



# Integrating Development and Publication of XML with Adobe FrameMaker

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# Agenda

- Brief Overview of XML
- Authoring “smart” content with Adobe FrameMaker 7.0
- Delivering “smart” content to multiple media
- Demo
- Q&A



# XML—Enabling Technology

- XML is a set of rules and tools for creating markup languages
- XML provides structure to documents and data
  - validation of structure
  - document component definition
- XML improves document exchange capability
  - license-free, platform-independent and well-supported
- XML enables the maintenance of metadata
- XML facilitates integration between systems



## XML—Enabling Technology (cont.)

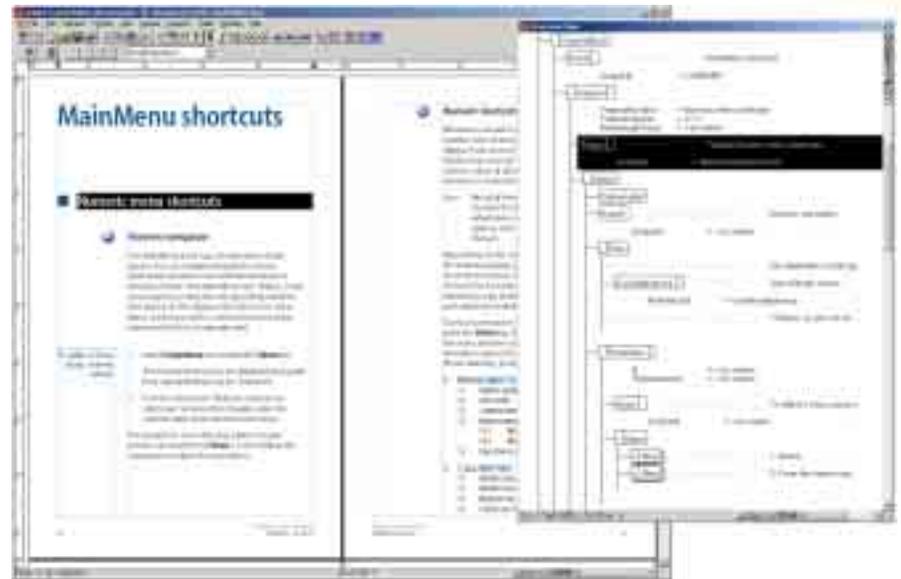
- **Not one XML, but many (XML for...)**
  - XML for metadata (XMP)
  - XML for eCommerce - Invoices, Purchase Orders,... (ebXML)
  - XML for forms (XFORM)
  - XML for HTML (XHTML)
  - XML for Job Tickets (JDF)
  - XML for voice (VXML)
  - ...



# FrameMaker 7.0

## Structured XML Authoring

- User-friendly tool for those with little or no XML experience
- Guided authoring of valid XML
- WYSIWYG authoring
- Integrated formatting and page layout
- Scalability for complex technical applications





