DeskTopPro

PubLink, Inc.

PubLink, Inc. provides the page-composition and publishing industries with comprehensive composition and pre-press solutions. Our core product, *DeskTopPro*, is an automated page-building system of unparalleled power and quality. Unlike lower-end desktop publishing alternatives, it lets you produce typographically excellent pages in an efficient hands-off environment.

PubLink's DeskTopPro system, and its predecessors, have been used in the production of books, journals, catalogs, directories, financial and legal materials, technical manuals, yearbooks, forms, on-demand publications and other large documents since 1974. We believe that, today, PubLink's DeskTopPro is the most productive publishing system in existence. Our continued commitment to developing standardized, highly productive systems will benefit our community of users for years to come.

The DeskTopPro software runs on powerful SUN Microsystems® Unix platforms, from single-seat workstations to many-user servers. Do page design, editing and control tasks on the Sun or from attached PCs. Or, control all production from our new *WebLink* interface at your local or remote browser. Due to DeskTopPro's comprehensive feature set and complete facility to pre-define rules and encode styles, the trained user at our simple program-control screens may set up and produce any job, from a single-pager to the longest book, with startling ease and speed.

Enhance your XML content: Within Desk-TopPro, all processing may be initiated and controlled alternatively from regular Unix scripts instead of from the menus, so you can configure the system to deliver automated front-to-back processing, acting as a remotely-activated, hands-off server. In fact, it can be the ideal page-engine add-on to your enterprise content management system, or that of your client. XML page formatters normally available as CMS add-ons don't approach the PubLink system in quality and complexity of resulting pages.
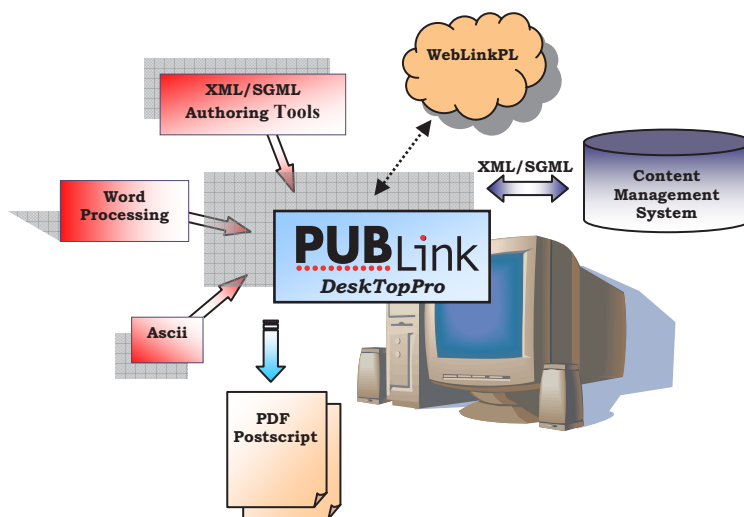
What's inside: The DeskTopPro suite of programs comprises the following major modules:

- *MasterPage* is our high speed page builder, a background program producing fully made-up pages in a matter of seconds, with unparalleled flexibility and typographic excellence. Create page master layouts using the wysiwyg tools of DesignMaster, including frames for automatic folios, running heads/feet, sidenotes and continued lines. Then fill out clear, precise menus to control column-fitting and the automated placement of illustrations, tables and footnotes. Indeed, MasterPage has the most

Flexibility and power

Controlled locally at the workstation or remotely from our web interface, PubLink's DeskTopPro can format your content from any source into perfect PDF pages.

Need a better page formatter tool for your CMS? Upgrade all the way to PubLink's DeskTopPro.

comprehensive floating-element placement options available, including automatic rotation of tables and repeated heads when tables break. Click on the pagination button and MasterPage creates the pages from your documents, fully composed and ready for preview or PDF, with floating elements placed automatically in optimal locations.

- *QualıType*, the core of DeskTopPro, is our hyphenation and justification program, which offers high-speed processing while keeping every bit of the compositional excellence for which PubLink's predecessor Penta had long been known. Typographic refinements such as shape kerning, aesthetic ragged margins and dictionary groups are available. Hyphenation logic is available for most western European languages. QualıType includes our standard command sets for complex tables, indenting, style-sensitive pi characters and accents, numbered or named multi-level formats, and user and system variables. In combination, these commands offer you unparalleled power and precision in text composition.

- PubLink's *XMLPublisher* module, an option that drives automation, is a native XML/SGML text formatter which uses a validated document's markup to directly drive the composition and pagination engines. An intuitive graphical style sheet displays the tree of elements for formatting. Encoding may be applied to each element context uniquely, templated to all contexts, or broadcast to subsequently modify in some of them. Document integrity is fully maintained throughout the production cycle. XMLPublisher offers easily-comprehended solutions for complex XML/SGML composition issues such as application of context-sensitive style, replication, suppression and reordering of data, and attribute manipulation.

- *DesignMaster* is our interactive page make-up program. A clear graphical interface has all the tools needed to create structured or free-form, frame-based layouts. Use DM alone for complex interactive composition or as a design and correction tool for pages created by *MasterPage*.

- Our text editing tool *EditMaster* lets you create text and edit jobs. It is tightly integrated — display a built page in DesignMaster, click on a text line and it pops up in context in EditMaster. It's also your window to line- and column-fitting results, and to the internal and XML coding underneath the text.

- Easily construct tables with *AutoTab*, which determines the number of cells and width of each based on content. Easy-to-use control commands let you interact for precise control. Formatting of CALS, HTML and other table models is a breeze. *AutoTab* may well be the most powerful tabular software available on any system. Use our standard tabs package, itself robust and full-featured, to set table layout yourself.

- *MathMaster* is a tried and proven professional mathematical composition module that uses simple coding to build complex math equations. This software has been widely used for years on PubLink & Penta systems around the world including the largest mathematical and scientific publishers.

- *Graphics* can be merged into a document within the text stream, floated into place by MasterPage, or placed by DesignMaster click-and-drag. Low-res copies are used on wysiwyg displays and printed proofs. You can crop, scale or rotate graphics, and store them per job, per project or system-wide.

- Efficiently apply *spot* or *process color* in the normal batch production flow. With a user-modifiable color table, you have extensive color capabilities for the PostScript/PDF environment including precise trapping, knockouts and overlays.

- PubLink builds pages in *PostScript or PDF*. The PostScript code we generate is remarkably small and efficient in comparison with that produced by other page-building tools.

PubLink's users have DeskTopPro in production in the USA, Canada, the UK, Ireland and India. Systems are distributed from our Maryland headquarters in the United States and Canada, and through our UK distributor in the UK and Europe.

Shouldn't you consider a PubLink system? Please contact us. We'll be happy to discuss your page composition requirements and explore with you whether or not a DeskTopPro system is the tool to meet them.