

# Digital Publishing is Publishing



## Composition

Helping create, develop, process, manage and publish your Intellectual Property

We Deliver Value and Choice to Publishers

In this fast-changing digital world, we help the Publisher maximize opportunities as they arise through a number of proven and leading edge offerings:

**DX Editions™** - Is a digital framework that manages the development of content, metadata from the manuscript to delivery of the digital and printed book and marketing materials.

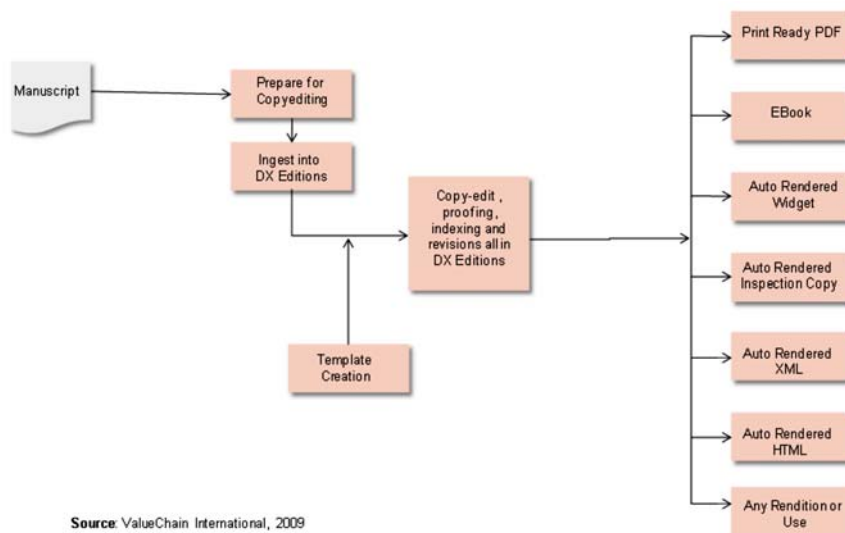
**DX Editions™** - provides significant copyediting, proofing, indexing and correction productivity. It controls potentially hundreds of versions and all the communication; comments, emails, approvals around their development. At any stage the content or a fragment can be automatically rendered to view HTML, PDF, ebook look and feel and these can be used to create digital galley, review and inspection copies plus pre production marketing and bibliographic material. Once approved for publication ebooks, typeset PDF and other formats can be generated automatically

### Publishing Solutions that:

- Create, develop, manage and publish your Intellectual Property
- Transform your content to leverage digital opportunities
- Protect, diversify and increase your revenue streams

### DX Editions™ Benefits include:

- A demonstrable and significant cost saving – DX Editions™ delivered a US publisher 90% plus cost saving on new projects.
- Productivity improvement
- Reduction in 'time to market'.
- Quality assurance and control
- Full comments and email tracking
- Proactive workflow alerts and management
- Pre production digital galley
- Integrated marketing collateral
- Auto rendering to ebooks, HTML, different style print templates
- Bibliographic XML output
- Selective roll back and version control



Source: ValueChain International, 2009

**DX Editions™** - ingests manuscripts and automated deconstructs the copy to create XML tagged copy to house style templates. The process edits by exception on all referential links, house styling, fonts, spelling, images etc. against predefined project templates. Once copy is approved it will feed the full XML collaborative editing and development platform.

**DX Editions™** - Provides a framework where individuals and groups of individuals can be assigned specific permissions, roles and responsibilities against the projects, content and fragments.

**DX Editions™** – This tool was developed to support complex collaborative editing processes that may involve highly fragmented works and where those involved often work outside the organization, in different time zones and even on different continents. It can track thousands of content fragments, accessed by thousands of users, allowing dynamic rendering, uploading and seamless typesetting all within a full XML end to end environment. It can also track all comments and actions made against any content fragment so remove any ambiguity as to who did or said what during the process.

**DX Editions™** – for complex print works DX Editions can export directly into typeset tools such as In Design.

*“We first contracted VCIL in September 2000, and have recently renewed our contract for production and online support, based upon their performance. We are very pleased with the work that VCIL has undertaken for us to date. We find VCIL most suitable for our organization's needs in the area of content solutions and services.”*

**Roger Horton, CEO, Taylor & Francis Group**

**XML First™** - Development of fully XML tagged digital typeset content that supports production of both physical and digital titles through a single process not only obviating the need for traditional typesetting but automatically creating fully tagged digital content that is ready to exploit.

### How XML First™ Works

**Input:** Copyedited manuscript in the form of Microsoft Word or hand marked hardcopy files serve as input to the XML First process.

**Output:** Rich marked up XML content and a Print Ready PDF (for traditional or Print on Demand Printing)

### Benefits:

Low cost more value based approach as against the high cost low value traditional hand crafting of content

Design changes across content, can be implemented in very less time Automatic rules based flow and layout of content

Any rich XML DTD standard can be used for XML First™

Rich marked up XML is readily available for re-purposing and reuse as well as generation of multiple eformats.

Corrections, edits and updates to the content can be done instantaneously The XML can be ingested in DX FLOW™ for future editions and Print Ready PDF can be generated almost automatically

#### Value Chain International Ltd

6/1632, High Street, Glen Iris, VIC 3146

Australia

T: +61 3 9885 3822

e: sales@value-chain.biz

#### USA:

Value Chain International Ltd.

31 Powder Horn Drive

Suffern, NY 10901

P: +1 646 205 8200

e: sales\_usa@value-chain.biz

#### United Kingdom:

Value Chain (International) Ltd

1 Cornhill, London EC3V 3ND

P: +44 (0)20 74107390

e: sales@value-chain.biz



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<http://www.value-chain.biz>