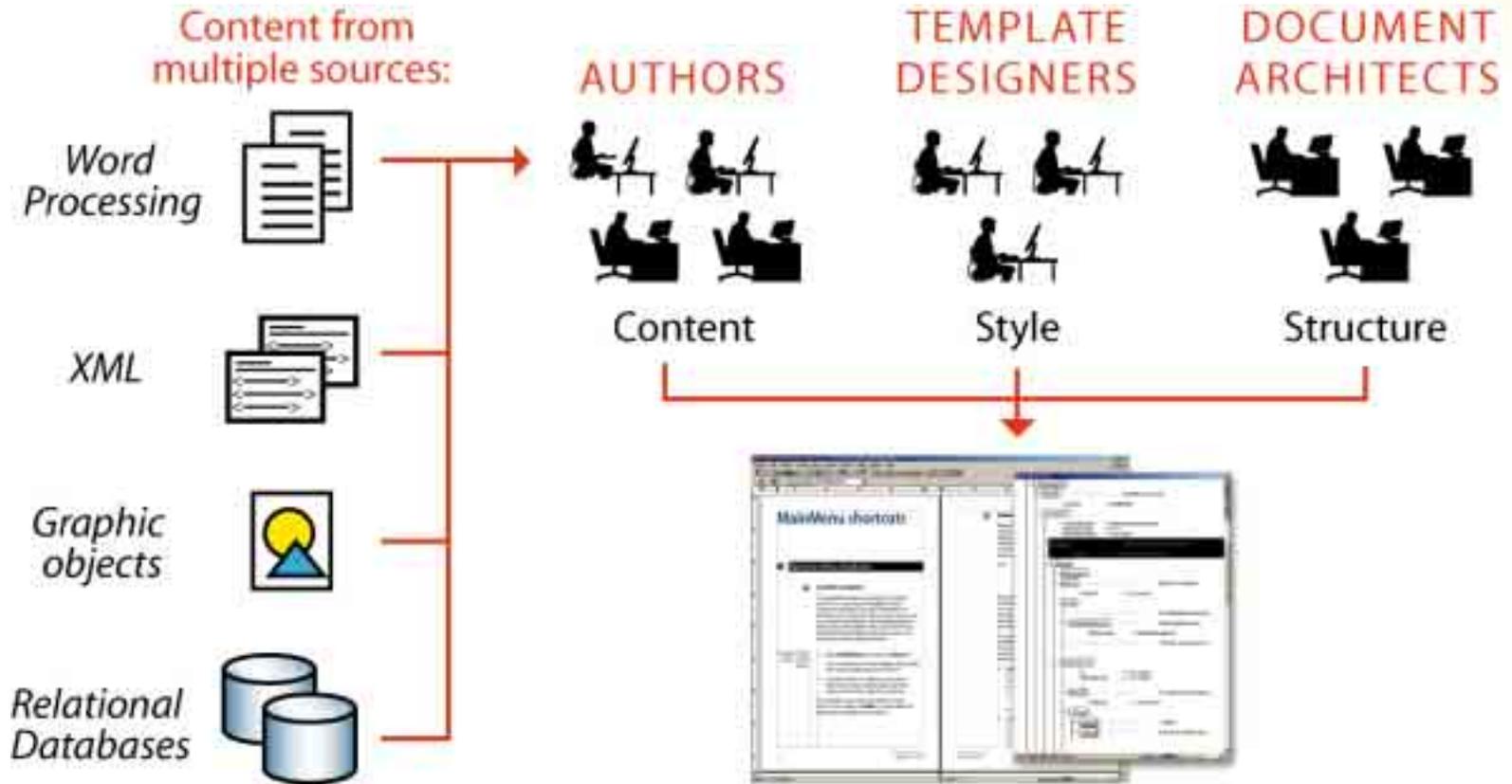
# FrameMaker 7.0

## Multiple Capabilities in a Single Application

- Define XML architecture
- Author with guided conformance to an XML DTD
- Aggregate content from a wide range of formats
- Format for delivery to print, Adobe PDF, Web, and XML



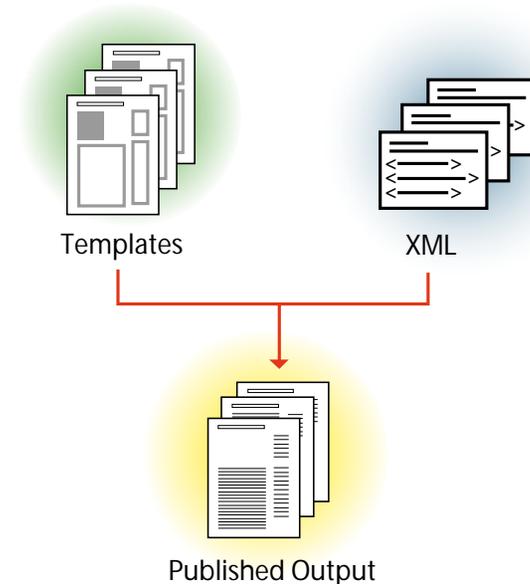
# Authoring with FrameMaker 7.0 (cont)





# Single-source Projects Principles

- Author information from a single source
- Define and adhere to consistent document structure
- Separate content from formatting

