

PrePress Center Oy

Flip-page muscle



PrePress Center Oy
Helsinki, Finland
www.edocker.com

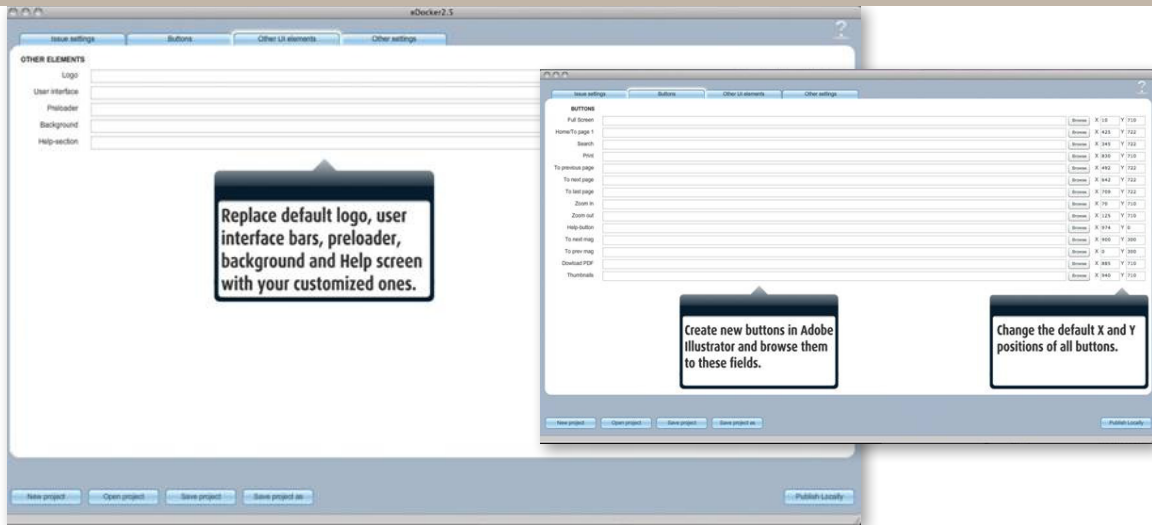
eDock enables publishers to transform Adobe® InDesign® CS5 projects from print to screen in minutes, using the Adobe Flash® Platform to deliver remarkable digital flip-page experiences

In publishing, there is little choice to go with print or digital anymore. It's really a matter of both. Publishers are typically tasked to concurrently produce print and electronic content that delivers equally interactive, must-have experiences across many different screens and devices—and do it quickly. When the developers at PrePress Center—experts in publishing workflows based in Scandinavia, Europe—set out to make print-to-screen, magazine-style publishing easier and more powerful, they turned to the integrated toolset found in the Adobe Flash Platform to build eDock, which enables publishers to transform projects from print to screen in minutes.

eDock is an Adobe AIR® application that enables publishers to produce easy-to-customize, digital flip-page documents directly from Adobe InDesign CS5 in about four clicks. The resulting experience replicates the format and fidelity of the original InDesign publication—complete with embedded video, animation, sound, and all other interactive elements intact—and delivers magazine-style publications to the broadest possible audience for playback via the ubiquitous, reliable Adobe Flash Player.

The final outcome is that readers experience content in advanced ways that were previously unattainable on any platform. For the first time, consumers have the ability to jump to a particular page of magazine-style presentations, zoom in, pan, print active spreads, search by keyword, click to download companion PDF versions, as well as benefit from interactive tables of contents.

PrePress Center chose the Adobe Flash Platform—including the Flex framework and Adobe Flash Builder—to build eDocke due to speed of development, rapid ramp-up, and flexible frameworks. The PrePress Center team leverages the tight integration between Adobe Flash Professional and Adobe InDesign to improve the print-to-screen publishing process for all InDesign users.



Challenge

- Simplify digital publishing process
- Enhance cross-platform experience for readers of digital flip-page publications
- Develop efficiently for multiple screens and devices
- Monetize and distribute application cost effectively

Solution

- Use Adobe Flash Platform to enable Adobe InDesign users to publish interactive, magazine-style publications in a few clicks
- Establish controlled licensing server
- Create best-in-class, high-fidelity functionality

Benefits

- Streamlined digital publication of InDesign layouts
- Maximized fidelity of interactive elements across screens and platforms
- Reduced programming costs
- Accelerated development cycle
- Monetized Adobe AIR development effort
- Introduced advanced functionality for content consumers

"Organizations worldwide have embraced the streamlined, intuitive approach eDocke brings to print-to-screen publishing," says Jari Räikkönen, CEO at PrePress Center. "We are very excited about the unlimited potential the Adobe Flash Platform brings to digital publishing processes in light of advanced developer opportunities that continue to propel the industry forward." Licensed in 30 countries and with a customer base of more than 10,000, this innovative cross-platform solution automatically builds a customizable frame around multiple SWF files and transforms them to a digital flip-page format with a few clicks of a mouse—enabling rapid, failsafe e-publishing for projects ranging from graphic novels to government agency reports to e-catalogs—and everything in between.

eDocke has been lauded by industry professionals as well as the media for simplifying digital publishing production with straightforward processes and professional results. In 2010, eDocke was named a finalist in the Adobe MAX Awards in the digital publishing category.

Opportune synergy

For decades, PrePress's products and preflight services have continuously evolved in step with the advancements in Adobe software—particularly Adobe InDesign, the de-facto industry solution for millions of designers, advertising agencies, and publishers worldwide. "Adobe InDesign is the tool of choice for our entire roster of publishing clients," says Räikkönen. "The enormous market penetration of Adobe InDesign in the publishing industry was the force that drove us to pursue the eDocke development project in the first place." The team at PrePress Center seized the opportunity to leverage the tight integration between Adobe Flash Professional and Adobe InDesign to improve the print-to-screen publishing process for all InDesign users.

