on an individual, innovative and international level

DocScape is a rules-based software that accesses your company's existing databases or ERP systems.

Your corporate design for documents is basically an extensive and precise compilation of layout rules. DocScape translates these design rules into an XML-Notation, carrying them out accurately and automatically "at the push of a button".

Working with DocScape means: changes to design rules are implemented automatically in all documents and document types, even older document versions. This way, DocScape ideally supports the long-term dynamic development of your corporate design, which is significantly driven by expansion into new markets.

In addition, DocScape helps to avoid careless mistakes or "conscious" oversights of CD rules.

As soon as you start DocScape, the relevant data (images, graphics, texts, etc.) are called up and positioned on the pages 100% in line with pre-established rules, including type and tables, and complying with all predefined stylistic rules, in all required languages (including Chinese, Arabic, Japanese, or Russian). If image steadiness synchronisation is

required, DocScape will position the images once the text has been checked in all relevant languages and its length optimized, generating the complete print product in no time at all.

DocScape generates around 50 to 60 pages per minute on a regular processor (such as a 1 GHz processor, 1 GB memory)! The program is so fast that it is no problem to generate highly complex documents from scratch, even shortly before going to print, reducing error sources and processing costs.

Thanks to DocScape, even the production of personalised media has become uncomplicated and cost-efficient. Whether it's a target group-oriented product catalogue, tailor-made customer magazine or personalised offer – DocScape allows you to deliver precisely the information that your target group or customer requires. There's no better way to generate customer loyalty. DocScape opens new dimensions in direct-to-customer marketing!

Another option is the straightforward integration of individually designed pages or objects from established applications, such as InDesign.



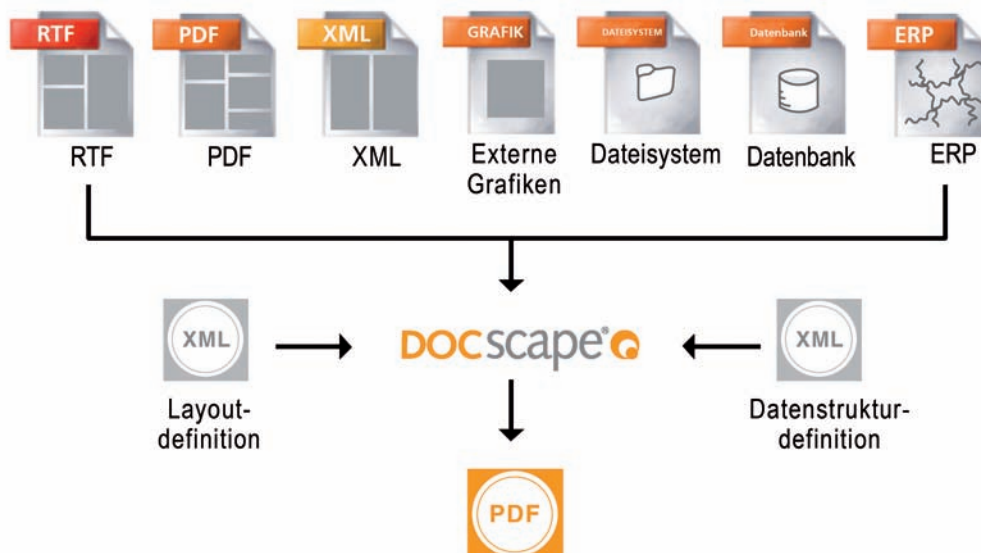
DocScape – from data to “publishing at your fingertips”

DocScape follows a straightforward approach.

- **Compilation of data:** The system takes care of this task automatically, observing all relevant criteria (such as product and address data, messages during the current month, etc.)

- **Selection of layout:** Product catalogues or data sheets? Customer magazines or on-screen presentation?
- **Publishing:** All you have to do is push a button - and a 100% CI-compliant PDF document is generated, featuring all relevant data and a perfect layout, suitable for pre-press or posting on the Internet.

Workflow according to a pattern: *Layout and data structure definition generate a finished PDF from the data sources of your choice.*



QuinScape – your IT partner

QuinScape GmbH was founded in 2001. In DocScape, QuinScape GmbH presents a software that fully automates sophisticated publishing processes. QuinScape has developed this unique software to provide an alternative to template-based approaches, making it possible to generate at the push of a button top-quality and highly complex catalogues, data sheets, newsletters or other documents.

Another focus of QuinScape's activities is the development of portal solutions and the introduction of intranet and extranet systems for large corporations and medium-sized companies. LANXESS AG, Bayer AG and LTU GmbH, as well as internationally operating medium-sized companies such as Gottwald Port Technology GmbH, Emil Lux GmbH & Co.KG

or Strauss Innovation GmbH & Co.KG, count among QuinScape GmbH's customers.

The list of typical applications for portal- and internet-based solutions is diverse and includes customer relationship management (CRM), document management, reporting, innovation and enterprise knowledge management, the integration of field staff and the integration of data and system landscapes (material management, ERP systems such as SAP, address administration etc.).

QuinScape is Intrex Xtreme's leading partner and relies on Java Spring Framework technology.

Contact

Dr. Gero Presser
QuinScape GmbH
Wittekindstrasse 30
44139 Dortmund

Office +49 231 533 831 200
Fax +49 231 533 831 111
www.docscape.de
www.quinscape.de