

# VivaDesigner 7:

## Desktop and Web version



## Welcome to the future

VivaDesigner is the first typesetting and layout program for both Desktop and Web. With its innovative concepts, you can decisively improve your working processes and document management.

With VivaDesigner, all collaborations between end customers, corporations and their employees as well as agencies, service providers, printers and editors and be simplified and dramatically improved.



## VivaDesigner: One revolution for ALL

VivaDesigner is the first layout program world-wide to run on the Desktop on ALL operating systems and in the Web in ALL modern browsers. It supports ALL languages in one program and is suited for ALL users: Pros, beginners, amateurs, graphic designers, corporate and end customers.

For 20 years, VivaDesigner has been setting standards worldwide in user-friendliness, layout, typography, design and automation.

### **VivaDesigner revolutionizes the creation and editing of documents**

VivaDesigner enables for the first time a global, cross-platform and Web-based creation and editing of documents, that meets the requirements and capabilities of both pros and beginners. Here all the functions are available that are needed to construct and lay out documents.

### **One for all Operating Systems**

VivaDesigner runs on all major platforms: Windows, Linux and Mac. The file formats are identical

on all three, so that users can swap documents between any operating system.

### **One for all Browsers**

VivaDesigner is the first layout program world-wide to run in a modern Web browser such as Microsoft Internet Explorer, Firefox, Safari or Chrome. No installations are necessary: No program, no fonts, no Java, no Flash and no Plugin\*.

### **One for all wallets**

VivaDesigner is available free of charge («Free Edition»). The licensed »Personal Edition« for private users and the »Commercial Edition« for corporate users have additional functions.



With the Web-compatible VivaDesigner (in this example with the Google Chrome Browser), VIVA has made a decisive breakthrough in the development of the next generation of typesetting and page layout programs, whereby the German company is setting new innovative standards in online and cloud publishing.



### One for ALL user groups

With the Web version of VivaDesigner, there are completely new possibilities in the design, creation and editing of documents.

- Agencies and media service providers can develop completely new and much slimmer processes in creation, layout, editing and proofing of documents as well as improving communication with customers.
- End users and corporations world-wide can edit documents with complex layouts very simply in every functionality, in every typographic quality and in every language as well as simultaneous editing and exchange.
- Solution suppliers and software developers can develop programs or websites or of extending them simply, with which users create layouts directly or edit existing layout documents. Thus software developers can extend or increase the value of their product portfolio.
- Internet providers and IT departments can offer both public and private Cloud services related to publishing, graphic design/layout and editing.

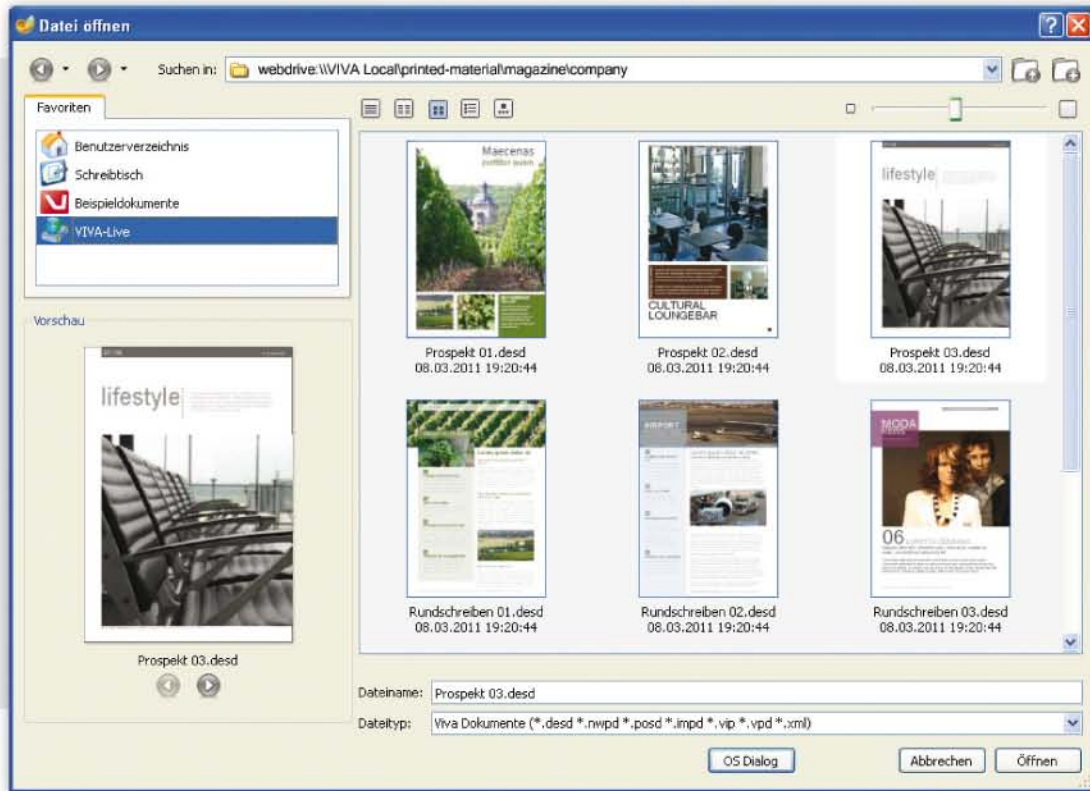
### ONE solution for ALL publishing problems