Advanced functionality in InDesign CS5—including the ability to export SWF files, increased fidelity when exporting InDesign page layouts to Flash Professional, and the ability to add sophisticated interactive elements to InDesign documents without compromising page design—convinced the PrePress Center team that eDocke could definitely fill a market gap. At the same time, they knew publishers using InDesign would be drawn to a product that resulted in enhanced experiences for consumers reading flip-page-style publications across screens.

"The Adobe Flash Platform made it possible for us to develop new tools that have taken digital publishing to the next level," says Räikkönen. "We really never considered using any other technology." Fueled by industry-specific feedback from clients, the PrePress team set to work on eDocke, knowing that Adobe Flash Platform was "the perfect integrated environment for us to rapidly get our project to market," he adds.

eDocker, an Adobe AIR application, enables publishers to produce easy-to-customize, digital flip-page documents directly from Adobe InDesign CS5 in about four clicks. The resulting experience replicates the format and fidelity of the original InDesign publication and delivers magazine-style publications via Adobe Flash Player.



"We love the way Flex handles challenges that would be problematic in any other environment."

Jari Räikkönen
CEO,
PrePress Center

On the client side of the application, Adobe AIR proved the ideal way to deliver a lightweight solution that would run on both Mac and PC systems—a must for today's audiences that have come to presume high-fidelity screen experiences across devices. "Integrating Adobe AIR into our already tight development framework was a huge benefit in terms of cost savings and production efficiencies. We did not have to hire new people, retool for a new runtime, or write extraneous code," says Räikkönen. "There is no other way we could have built such an elegant, cross-platform solution in just six months."

Speed of development, rapid ramp-up, and flexible yet integrated frameworks were the primary reasons to build eDocker with Flex® and Adobe Flash Builder™. "We love the way Flex handles challenges that would be problematic in any other environment. The component model in Flex completely separates functionality from visual appearance, which enabled us to easily modify one layer without affecting the other—a tremendous advantage."

Räikkönen notes that the fact that Flex and Flash Builder share the same technical logic with Adobe InDesign was very attractive, ultimately saving work and streamlining production. Other productivity enhancements in Flash Builder on this project were extensive use of UI components and the ability to copy and create files locally. The team also leveraged the fluid extensibility of Flex with third-party libraries used in eDocker for encrypting, zip archiving, and license monitoring. Additionally, Cairngorm—a micro-architecture integrated into parts of this rich Internet application—functions seamlessly in the Flex framework.

Every member of the eDocker team was already experienced using ActionScript® and Flash Builder, so the learning curve was quite flat. "Even graphic designers can make simple modifications to the application, which makes the solution highly customizable," says Petteri Paananen, eDocker product manager. That advantage—plus the familiar interfaces within Adobe Flash Professional, Adobe InDesign, and Adobe Flash Catalyst—streamlined developing eDocker. In addition, the ease of converting work created in Adobe Creative Suite® software to interactive files made Adobe software and the Adobe Flash Platform the ideal for this project. According to Paananen, the powerful debugging and previewing capabilities in Flash Builder saved about half the time it would otherwise take to test a product of this scope.

The integrated environment of the Adobe Flash Platform helped PrePress Center rapidly develop new digital publishing tools and bring them to market faster. Now, as eDockeR is being positioned for new mobile platforms, developers can continue working with the existing code base in the Adobe Flash Platform authoring environment, with minimal coding and rapid testing of content viewing on multiple screens.

Thousands of published issues....



"The Flash Platform is a pivotal environment as opportunities arise for eDockeR and its users to expand digital publishing ecosystems and maximize reach for content."

Jari Räikkönen
CEO,
PrePress Center

Toolkit

Adobe Flash Platform.

Components used include:

- Adobe Flash Professional
- Flex
- Adobe Flash Builder
- Adobe Flash Catalyst
- Adobe AIR
- Adobe Flash Player

Adobe InDesign CSS

Adobe InMarket

Cairngorm

Riding the new wave of content consumption

As publishers continuously strive to distribute content where and when consumers anticipate it, PrePress Center is strategically positioned to port the eDockeR solution to multiple new platforms, including mobile and tablet. "The Flash Platform is a pivotal environment as opportunities arise for eDockeR and its users to expand digital publishing ecosystems and maximize reach for content," says Räikkönen, noting that both a tablet and mobile version of eDockeR are on the horizon. To accomplish that, eDockeR developers will simply continue working with the application's existing code base in the Adobe Flash Platform authoring environment, which will require minimal coding, yet enable rapid testing of content viewing on new screens.

eDockeR improves dramatically with each new release of Flash Player, which leverages advanced features of InDesign. With Flash Player 10.2, eDockeR will further expand opportunities for multi-screen deployment, particularly in terms of more rapid video rendering of lighter-weight files.

Licensing functionality is integrated into the eDockeR Adobe AIR application, which means that the solution can be sold through Adobe InMarket on multiple application stores via one API. "Maximizing distribution to millions of users and capitalizing on our development efforts will dramatically impact eDockeR's business model in a positive way," says Räikkönen. "We can make our product available to audiences we could never reach as a small company, relieve our organization of highly specialized marketing and application management operations, and allow us to focus on what we do best—make great products using the Adobe Flash Platform."

For more information

www.adobe.com/products/flashplatform



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

© 2011 Adobe Systems Incorporated. All rights reserved. Printed in the USA.

Adobe, the Adobe logo, ActionScript, Adobe AIR, AIR, Creative Suite, Flash, Flash Builder, Flash Catalyst, Flex, and InDesign are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

91049372 4/11