

# Formatting DITA for Print and PDF

FrameMaker

Or

XSL-FO

# Formatting involves:

Assembly of information for dissemination

– Dissemination no longer is just paper!!!

- Typesetting and preparation of layouts
- Complex crafts that draw from a wide variety of disciplines including art, technology, psychology, etc.
- Ultimately give a publication its "look and feel."
- Key factors in the effectiveness of written communication.
- Consider these aspects of formatting as they relate to your own organization.

# Goals

- Lower Costs
- Shorter time to market
- Better information distribution
- Increased security and control
- Higher Productivity
- Enhanced document quality

# Motivation: The Business Case for XSL

## What you want:

- High quality, consistent output ⇒ "look and feel", "branding"
- Automated production of information products ⇒ Reduced cost
- Supports re-purposing of content ⇒ "single-source publishing"
- Supports the investment in content rather than presentation ⇒ "separation of content from formatting"
- Independent of any particular application ⇒ "portability"
- Availability of resources ⇒ "non-proprietary skills, languages"

# Motivation: The Business Case for XSL

## Some options:

- Framemaker
- XSL-FO – Antenna House, RenderX, Arbortext, Adobe Document Server, Scriptura, FOP, XMLPDF, APOC, XSL-FO to TeX

# Challenges:

- It has always been difficult to produce high quality print output from XML.
- Historically, this has required a significant financial investment in specialized typesetting tools, (e.g. Advent 3B2, Datalogics Composer, Miles 33, Arbortext Publisher, Xyvision XPP, TeX, etc.)
- These tools have a steep learning curve due to often cryptic, proprietary stylesheet languages or typesetting codes.
- Proprietary stylesheets. Not standards based.

## Formatting Challenges

Formatting has evolved from paper alone to include CD-ROM, Web and other electronic forms.

The pace of product development continues to accelerate.

Old processes cannot keep up.

Production of multilingual document is becoming increasingly important.

## Formatting Opportunities

Deliver **multiple** media from **same** base of information.

**Share common information** across multiple documents.

Deliver information **faster**.

“**Mass customize**” information for each consumer.

Close the information loop by **building in feedback**.



# XML and DITA Forms the Foundation

XML is a  
W3C  
Standard

- Elevates utility of text and documents to that of relational data.
- Supports automated processing of content and structure.
- Enables sophisticated searching.

## Benefits of XML

- **Lowers costs** for multiple output formats.
- **Accelerates time-to-market** for new products.
- **Protects original investment** (media-independent, system-independent).
- **Reduces redundancy.**
- **Promotes reuse.**
- **Improves accuracy** and consistency.
- **Eases support** for media not yet invented.
- **Facilitate production** of multilingual documentation.

## Making the Business Case for XML

### Determine:

- Opportunities for information reuse;
- Opportunities for automation:
  - Page layout;
  - Multiple formats;
- Longevity of data
- Consistent, structured data.

**Periodically re-evaluate progress against goals.**

# Building an XML System

**Choose from a variety of tools to meet your needs:**

- **Design:** Document analysis and DTD creation tools
- **Input:** Conversion software and XML editors
- **Output:** Transformers and delivery systems
- **Management:** Search, revision control, workflow, databases

## Document Delivery

***Purpose: To enable paper output delivery from XML markup.***

- Direct from XML or translated first to non-XML.
- XML systems can use standardized style sheets, XSL-FO
- Maintenance of information should be made within the XML instance, not the proprietary translation (if used).

## Benefits

- XML can be the “**bridge**” between diverse systems and requirements.
- **XML protects your data investment** for the long term.
- Separating the content of information from the appearance provides **greater flexibility** in new data uses and outputs.
- Protect your investment by using a **non-proprietary, open platform** format.

# Framemaker

- WYSIWYG authoring and publishing product
- Support virtually any page layout/document format

# History of Framemaker

- All-in-one package optimized for technical writers
- First known version - 1986
- Originally released on SunOS
- Mac was second port
- Ran on 13 different Unix systems
- Windows was the last port done for Framemaker in 1992
- Became Adobe product in 1995
- 2004 ceased support for Mac
- Framemaker is only product in its arena to survive MS Word



# What is XSL-FO?

# XSL-FO

(Extensible Stylesheet Formatting Objects)

This is the part of XSL that deals with how structured information should be presented.

" XSL-FO is a pagination markup language describing a rendering vocabulary capturing the semantics of formatting information for paginated presentation."

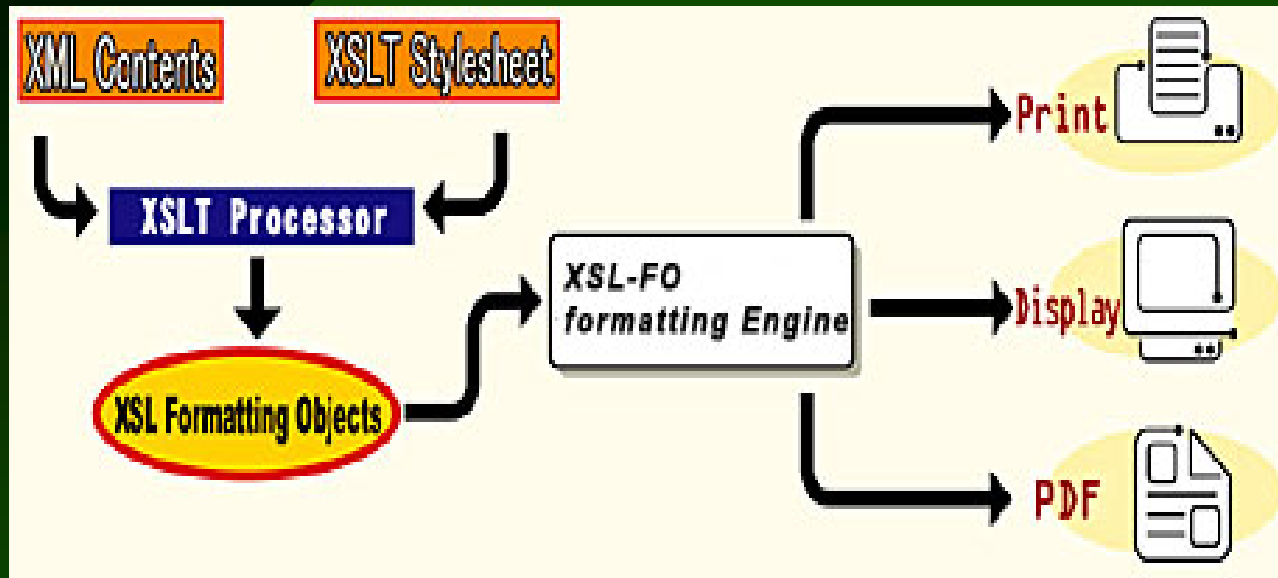
Ken Holman's training materials on XSL-FO

# A little history of XSL-FO

- XSL was split into two parts, "XSL Transformations" and "XSL Formatting Objects"
- XSLT was completed March 1999 ([www.w3c.org/TR/xslt/](http://www.w3c.org/TR/xslt/))
- XSL-FO was completed October, 2001 ([www.w3c.org/TR/xsl/](http://www.w3c.org/TR/xsl/))

# XSL-FO is black box formatting

- W3C Recommendation – October 2001
- First commercial products from Antenna House and RenderX in 2001
- FOP from the Apache Organization in 2001



XSL FO is only concerned with visual display of XML data

# Transformation and Presentation

## Extensible Stylesheet Language -Formatting Objects

- The stylesheet must specify:
  - page areas and sets of pages to be used to compose a document for paper.
  - "Flows", areas on pages which are "filled" with text and graphics
  - "block" areas and "inline" areas which are used to contain the content taken from an input XML document.
- The blocks are placed in the flows on the pages

# XSL-FO supports:

- portrait and landscape pages
- multiple page sizes
- multiple writing directions
- headers/footers
- generated page numbering
- graphics
- floating areas
- Hyphenation and justification
- recto-verso pages
- multiple columns of text on a page
- Unicode
- generated ToCs
- re-sorting items for output
- tables, including running heads, with and column spans
- widow/orphan control



## With extensions XSL-FO supports:

- Document info in PDF
- Bookmarks for PDF
- Column footnotes
- Revision bars
- MathML
- Embedding PDF within PDF
- Column Rules
- Punctuation spacing
- table autospace
- floats
- Advanced hyphenation
- Barcodes

## What FO is not and is

- XSL-FO is not intuitive.
- XSL-FO is not interactive.
- XSL-FO does not take months to sort out how to use.
- XSL-FO is a standard
- XSL-FO is batch.
- XSL-FO is widespread.
- XSL-FO is not the domain of the printers.

## Who is using XSL-FO

- Ford & Navistar
- Lexmark & HP
- Boeing, Pratt & Whitney, Airbus
- Winterthur Life & Pension
- Lexis-Nexis
- Nokia
- Mercury Marine
- Credit Suisse
- Royal Bank of Scotland
- Deutsche Securities
- European Commission
- Canadian Department of Justice
- World Intellectual Property Organization (WIPO)
- NASA
- Hong Kong Government
- Civil Aviation Authority of New Zealand
- Bank of America
- U.S. Air Force, Army, Navy
- Tokyo Electron
- GMAC
- IRS

**+ over a 1,000 other companies**

# Advantages of XSLT and XSL-FO:

- Applies processing and formatting consistently and automatically
- Formatting rules are stored separately from the data, in a non-proprietary, human-readable format
- Can be less complicated than programming in Java, Perl, etc.
- stylesheets can be used with different XSLT processors
- easily integrates with other XML standards compliant applications

When should XSL-FO be used?

- Format XML or Structured Content into pages
- Batch
- Multilingual

## When to use XSL-FO

- As the primary tool
- As a supplement
- Note: XSL-FO is ideal for applications built around Docbook and DITA

## The benefits of a standardized format for data and presentation are overwhelming. They include

- complete interoperability of both content and style across applications and platforms;
- freedom of content creators from vendor control of production tools;
- freedom of users to choose their own views into content;
- easy construction of powerful tools for manipulating content on a large scale;
- a level playing field for independent software developers; and
- true international publishing across all media.
- Lower costs!



When should it not be used?

- For any document that requires continuous layout changes
- When tweaking after formatting is required
- For highly artistic types or formatting  
Magazines, Newspapers

What is the current status of products?

# Products

- Antenna House
- RenderX
- Arbortext
- Adobe Document Server
- Scriptura
- FOP
- XMLPDF
- APOC
- XSL-FO to TeX

# Future

## GUI Advances (still to come)

- Visual Stylesheet Development tools
- Browser support for XSL-FO (client side formatting)
- Enhanced formatting capabilities
- Support for wireless devices
- More formatting capabilities

What is the current status of the standard?

# Current Status of Standard

- V1.0 Recommendation  
15 Oct 2001
- V1.1 Working Draft 17 Dec 2003  
Recommendation  
May-June 2006

# XML

- XML has adopted Unicode encoding schema.
- Being able to have external files linked to a main file enables storing the text portion of different languages into separate files.



# WYSIWYG

(what you see is what you get)

or

# WYDSIWYN

(what you don't see is what  
you need)

**WYSIWYG = Framemaker**

**WYDSIWYN = XSL-FO**

# Solving the real problem

Focus should be on:

- Improving total process
  - Not just individual tasks
- Improving Organization Effectiveness
  - Not just individual productivity
- Cutting costs and improving
  - Time to Market
  - Accuracy
  - Security

# “Once is Enough”

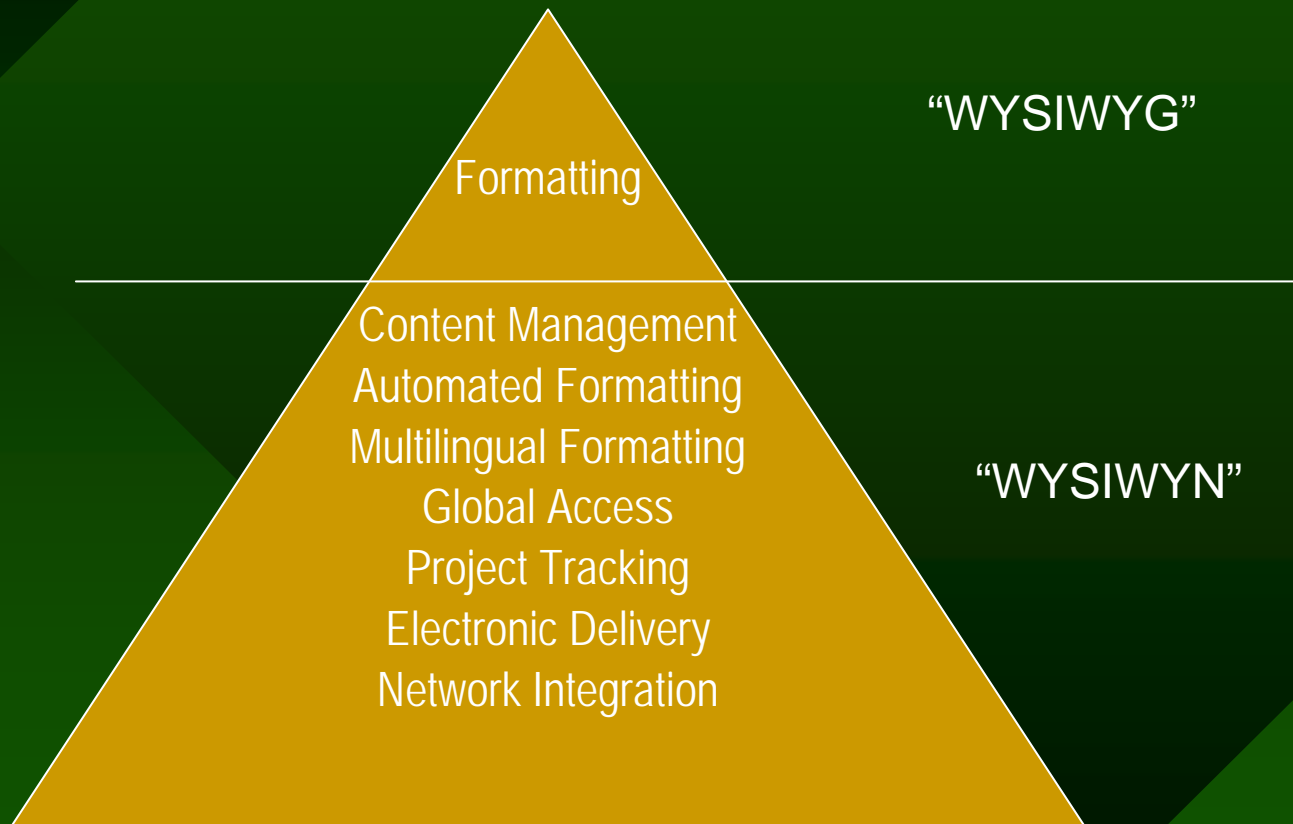
- Information is captured once
- Information is stored once
- Separation of content from form
- Integrated database – text, graphics, etc.

# WYDSIWYN

## How do you know you need it?

- Information characteristics
  - Information is revised between production cycles
  - Information is re-used and published in different ways
  - Boilerplate gets updated with customized information
- Process Characteristics
  - Multiple authors and reviewers
  - Multiple departments involved
  - Local and remote document creation
  - Local and remote distributions
  - External deadlines

# The Iceberg



# Do you need WYSIWYG?

- Need to manually layout pages
- No fixed page style
- Need to modify page layout
- Unstructured documents formats
- Document format is continuously changing
- