

The iPhone is just a click away with Quark Publishing System 8

Adverma, a Bavarian communications agency, helps Arosa Bergbahnen automatically publish print content from Quark Publishing System to the iPhone with a cross-media workflow

Arosa Bergbahnen AG provides visitors to Arosa, the popular Swiss resort, everything they need to know about lodging, restaurants, activities, and events. Eager to make the most of the huge potential of the digital publishing revolution, Arosa Bergbahnen went in search of an efficient solution that could help provide its guests with accurate and timely information in print, but also with up-to-the-minute news on the iPhone. The Bavarian agency Adverma — which has been responsible for print and online communication at Arosa for over ten years — delivered a solution based on Quark Publishing System®. The solution enables fully automated output of content from Quark Publishing System via NewsGator's TapLynx, an easily configurable newsreader application for Apple's digital devices.

Because a significant percentage of Arosa's customers and target audience are iPhone users it became imperative that Arosa publish not only to Apple devices, but across a number of emerging media channels in order to reach new target groups and deliver additional services to existing customers. The potential of the digital revolution goes beyond providing an improved user experience with news in print and on the iPhone, but Arosa saw an opportunity to develop even more brand loyalty.



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In their quest for a suitable solution for digital publishing, Arosa approached Adverma, an agency that had already been producing a large part of the printed and online advertising for Arosa using the editorial workflow system Quark Publishing System. Instead of setting up a separate workflow for digital publishing, the objective was to re-use the print and Web content that had already been produced and edited with Quark Publishing System and deliver it to the iPhone. Ideally, the team at Arosa would publish the new digital content as quickly and efficiently as possible without the need to hire additional personnel and with as little assistance from Adverma as possible.

Adverma was aware of the partnership between Quark and NewsGator, a leading social computing provider. The cooperation between the two companies allows users of Quark Publishing System to output newsfeeds via a newsreader application straight to the iPhone, the iPod Touch, and the iPad. The newsreader application is easy to configure with little to no programming required thanks to NewsGator's TapLynx framework.

Adverma made good use of the partnership and developed an outline concept for a newsreader application connected to Quark Publishing System. The agency managed the technical implementation of the workflow, constructed the necessary templates, and worked out the concept in detail jointly with the Arosa. Only a few weeks after the initial concept was formulated, the solution was ready — signed, sealed, and delivered. In the final days before going live the team conducted testing and the minimal training that was required. The workflow was defined and implemented just in time for the resort's winter season, the developer registration from Apple came through, and Arosa was able to provide the application via the Apple Store. Since then users have been able to read current information, dining tips, dates for winter sporting events, backpacker updates, and nightlife news on the iPhone and view the ski area on picture galleries and via Webcams. They can also search for trail maps, the condition of the ski slopes, the weather, and safety information.

Serving more media channels with the same resources thanks to automation

In the new cross-media workflow, Adverma produces communications for print output such as event flyers, maps, brochures, and displays. Each project is designed with QuarkXPress in optimized layout templates and checked into Quark Publishing System where the review, editing, and approval process is managed. If Arosa decides to publish the content to the iPhone, it is automatically converted in Quark Publishing System from the XML-based print layout and transferred to the iPhone application. For this to happen, Adverma's design team did not have to do much. As soon as a user sets the output status to "Send to Mobile," Automation Services™ within Quark Publishing System automatically publishes the content to the iPhone. Text content from

Adverma GmbH
Rohrbach, Germany
www.adverma.de/

Arosa Bergbahnen AG
Arosa, Switzerland
<http://www.arosabergbahnen.com/>

Challenges:

- Serve an additional media channel — the iPhone — without additional staff
- Use the technical opportunities of the digital medium without compromising on quality and design
- Guarantee both design freedom and compliance with corporate design in print and on the iPhone

Quark Solutions:

- Quark Publishing System 8 with Automation Services and NewsGator's TapLynx

Result:

- Deliver consistent corporate branding across printed material and on the iPhone — with the existing publishing team
- Reuse content, eliminate copy & paste, reduce risk of error, and increase efficiency through automation
- Create a flexible workflow that allows a print-first approach or direct publication to the iPhone and allows for output to additional channels in the future

the print publication is converted into newsfeed format and images are optimized for output on the iPhone. All images from the print workflow are stored in Quark Publishing System and are available as image material; they just need to be selected for publication on the iPhone. The user can determine precisely which area of the iPhone application the content will be published to, for example in the "Current Events" section. Image and newsfeed content are loaded onto a Web server automatically and the iPhone application collects the content from there.