Do you miss tables, embedded objects, run around of text and image paths, hyphenation, spell check or footnotes in your »Web-to-Print« system?

VivaDesigner provides all these functions of a typesetting and layout program, even in the Web. With the Desktop and/or Web version you solve your publishing problems as with no other tool:

- ✓ No installation on the workstation.\*1
- ✓ No JAVA, Flash or Plugin in the browser.\*1
- ✓ All browsers: IE\*, Firefox, Safari, Chrome.\*1
- ✓ All platforms: Mac, Windows, Linux.
- ✓ 100% WYSIWYG with no difference between screen and PDF in every browser.
- ✓ No functional differences between the Desktop and the Web version.
- ✓ Text entry in ALL languages (incl. Arabic, Hebrew, Chinese, Japanese).
- ✓ Multilingual user interface and automatic translation of style sheets in many languages.
- ✓ Optional embedding of fonts in the document makes a font installation on the Desktop or in the Web unnecessary.
- ✓ Complete Import and Export from InDesign®\*3.
- ✓ Hyphenation and spell-checking.
- ✓ Open XML format.

Welcome to the "Cloud": Now you can save and store your documents centrally in databases or Web portals, and open them directly in VivaDesigner 7. Databases and Web portals appear in the "Open" dialog as drives (here "VIVA-Live").



## New concepts and workflows/processes:

VivaDesigner 7 provides new concepts and workflows/processes which dramatically simplify and improve the management of documents and co-operation between end users, companies and their employees, as well as agencies, service providers, printers, editors and suppliers.