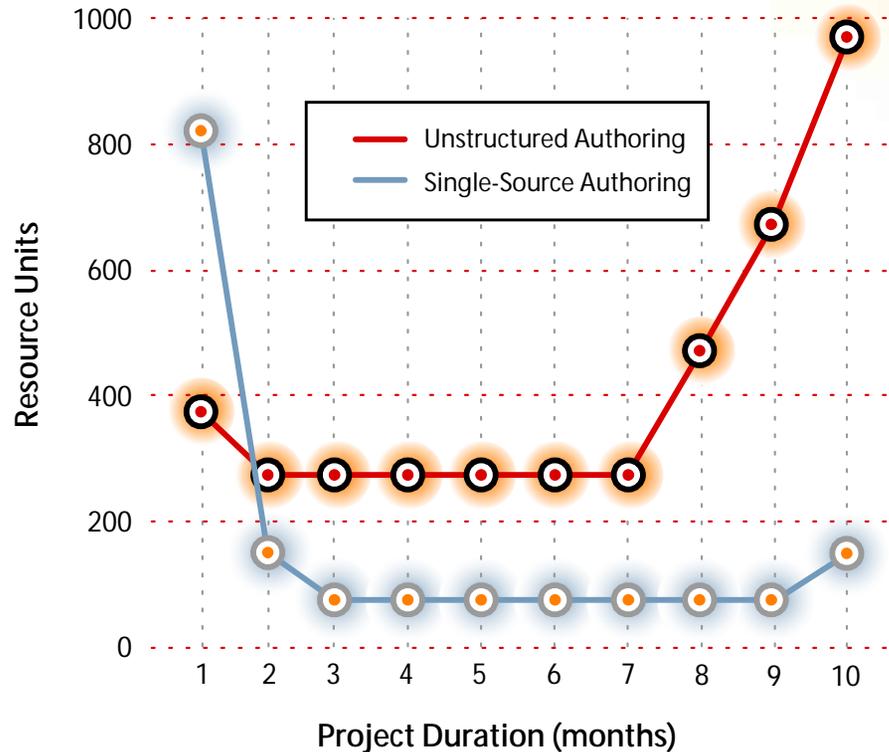




# Single-source Projects

## Resource Allocation

- Structured authoring can require significant resources in the startup phase, but this investment pays off over project life cycle.





# Content Delivery

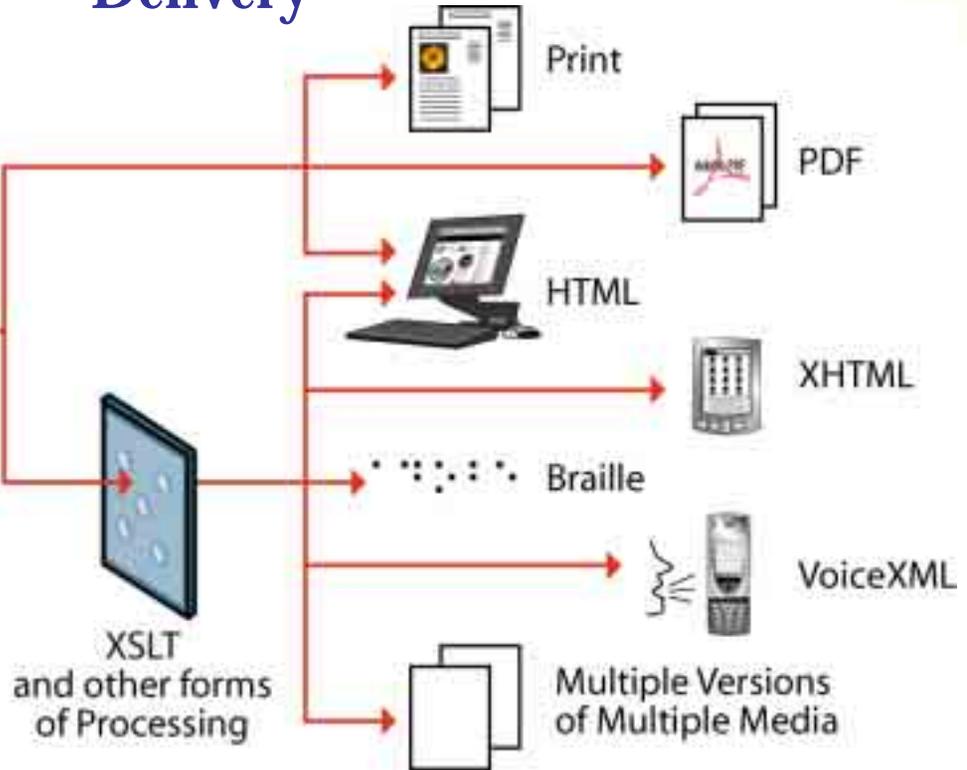
## Content

## Delivery

FrameMaker 7.0  
SERVER



FrameMaker 7.0  
DESKTOP





# Content Delivery

## All From a Single Source



Print and  
Print on Demand



XML authored  
in FrameMaker



Web  
enabled  
devices



Interactive eBook



Web content





# FrameMaker 7.0

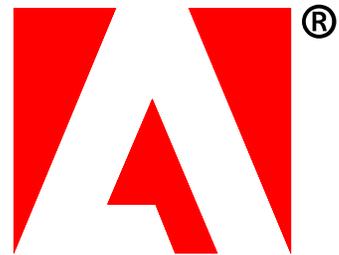
## Demo

- Make “dumb” content “smart”
- Author XML Content
- Deliver Content to multiple media with FrameMaker 7.0



## Next Steps

- Needs assessment
- Identify internal and/or external resources such as systems integrators
- Planning
- Execution



**Adobe**

