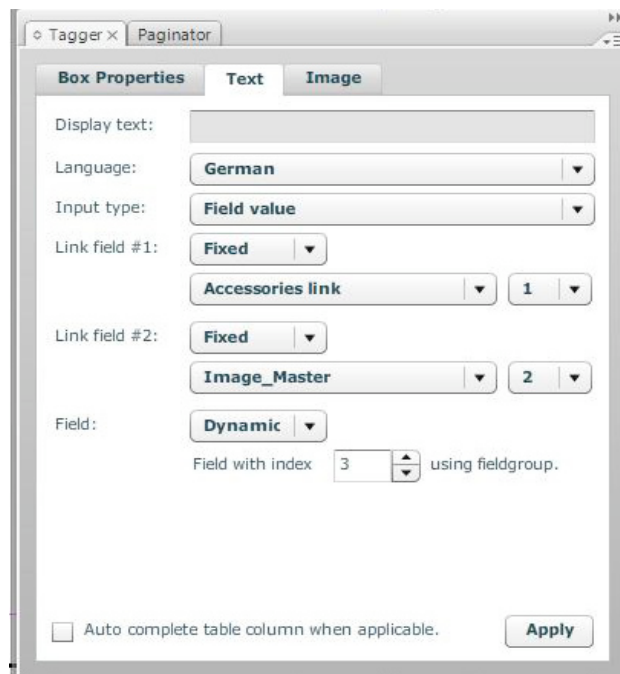


Automate your catalog creation directly from within your ADAM database

Shorten your cycle time in lay-out and prepress and reduce production costs

Key features:

- ✓ Variable catalog page building based on tagged templates
- ✓ Fixed InDesign® templates stored in ADAM avoid repetitive lay-outing
- ✓ ADAM functions as your central Product Information Management System (PIMS)
- ✓ Shortens the cycle-time in lay-out and prepress considerably
- ✓ Fully multilingual
- ✓ Output is a native InDesign® document, ready for final modifications
- ✓ Streamlines your publication processes using workflows and version management
- ✓ Powered by industry standard Adobe® InDesign® Server Software



Automated catalog-creation: intuitive boxes guide you through the set-up and behavior of all elements of your templates with fluid dynamic automated page building as a result.

InDesign® PageBuilder gives you the opportunity to considerably reduce your production costs by automating your catalog-creation.

Nowadays building an audience-targeted product catalog with the highest possible cycle-times is becoming more and more important.

However, composing such catalogues, people are confronted with the same challenges over and over again, such as:

- recovering the correct product info and matching images
- synergy between all involved parties in creating a new catalogue
- management and follow-up of the various tasks in the creation process of a catalogue

The operational workflow is becoming larger and more complex, resulting in less space and time for creativity.

ADAM InDesign® PageBuilder allows you to simplify this operational workflow to save time and money in lay-out and prepress, leaving more space and time for creativity and resulting in a higher commercial level of your catalog.

Product Managers have more control over the structure of the catalog, because it is directly managed from within ADAM, the central Product Information Management System (PIMS).

Graphical people no longer have to spend weeks or even months on lay-outing every page of the catalogue. Tagging the different templates once and storing them in ADAM allows the InDesign PageBuilder to automate:

- Complete page building
- Automatic sizing of the objects on a page
- The generation of a native InDesign® Document, open for final editing

more info available at : www.adamssoftware.net/indesignpagebuilder

Powered by
ADOBE® INDESIGN® SERVER CS3

InDesign® PageBuilder in real life, a sample scenario:

Setting up a new catalog is a task handled by a **product manager** using the PIMS studio. This catalog consists of several product categories, each with their own products, assets, images, technical info and SKU's.

Lay-out people built product set templates using InDesign® in combination with the Adam ID-PageBuilder. This allows to design templates that behave according to the rules set-up: boxes can have floating top and/or bottom, can be removed if no content etc. These templates are stored in ADAM.

The **product manager** can select for each product set one or more templates to be used. The information that has to appear for the productset and for the different products are also stored in the database, with possibilities to link product categories, products, attributes, assets, images...

The **lay-out operator** can then simply select any level in the hierarchy to start the automatic page building process. Additional parameters at this stage include the language(s) that need to be paginated as well as the master page that will define the look and feel of the catalog. In case multiple languages are selected, they will be paginated on different layers into one document.

When the page building is finished, a new native InDesign® document is generated and again stored in ADAM. Alternatively, the system can be setup to store PDF documents next to the native InDesign® documents.

The catalog can now be attached to a workflow in the ADAM Workflow Studio before it gets printed, or can immediately be downloaded for further processing, modifying and publishing or printing.

InDesign® PageBuilder integrates with:

ADAM Engine

- Digital Asset Lifecycle Management
- One central asset repository for publications and contained items
- Version management
- Access control
- Content delivery via download or ftp

ADAM PIMS Studio

- Product Information Management System
- Complete product classification, including images, technical info, attributes, assets,...
- Multi-regional, multi-lingual, multi-market, ... product-database
- Mother/child-, brother/sister-links between different products
- Complete SKU-management
- Controlled access to the database by different user-types

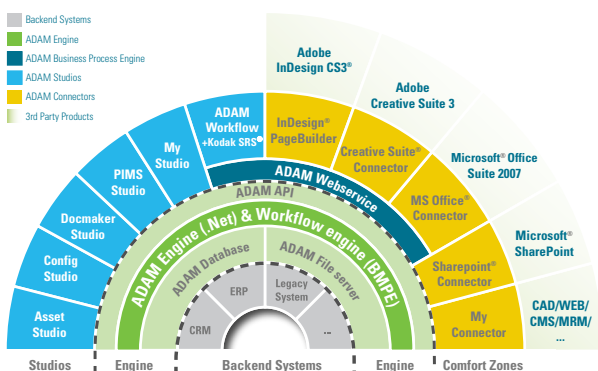
ADAM Workflow

- Business process management
- ADAM Smart Review System PageBuilder
- Soft proofing on high res publications

ADAM DocMaker Studio

- Manages creation and editing of InDesign® documents

ADAM platform and architecture



ADAM, your solution for Digital Asset Management

ADAM is the most flexible and customizable Digital Asset Management system on the market.

The ADAM solution can be divided in 3 main groups:

- Media Management: organizing assets in one controlled digital library
- Production Tools: automate paper publishing needs in a fast and consistent way
- Business Process Control: keep control of digital workflows and assets with tracking technology, dashboard and PIM functionality

more info available at : www.adamssoftware.net/indesignpagebuilder

About ADAM Software NV

ADAM Software is a global software vendor of marketing platform technologies that provide the ability to manage, structure and deliver media between people, processes and systems. Our software has an intelligent open architecture that allows customization and rapid application development using our ADAM SDK. We understand our clients' needs to share, collaborate and automate mundane tasks while controlling quality. We are passionate in providing our clients with intuitive and easy to use software, helping them organize media and distribute assets quick and secure. We have the knowledge and proven experience of how media flows between people, the workflow and the common goal to publish and distribute quality content.