### Welcome to the "Cloud"

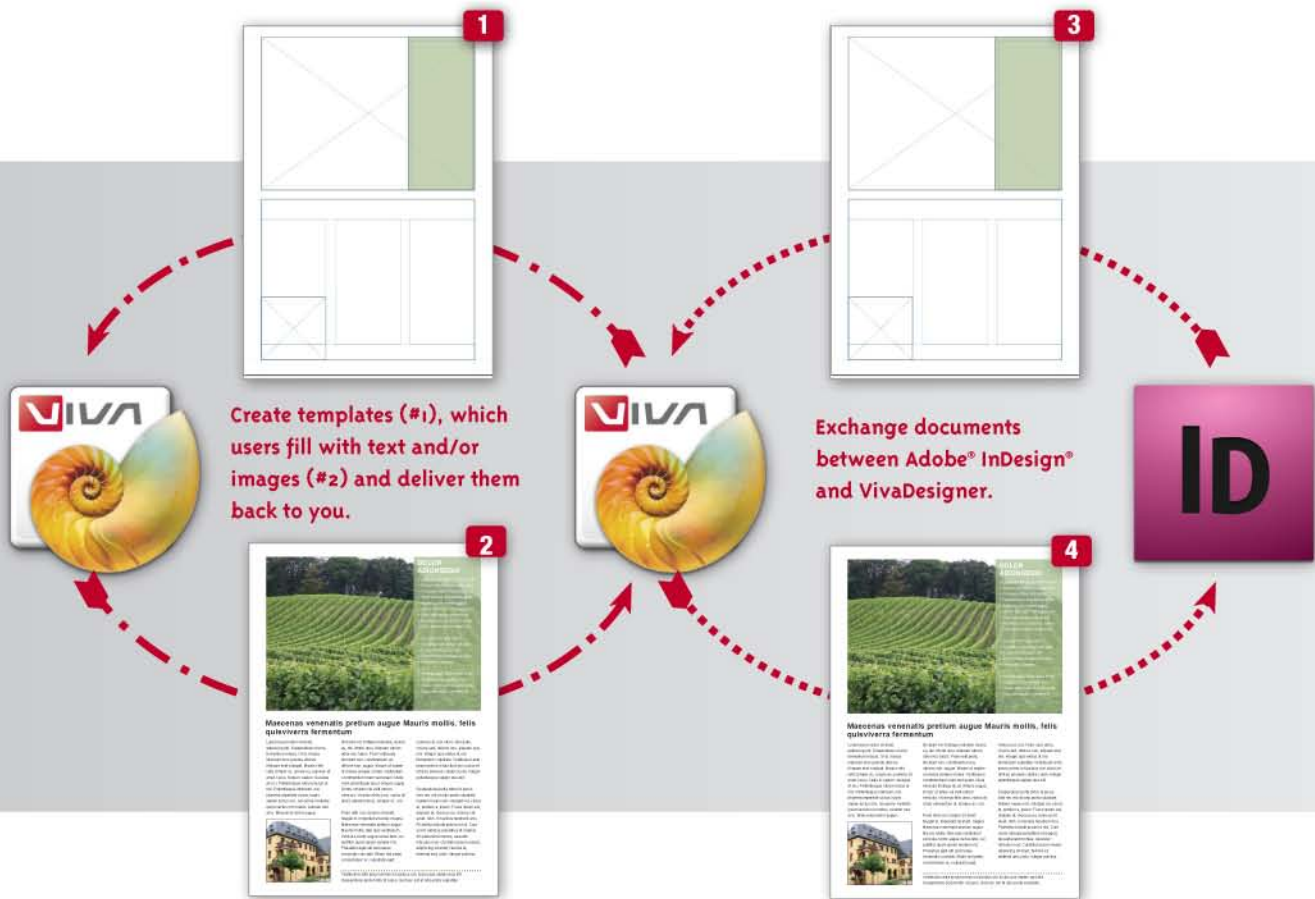
VivaDesigner 7 is the first layout program to offer the possibility of opening and saving documents directly via the Internet. With this new technology, companies and users can manage their documents centrally and have the option of providing them to selected user groups. By storing in the Internet, you have access to your documents from anywhere in the world at any time. To increase security and performance, individual Clouds or Intranets can be used.

### International co-operation

VivaDesigner 7 was specially developed for the creation of multilingual documents and international document exchange:

1. Editing of ALL languages AND writing directions in one single uniform application and document format (incl. Arabic, Hebrew, Chinese, Japanese, Korean).
2. Multilingual user interface in about 20 languages, which can be switched on the fly.
3. Standard colors and Style Sheets are optionally translated automatically according to the selected language. In this way, just one single document can be passed to users with different languages for editing. With this technology, companies, agencies, printers or service providers can create document "templates" that are understood immediately in every country.





### Automatic Font Embedding

A huge problem in the exchange of documents is the distribution and handling of fonts:

1. VivaDesigner provides functions to collect the fonts used, but many users do not want to share their fonts or at the very least do so unwillingly.
2. With many users, particularly large organizations, fonts cannot be installed without Administrator rights.
3. Additionally installed fonts frequently clash with fonts that are already installed.

With VivaDesigner, all these problems may be solved with a mouse click by automatically embedding all the fonts used in the document. The designer will use these fonts primarily, even if fonts of the same name exist in the system. If you wish you can also embed fonts manually that are not included in the document but are needed by the user for editing.

### Unique module for co-operation

With the additional module »Distributed Publishing«, you can define access rights that limit the editing of

documents at user level. With the additional module »Team Publishing«, several users can even work simultaneously in different places on the same document (more info on pages 8 to 10).

### Co-operation/exchange with Adobe® InDesign®

With the Import and Export module for Adobe® IDML<sup>2</sup>, you can open your Adobe® InDesign® documents in VivaDesigner 7 (#3) and also if required save them in Adobe® IDML format (#4). Thus you can simply switch from Adobe® InDesign® to VivaDesigner or exchange documents with users who still use Adobe® InDesign®.

You can of course develop a workflow, whereby you provide templates created with VivaDesigner, which can then be filled out and imported directly into Adobe® InDesign®.

Organizations that for various reasons want or have to continue using Adobe® InDesign® can in many cases use VivaDesigner as a money-saving alternative to additional Adobe® InDesign® licenses.

