Arosa Bergbahnen AG offers its customers a wide range of services from winter sport facilities, gastronomy and hotel operations up to sporting events. Eager to make the most of the huge potential of the digital publishing revolution, Arosa Bergbahnen was after an efficient solution to provide its guests not only with accurate and timely information in print, but also with up-to-the-minute news via the iPhone. The 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® 8 (QPS® 8). This enables fully automated output of contents from Quark Publishing System via Newspgator’s TapLynx, an easily configurable newsreader application for Apple’s digital devices.

In the heyday of cross-media publishing, it was crucial for Arosa to publish to new media channels that customers were now expecting to have at their disposal to gather information. A relevant proportion of Arosa’s customers and target audience are iPhone users. The Apple mobile device was therefore offering outstanding opportunities to reach out to new target groups or to deliver additional services to existing customers, with great potential in brand loyalty development and enhancement. The iPhone should complement printed communication by providing up-to-the-minute news.
In their quest for a suitable solution for digital publishing, Arosa approached the Bavarian agency Adverma. Adverma had already been looking after a large part of the printed and online advertising for Arosa using the editorial workflow system Quark Publishing System 8 (QPS 8) to produce brochures, event flyers, displays and other means of printed communication. Instead of setting up a separate workflow for digital publishing, the objective was to re-use contents that had already been produced and edited with Quark Publishing System in a cross-media workflow for the iPhone. The existing team at Arosa was meant to publish to the newly-added digital media channel as efficiently as possible, without any need to employ additional personnel. In addition, Arosa was also looking to publish directly on the iPhone, with as little assistance by Adverma as possible, in order to be able to communicate information to customers quickly and without convoluted processes.

Adverma had heard of the partnership between Quark and NewsGator, a leading social computing provider. The co-operation 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 of easy configuration with almost no programming skills required thanks to NewsGator’s TapLynx framework.

Adverma made good use of these new opportunities and developed an outline concept for a Newsreader application connected to QPS. The agency looked at the technical implementation of the workflow, constructed the necessary templates and then worked out the concept in detail jointly with the client, Arosa. Only a few weeks after the initial concept the solution was ready—signed, sealed, delivered. In the final days before going live, a little testing and training was carried out. The workflow was defined and implemented just in time for the 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 sport events, backpacker and nightlife news on the iPhone and view the ski area on picture galleries and via Webcams. They can also call up piste plans, 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 first of all produces communications for the output in print format, e.g. an event flyer, piste plans, brochures, and displays. The project is designed with QuarkXPress 8 in optimised layout templates, handed over (checked in) to Quark Publishing System and managed there in the editorial workflow by means of the correction and approval process. If Arosa decides for publication on the iPhone, the contents are read out automatically by QPS 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 has set the status to “Output” for a publication and selected “Send to Mobile”, the QPS Automation Services™
start automatically publish the content to the iPhone. Text contents from the print publication are converted into NewsFeed format and images are optimised for output on the iPhone. All images from the print workflow are stored in QPS and 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” area. Image and newsfeed content are loaded onto a Web server completely automatically and the iPhone application collects the content from here.

This automated process clearly reduces the risk of error compared with a separate solution for digital publishing, due to the fact that manual copy & paste processes are eliminated. Because content is re-used, A rosa also makes enormous savings on time and cost.

Being independent and always up-to-date through browser-supported publishing

Thanks to the QPS Web Hub™, A rosa’s employees are also able to create and publish digital only content for the iPhone that is separate from their print content. They can do this using nothing more than a Web browser. This includes being able to assign any image from the A rosa image database.

A rosa is extremely proud of its Newsreader application and very satisfied with the new solution offers. Roger Meier, Marketing and Events Manager at A rosa: “We are delighted that we have the flexibility to use both existing print content in a cross-media workflow for our iPhone application and bring content directly from the ski slopes via the QPS Web Hub on to the iPhone, almost without any contribution from the agency. The browser application — the QPS Web Hub — is very user-friendly and intuitive to use, 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 QPS as a publishing workflow system — the agency uses QPS Web Hub objectively as a tool for collaboration, in order to involve clients in the design process: “QPS 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 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 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 therefore become for us a publishing platform for cross-media publishing, without us incurring extra costs for system integration, consulting or programming.”

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— Roger Meier, Marketing and Events Manager, A rosa 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. Georg Obermayr — technical director at Adverma — reports: “We did not want to stoop to compromises for 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. QPS, 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 the extra module QPS Automation Services. When producing the Newsreader application with TapLynx, it was crucial for news templates to be designed and adapted completely freely 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, e.g. mailing or tweeting a message, as well as sending messages via Facebook. For example, this means that Arosa can control visitor flows at major events via Twitter. And customers can even place orders with the iPhone: Under every message, there is a link that you can use to send an SMS to book a ski card. Webcams, the weather report and the states of all lift systems are imported from existing services and displayed via the iPhone application; the image galleries come from Flickr.

Roger Meier is very happy with this: “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. Georg Obermayr reports: “Our cooperation with Quark was smooth and we always received competent help, with rapid response times and pragmatic solutions from Quark in every phase of our project — in a nutshell: every form of support which was needed for a project like this to be implemented on time and to a high standard.”

And the Arosa project is only the beginning for Adverma: “Our customers have acquired a taste for it and place great store in the co-operation via QPS Web Hub. Now we would like to use QPS also for other customers as a central publishing platform for cross-media publishing. With this in mind, we have some projects in the melting pot, again in the application area. And of course we are itching to bring our first customers to the iPad! The iPhone is just the beginning. With QPS, Automation Services and TapLynx, we

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— Georg Obermayr, Technical Director, Adverma
now have an eco-system, a mixing console, from where we can extract contents without additional resources to other communication channels as well — 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 output as a Web page or for the iPad can become part of such a dynamic publishing solution. The potential for the future is enormous!"

If you would like to learn more about our success stories or how your company can benefit from Quark’s products and solutions, visit www.quark.com 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

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 personalised communications across print, the Web, and digital media, helping you to communicate with your customers when and how they want.

Revolutionizing Publishing. Again.™

Using QPS Web Hub Arosa can publish content on the iPhone using a simple Web browser, independently from the agency.