This automated process reduces the risk of error due to the fact that manual copy and paste processes are not required. Because content is re-used, Arosa also makes enormous savings on time and cost.

Independent and up-to-date with browser-supported publishing

Thanks to the QPS Web Hub™, Arosa's employees are able to create and publish digital-only content for the iPhone that is separate from their print content using just a Web browser. This includes being able to assign any image from the Arosa image database.

Arosa is extremely proud of its newsreader application and very satisfied with the opportunities that the new solution offers. Roger Meier, Marketing and Events Manager at Arosa said, "We are delighted that we have the flexibility to use both existing print content and up-to-the-minute news in a cross-media workflow for our iPhone application, almost without any contribution from the agency. The browser application — the QPS Web Hub — is very user-friendly and intuitive, so that our team needed only minimal training to work with digital publishing."

Close co-operation between agency and customer thanks to QPS Web Hub

Adverma has long since ceased to consider Quark Publishing System as a publishing workflow system — the agency now uses QPS Web Hub as a tool for collaborating with clients during the design process. Georg Obermayr, Technical Director at Adverma said, "Quark Publishing System proved itself in print production a long time ago in the design and production of business reports, books, and other large-scale printing projects. Our clients now work directly with QPS Web Hub — they can join in the preparations for projects via their Web access, change content themselves, and download current .pdf versions of documents at any time. The fact that we can now, through the interplay of Automation Services and TapLynx, go a step further and use Quark Publishing System for the re-use of content in digital publications has opened up some completely new business opportunities for us as an agency. It has become for us a publishing platform for cross-media publishing, without us incurring extra costs for system integration, consulting, or programming."



The new cross-media workflow ensures that both print and iPhone publications comply with corporate branding guidelines.

“We are delighted that we have the flexibility to use both existing print content and up-to-the-minute news from the resort in a cross-media workflow with QPS Web Hub to publish to the iPhone, with little contribution from the agency.”

— Roger Meier, Marketing and Events Manager, Arosa Bergbahnen

Using the functionality of the new medium without compromising design

The challenge when developing the solution for cross-media publishing at Arosa was to guarantee high graphic flexibility and make the corporate design compatible with the iPhone application at the same time — and all this with reliable automated systems. Obermayr continued, “We did not want to compromise on the quality of the design — either in print, or on the iPhone. So we followed a very flexible concept for all templates and processes, in which only a very few criteria had to be fulfilled to publish successfully using cross-media principles. Quark Publishing System, with its versatility and numerous template-building options, also helped us a great deal. It was possible to outline the workflows in an outstanding manner with Automation Services. When producing the newsreader application with TapLynx, it was crucial for news templates to be designed and adapted easily and this was exactly the case here. In this way, we were able to implement exactly the design we chose.”

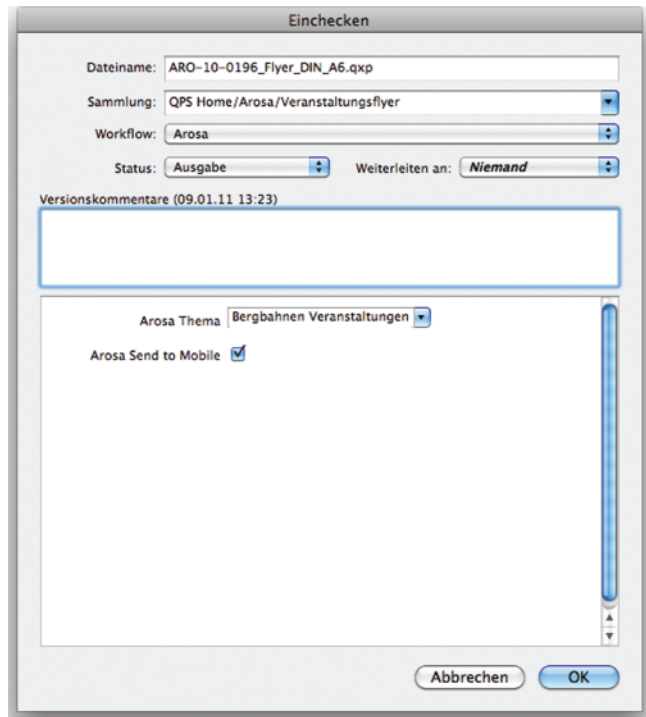
Users have access to all the iPhone’s standard social media features via the Arosa iPhone application including mailing or tweeting a message and sending messages via Facebook. This means that Arosa can monitor visitor commentary at major events via Twitter. And customers can even place orders for resort activities with the iPhone. For example, under every message there is a link that allows a user to send an SMS to book a room reservation or purchase a lift ticket. Webcams, the weather report, and the status of all chairlifts are imported from existing services and displayed via the iPhone application.