\*1 The option for configuring access rights is a separate module, but such documents can be opened by every VivaDesigner edition.

\*2 InDesign Markup Language = IDML Format. Adobe® and InDesign® registered trademarks. The IDML Export module is not available in every VivaDesigner edition.

# Rediscover typography:

The refined text functions and typographic capabilities of the “VivaDesigner 7” technology leave hardly any issues open.

With VivaDesigner 7, all the functions of a professional text processing application and a high end typesetting program are available in just one application. VivaDesigner 7 also provides many functions that you will not find in similar applications, or at least not in a comparable quality. Below are some examples that demonstrate the difference from other applications:

Improve the display of your text with the automatic optical alignment that can be applied to any character (#1, #13).

Create Drop Caps in any size and optimize the typography with an automatic runaround of the Drop Cap shape (#2, #13).

Define headers and footers for each text object in any height (#3, #18).

Work with Running Titles in several levels that show the first and last occurrence or a character string in the headers or footers (#4).

Apply any paragraph, word and character spacing, and underline text automatically or manually in any color, line styles and with any offset (#5).

Rotate one or more characters in 90 degree steps in the text (#6).

Use tabs and define any combination of fill characters (#7).

Apply frames to single or a group of paragraphs, lines, words or characters (#8).

Embed graphic, text, table or image objects in the text and define the runaround behavior (one side, both sides, etc.) (#9).

Define the typography of a character with styles and scaling (#10).

Apply colored backgrounds for characters or whole paragraphs and/or define a frame. (#11, #15).

Enter text in ALL languages AND directions: “From left to right” (Roman, Greek, Cyrillic, etc.), “From right to left” (Hebrew or Arabic) or even “From top to bottom” (Chinese, Japanese, Korean) (#12).

Display characters with a colored outline (#13).

Define several layouts within a text frame and change the column layout of the text with different widths and gutters for each column (#14).

Work with color transparency (opacity), character kerning and object shade to achieve extraordinary effects (#15).

Enter Endnotes and define their position (End of text or end of layout) (#16).

Use the integrated footnote management with extensive options for numbering, separators, columns and position (#17).

Insert variables for page number, following pages, number (quantity) of pages, previous page number, document name, date and much more in the footers, and use paragraph rules and positions to separate them from the main text (#18).



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Design

<sup>1</sup> This is my footnote text # 1

<sup>2</sup> This is my footnote text # 2. Did you know  
that footnotes can have multiple columns?

No? Yes, footnotes can have multiple  
columns!

## »Distributed Publishing« module

With the »Distributed Publishing« module, designers can provide their customers, colleagues or employees with an open layout document for editing. Here for each individual document it may be defined which editing possibilities a user may have.

In this way you can for example create documents that only give other users the possibility of entering text or moving images. Colors or Style Sheets may be applied by these users, but may not be edited by them. As the creator of the documents, you protect them with an individual password and can unlock the document with this password to edit the documents yourself. Furthermore, individual layers or Alias pages (Master pages) may be password-protected against illegal access or changes. Thus the user can for example enter pre-hyphenated text

directly in the layout. Documents to which access rights have been applied can be opened in any program version.

This all works without expensive layout programs, »Web-to-Print« applications or editing systems. Transfer of the finished documents is carried out fully automatically, without any E-Mail, FTP, or Web programs. Like all modules, »Distributed Publishing« can be applied in both the Desktop and the Web version.

## Just six steps to the perfect document:

With »Distributed Publishing«, you create a template that can be edited and sent back automatically by a user in just a few minutes.

### **Step 1 (Create template)**

Create a layout in VivaDesigner 7 or import a completed layout from Adobe® InDesign® in IDML format (from CS4).

### **Step 2 (Define access rights)**

Define the editing rights from over 30 settings for text and images, as well as program, layout and printing options, that you would like to give to the user. Protect these settings with an individual password. As an option, move single text/picture objects to password-protected layers to protect them from being accessed by the user.

### **Step 3 (Deliver the document to the customer)**

Provide the document to the customer (e.g. via a local or world-wide network, or via an additional software such as a Shop system).

### **Step 4 (Customer edits the document)**

Your customer edits the document within the user rights assigned to him locally on his own computer using either the free of charge version or a licensed version of »VivaDesigner« for Windows, Mac or Linux.

### **Step 5 (Automatic document return)**

VivaDesigner sends you the completed document to an address defined by you fully automatically with all fonts and images and sends you a confirmation message with all the required information.

