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**Publishing Product Information
in a Global Market Place**

Information Delivery
Specialists



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Aim Of This Presentation

- Explain how to integrate translation tools within the publishing workflow
- Explain alternative approaches to translating and managing multi-lingual product information
- Explain how to reduce costs and compress marketing cycles



The problem.....

- Maintaining product literature in several languages is:-
 - Difficult
 - Prone to error/inconsistency across languages
 - Time consuming
 - Difficult to update



Common Workflow

- Print out product info
- Make ammendments on proof
- Send proof (and possibly electronic file) to translator
- Key new language into Word
- Return to sender
- Cut & paste into page
- Print out product info



The solution.....

- Make it easy to maintain structured data in several languages
- Make it easy to maintain one 'stored layout' (module) in several languages using layers
- Make it easy to create pages once and translate into several languages



Benefits

- LESS HASSLE for customer to get translation done
- MORE EFFICIENT (less work)
- ALL DATA HELD IN ONE PLACE & structured for web, CD if required
- COST SAVINGS in page/module building
- Potential COST SAVINGS on print/pre-press



New Database Capabilities

- Layers in:-
 - XPress documents
- Multi-language datafield support
- Font mapping tools



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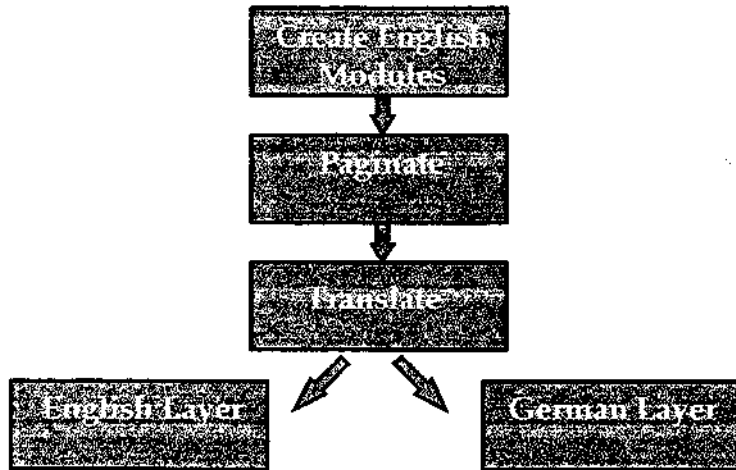
New Database Capabilities

- Export and re-import:-
 - datafield text for translation
 - document text in layer for translation
- Multi-layer price merge with different price lists
- Text fit control to ensure language variants fit same size text box (Font size, leading, scale, tracking etc.)



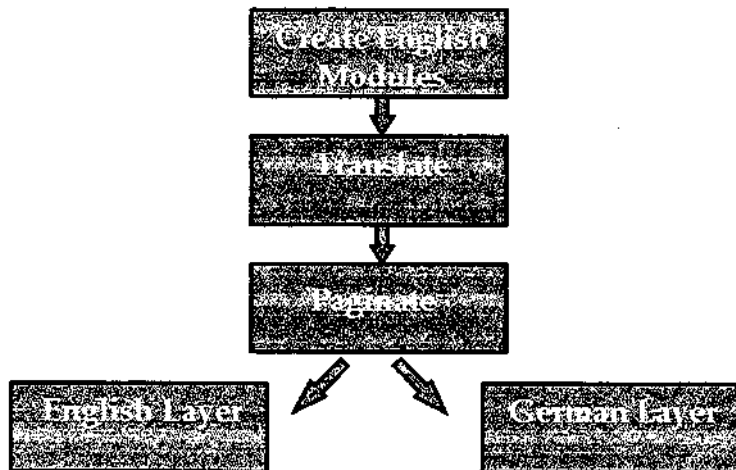
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Example Workflow 1



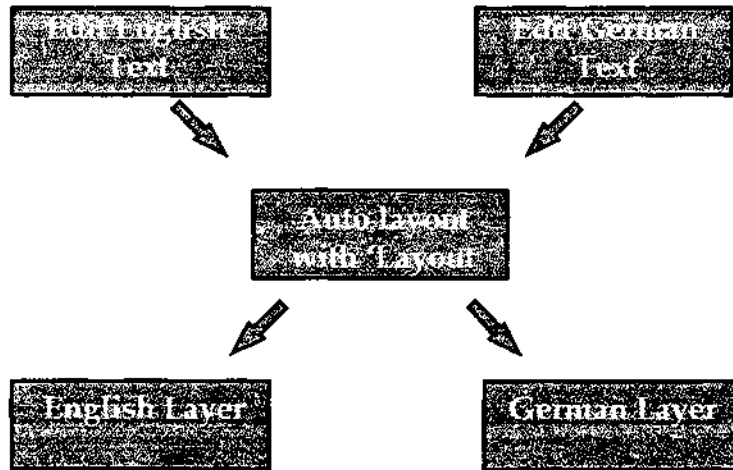
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Example Workflow 2



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Example Workflow 3

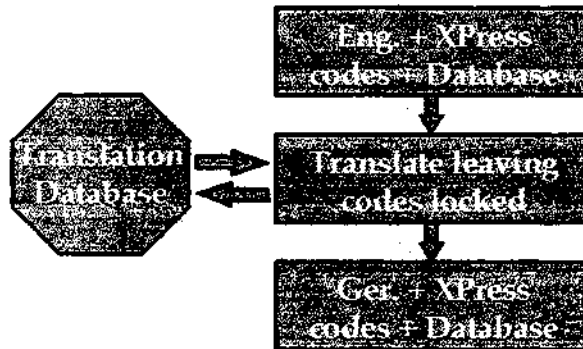


Example Workflow 4

- etc etc...



Translation Process



Summary

- Tools are available today for translation management
- Translation of specially tagged files
- Produce pages with different languages in layers
- Keep structured data & layout data for multiple languages





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