

Cross-media publishing

Inspira Content Server is an advanced cross-media publishing system in which all content and templates are stored in the long-term storage format *XML*¹.

Based on open standards

By harnessing the strength of XML, Inspira Content Server provides investment protection as it uses data formats that do not impose lock-in into specific data formats or system architecture.

Update once, deploy anywhere

Inspira Content Server leverages single sourcing content; managing a content item in one location while using it in many locations. If the content item is updated, every application of it will be updated to reflect the made changes. Single source content management will result in significant cost savings.

Separation of content from presentation

The separation between content and presentation allows authors to focus on content creation and designers on layout. Inspira Content Server utilises *XSL*²-stylesheets to control rendering of content. An update of a stylesheet, will change the appearance of all content items that use this stylesheet.

Support for various end formats

The very same XML-content can be cross-media published to different channels and end formats. Cross-media publishing means that one only updates in one place and are still able to publish the content via multiple channels since the same source is used to produce the various end formats, Inspira Content Server supports end formats such as XML, HTML, Microsoft Word, *PDF*³ and *Flash*⁴.

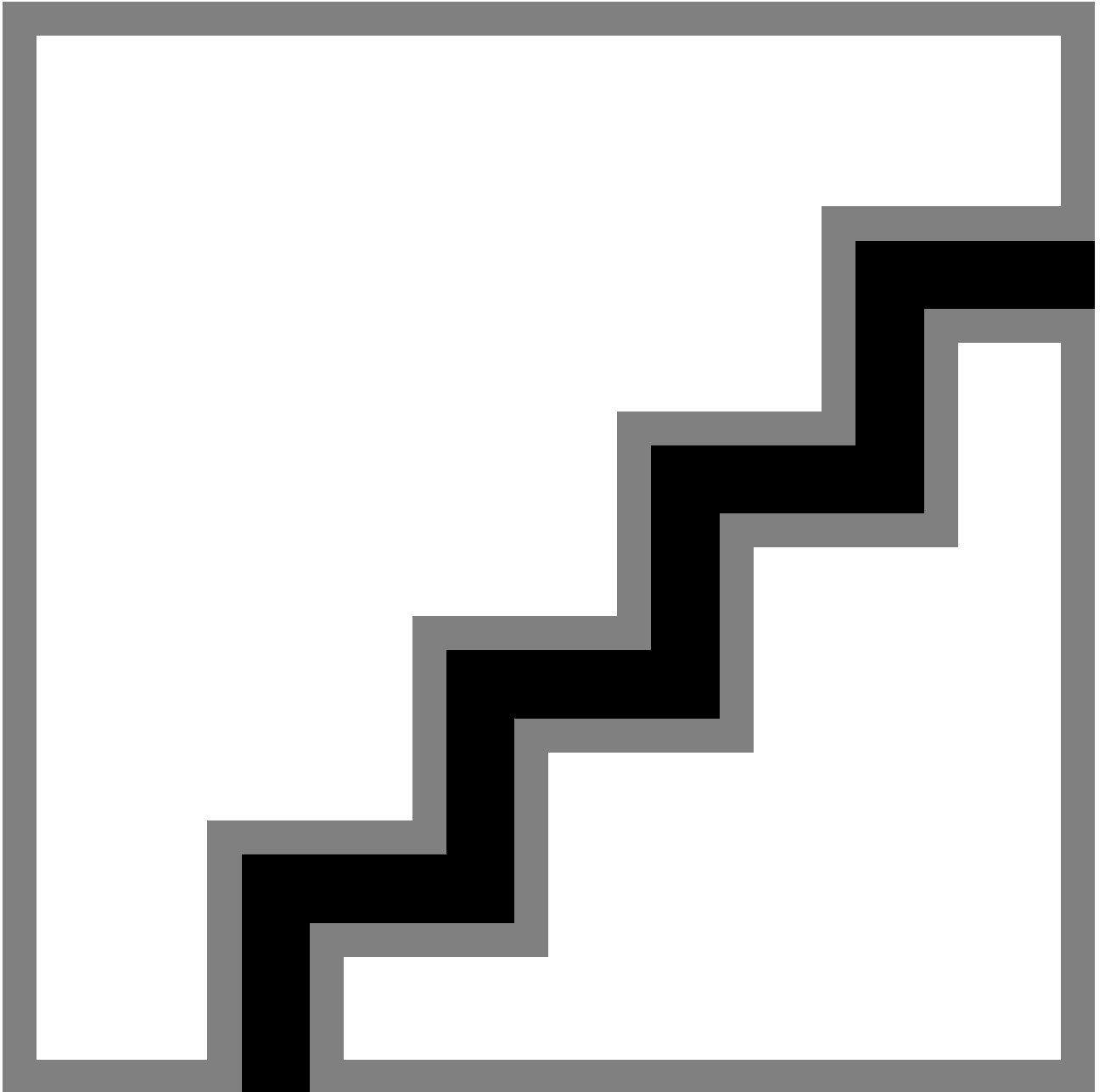


Image: Inpera Content Server uses standard technologies, including XSL/XSLT/FO/FOP to enable parallel publishing to different media.

1 XML (Extensible Markup Language)

Extensible Markup Language (XML) is a specification developed by the W3C. It consists of a set of rules for designing text formats, producing files that are easy to generate and are readable both by machines and humans. XML uses a DTD or an XML Schema to describe the data. XML improves the functionality of the Web by identifying information in a flexible and adaptable way. It can be used to store and exchange any kind of structured information.

2 XSL (Extensible Stylesheet Language)

Extensible Stylesheet Language (XSL) is a W3C standard for defining stylesheets for (and in) XML. By using XML to represent content and XSL for layout, content and style is separated. The specifications work much like templates, allowing designers to apply one style document to multiple pages.

3 PDF (Portable Document Format)

Portable Document Format (PDF) is an open file format specification developed by Adobe Systems. PDF captures formatting information. PDF documents are platform independent.

4 Flash

Macromedia Flash is a bandwidth friendly and browser independent web-application technology enabling Rich Internet Applications with interactivity and visual end-user communication.