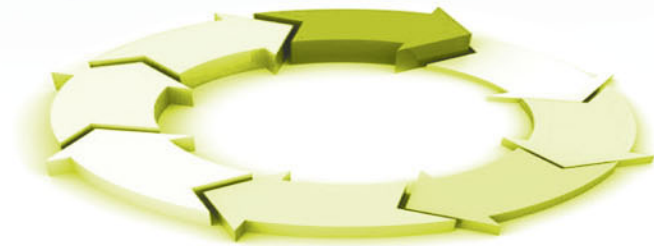


Accelerating Production and Delivery of Digital and Mobile Content

Meet your readers' need for dynamic content—when and where they want it—with a new level of operational agility. Aptara's PXE4 end-to-end platform provides flexible, digital-first production for delivering mobile-, online- and print-ready content faster than ever, and at a lower total cost of production.

Experience the speed, flexibility and new revenue opportunities afforded by a digital, multi-channel workflow with PXE4.



Agile Technology

Aptara's PXE4 Digital Publishing Platform supports the full content life cycle—from creating, to verifying, compiling, managing, and simultaneously delivering content to eReaders, smartphones, tablets, PCs and print—all from a single content source.

Its configurable architecture supports publishers' existing workflows, minimizing staff disruption and implementation time, while eliminating the need to retrofit traditional print production processes for new digital products.

By combining flexible XML-based workflows with selective task automation, the web-based PXE4 Platform delivers powerful content production processes that get more products to market faster.

Enhanced Collaboration

PXE4 results in tighter collaboration and increased productivity across the entire content supply chain. Seamless task integration between content authors, reviewers and editors reduces production cycles and improves efficiency. Other core capabilities include:

- InDesign 5/5.5 integration ensures that updates to pagination or text are automatically reflected in the source content;
- authoring directly in the platform's word-processor-like interface to create structured reusable content—or import Word, PDF, InDesign and XML files;
- elimination of manual-intensive editing processes and repeated conversion of files to and from multiple formats.

Key Features

- content creation, copyediting, proofing and publishing
- parallel outputs to tablets, eReaders, PCs and print
- EPUB 3 creation and validation
- mobile publishing support for all formats/devices
- content sharing via a web-based environment
- custom content upload for customer-specific DTDs
- interoperability with other content management systems
- DRM (Digital Rights Management) and DAM (Digital Asset Management)
- online image editing
- distribution to diverse delivery channels (including Amazon, Apple, SONY and others)
- eCommerce capability for complete supply chain control
- enhanced version control, allowing users to compare and revert to any prior document version
- specialized markup for multi-channel distribution
- ability to edit documents in their entirety vs. section by section

Key Benefits

- interoperability with existing workflows eases integration
- reduces need for retraining and retooling
- higher volumes with lower production costs and cycle times
- consistently higher quality output and lower levels of rework
- accelerated revenues from reduced time-to-market and new product opportunities
- optimized production workflows through streamlining around a central content repository
- ease of transition to XML-first or XML-early workflows
- eliminates unnecessary file format conversions
- server based upgrades—no distribution constraints
- works with in-house, outsourced or hybrid production models
- future-proofs process and technology investments for a dynamic digital marketplace