### **Step 6 (Unlock and additional editing)**

Unlock the document with your password for further editing. As an option, any application software can automatically edit the data further (e. g. for a proofing or order process or direct printing).





Create a template in VivaDesigner or import your layouts from InDesign® and define the editing possibilities that you wish to provide to your users.

In this example, your customer can only click in the text objects and assign the available Style Sheets to the text!

Video on: **VIVADESIGNER.COM**

## When do I need »Distributed Publishing«?

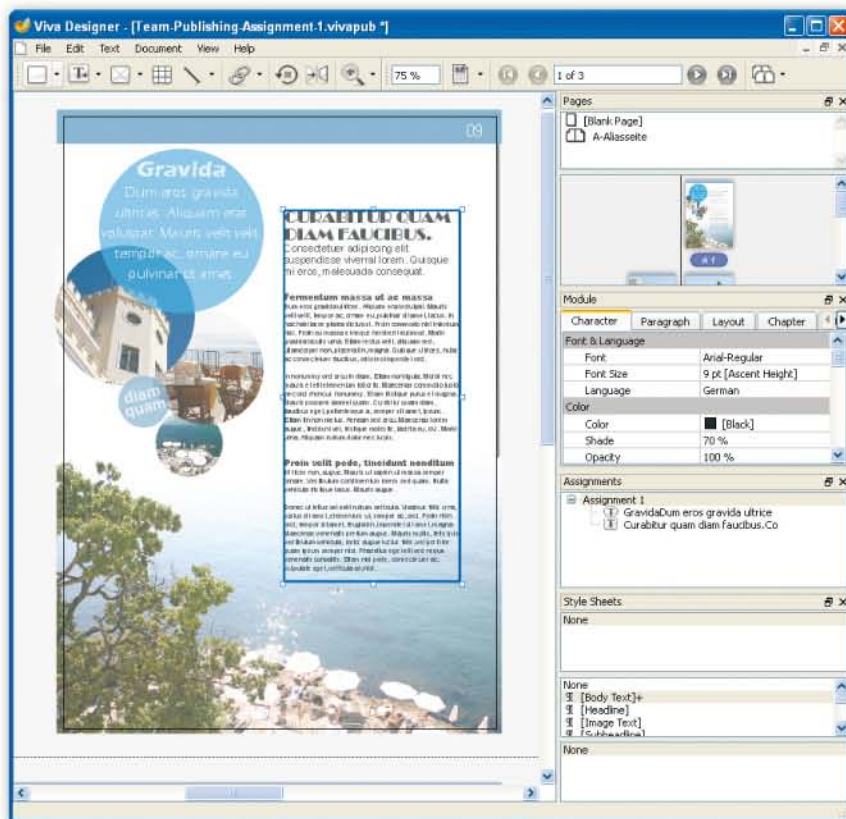
You need »Distributed Publishing« if according to your user group you can answer one or two of the goals listed below with »Yes«.

### Goals for designers/service providers:

- You receive from your customers/colleagues text or word processor files, PDFs, faxes, E-Mails and want to put an end to this flood of data and manual tasks?
- You want to save the costs for an editing system or a »Web-to-Print« solution, because these are too expensive and/or are not suited for small print runs?
- You want to keep full control over the document even with small print runs and still offer your customers extensive freedom of content?
- You want to ensure that the customer does not move to other suppliers with your templates?
- You need a solution that gives your customers and their partners world-wide the possibility of translating into ALL languages without changing your design?
- You want ONE software without any language exceptions? For Russian, Chinese, Japanese, Hebrew and Arabic?

### Goals for companies/end users:

- You want to enter your text straight into the final layout, instead of writing in text or word processing programs or E-Mail programs?
- You want to define image cropping and image size directly in the final layout, instead of describing your requirements in great detail to the graphic designer?
- You don't want to make proofing corrections in PDFs or send text by E-Mail any more?
- You want a user interface with a genuine print preview (WYSIWYG) that is simpler than Word?
- You don't want to be obliged to buy the layout software of your graphic designer including all updates and upgrades?
- You don't want to exchange data constantly with the graphic designer until both parties are satisfied?
- You want to provide your overseas partners in the Middle East or Asia with documents in your CD and the relevant translations? You want ONE software for all languages, NO exceptions?



With »Team Publishing« the editor sees all the document pages. He can only edit the text, images and graphics that have been assigned to him. All other objects can not be selected and are shown as opaque.

## »Team Publishing« module

With the »Team Publishing« module, VivaDesigner can be extended with task functions as in an editing system.

With the »Team Publishing« module, editing systems may be created simply and quickly in which several people work simultaneously on one document. In the development of the module, the requirements of both larger and smaller publishers were considered.

### Benefits overview:

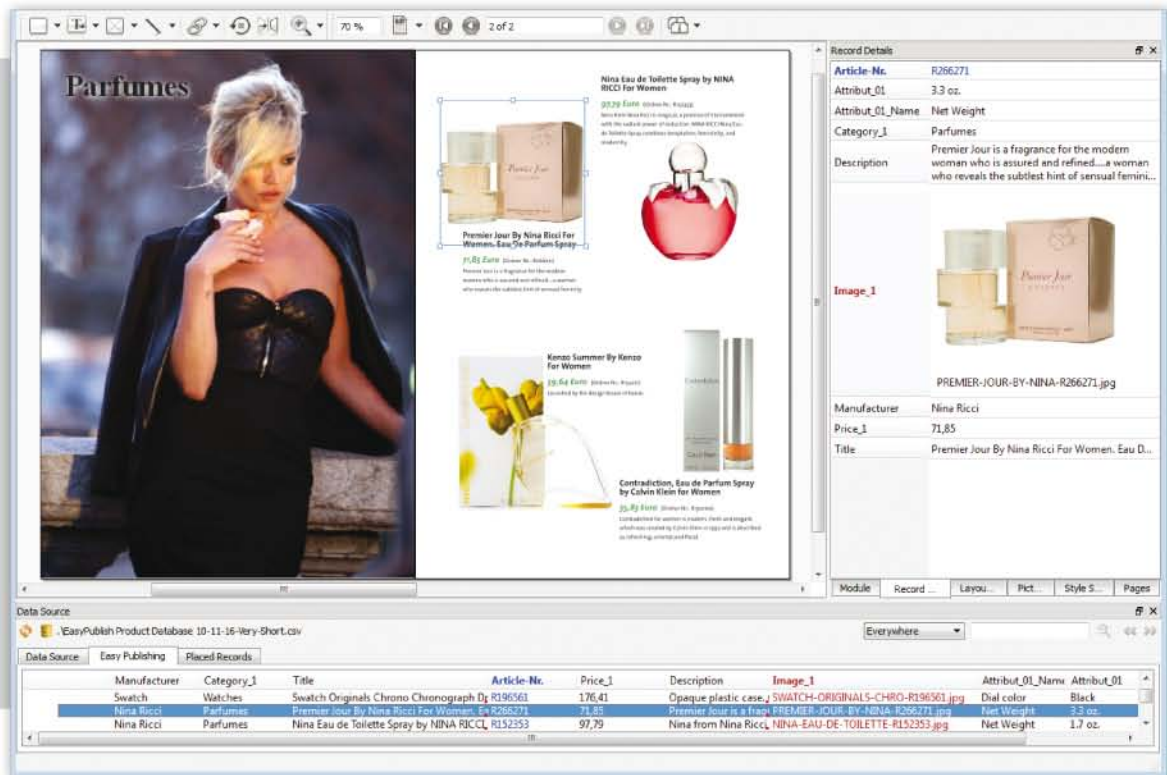
- The editor can not only re-edit text, but on requirement can also edit images or frames.
- The editor receives a preview of all the frames on the page, even if he can't edit all the frames and their content. Thus the editor knows the exact content of the page.
- The editor even gets an update of the changes that others have made in the document, providing there is a network connection to the master document.

- Especially with small publishers, the editor is also the designer and thus is responsible for parts or even for the entire page.
- To use the software, a server is to be recommended on which all concerned will work centrally, but this is not a condition of use. It is particularly useful for editors, whose offices are separated from one another. In this case, the creator of the task files can also send them by E-Mail.

The module is therefore not only suited for editors in the production of magazines or newspapers, but also for corporate publications where several users work on different sections. Designers can work in parallel to change the design, while the users fill the frame with images or text. Like all modules, »Team Publishing« too can be applied in the Desktop and Web versions.



Simply drag the records with text and images onto the objects on the page with  
 “Drag & Drop” – in just a few seconds your catalog is complete and perfectly formatted.



## “Database Publishing” rediscovered:

With the new “Easy Publishing” edition of VivaNWP Designer, you create catalogs, brochures or price lists faster and more simply.

With the “Easy Publishing” edition, VivaNWP Designer 7 introduces a “Database Publishing” software with which you can create complex documents quickly and simply. Such documents are for example catalogs, brochures, price lists and much more. After the appropriate preparation, you will create single document pages in just a few seconds with a couple of mouse clicks.

### Overview of the Benefits:

- Negligible training time thanks to the simple user interface. The days of preparation and training normally needed for the creation of the complex templates are no longer necessary. Therefore “Easy Publishing” is even suitable for beginners.
- Fast and simple production of professional documents with just a few mouse-clicks.

- Perfect assignment of text attributes and positioning of images.
- Reliable updating of prices, text and images in a flash, thanks to the central collation of the data in a database or Excel file. If the data in the data source are altered, these changes can be updated immediately in the document.
- Excellent price/performance ratio.

### Perfect integration in your workflow

In all editions, VivaNWP Designer offers the advantages of the new 7-Series: Opening and saving documents in databases and on networks, definition of access rights, co-operation/exchange with Adobe® InDesign®.

# VIVA: The publishing platform for developers

The easiest way to integrate professional publishing technology directly in your Web, Server or Desktop application.

It doesn't matter if you are a beginner or already work with other libraries to create open documents or PDFs:

The VIVA Publishing products and technologies considerably reduce your developer workload and at the same time provide an open system, which offers you and your customers completely new workflows and technical possibilities.

## Create perfect documents or PDFs:

With the VIVA Publishing Servers you can create perfect PDFs or open documents on the basis of XML files.

## Manage documents in your application:

VivaDesigner can open and save documents in all supported formats (VIVA, IDML, XML, etc.) directly in databases, Intranet or Internet applications. Thus you can for example ensure that users cannot save your documents locally on their own computers.

## Read your parameters from the documents:

VIVA programs support the XMP format for standard information (page preview, document information, etc.) and enables the individual extension of user information in XMP format.

## Write or read VIVA documents:

Write or read parts or complete documents in your application, as VivaDesigner documents can be saved completely in XML format.

## Transform text into any designs:

With a simple XSL transformation you convert formatted text to HTML on the basis of a "CSS".

## Work with Adobe® InDesign® documents:

With the IDML support module, you can edit and save Adobe® InDesign®-documents (from CS4) in your applications.

## References:

Leading companies, service bureau's and printers world-wide trust  
VIVA products and services:

**Automotive:** Audi, BMW, Lexus, Mercedes Benz, Fiat, Volkswagen, Peugeot, Daewoo, Citroen, SEAT, Ford, Smart, L&P Automotive, Vauxhall, Renault, Chrysler, Jeep.

**Consumables:** apetito, McDonalds, Müller Milch, Nescafé, KFC (Kentucky), Kellogs Cornflakes, Mars, Magnum, Toblerone, McCain.

**Industry & Trading:** AEG, Bosch, IKEA Spain, Phywe, Karstadt, Praktiker, Procter & Gamble, Soft-Carrier, Quelle, Marks & Spencer.

**Financial:** Cortal Consors, Deutscher Sparkassen- und Giroverband, Postbank, Schroders Investment, HSBC, Mastercard, Barclaycard, Maestro, Halifax.

**Pharmaceutical, Chemical, Medicine:** Bayer, Pfizer, Aesculap, B. Braun Melsungen.

**Transport & Freight:** Deutsche Bahn, DB Regio, Schenker, Eurostar.

**Fashion & Cosmetics:** Armani, Chanel, Wrangler, H&M, Nivea, Boss, Nike, Adidas, C & A, Gucci, Levis, Puma, L'Oreal, GAP, Esprit Bodywear, Triumph, Palmolive, Colgate, Ariel, Gillette.

**IT & Communication:** AGFA, CREO, Microsoft, O2, Hewlett-Packard, Samsung, Vodafone, T-Online, Océ, Deutsche Telekom, British Telecom, Tiscali, Orange, VIAG Interkom, Debitel, FujiFilm, EBAY, Kodak, AOL, Epson, Intel, Motorola, Nokia, Sony, Sony Ericsson, Yahoo, BBC, Canon, Discovery Channel, Logitech.

**Tourism:** Alltours, Berge & Meer, Olimar Reisen, British Airways, AirFrance, Easyjet, Virgin Holidays, P&O Cruises, Singapore Airlines, Icelandair.