Roger Meier is very happy with this. He said, “Our new dynamic publishing process is extremely efficient and cost-effective and enables us as a tourist company to join in with the front-runners in digital publishing. We can also exploit all of the iPhone’s capabilities for our printed communications at no significant additional expense without having to make any compromises regarding the quality of the content or its display.”

One single publishing platform for the media of the future

Adverma and Quark worked closely together on the development of the Arosa iPhone application. Obermayr said, “Our cooperation with Quark was smooth and we always received competent help, with rapid response times and pragmatic solutions in every phase of our project. In a nutshell, we received every form of support which was needed for a project like this to be implemented on time and to a high standard.”

The Arosa project is only the beginning for Adverma. “Our customers have expressed their enthusiasm for working with us directly through QPS Web Hub. Now we would like to use the same solution as a central platform for cross-media publishing with other clients. With Quark



Simply select “Arosa Send to Mobile” in the check-in dialog of Quark Publishing System and content is repurposed for the iPhone automatically.

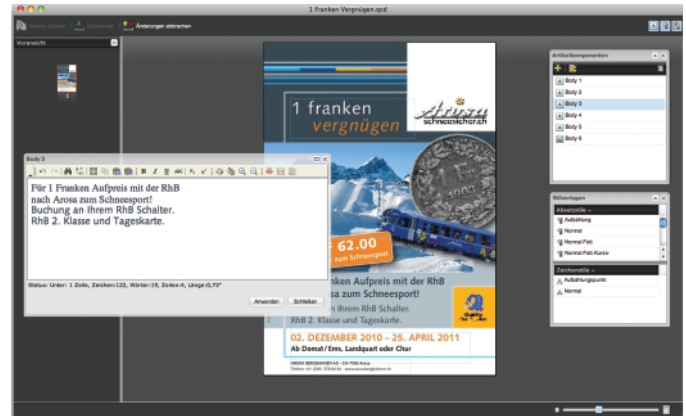
“The fact that we can now, through the interplay of QPS, Automation Services and TapLynx, go a step further and use QPS for the re-use of contents in digital publications, has also opened up some completely new business opportunities for us as an agency. QPS has become for us a publishing platform for cross-media publishing.”

— Georg Obermayr, Technical Director, Adverma

Publishing System, Automation Services, and TapLynx, we now have an ecosystem, a mixing console, from where we can publish content to a variety of communications channels without additional resources — and all this with a super price-performance ratio. It is very simple to take the existing news flow that we have established for the iPhone and, for example, forward it to an Android application. Thus, we are now equipped for all possible mobile devices. The potential for dynamic publishing is enormous!”

If you would like to learn more about certain success stories or how your company can benefit from Quark's products and solutions, visit euro.quark.com/de or contact us by e-mail or telephone. Contact information can be found below.

If you are interested in publishing your own Quark success story, please contact the Quark PR team at pr@quark.com



With QPS Web Hub Arosa can publish content to the iPhone — independent from the agency - using a simple Web browser.



About Quark

Two decades ago, Quark drove the first revolution in publishing with QuarkXPress®, desktop software that rapidly became the cornerstone of the professional designer's toolkit. Today, we're driving the next revolution in publishing by extending the benefits of new technologies across the publishing process. Our enterprise solutions — built on our desktop foundation — combine the power of flexible

layout and automated workflows for personalized communications across print, the Web, and digital media, helping you to communicate with your customers when and how they want.

Revolutionizing Publishing. **Again.**™

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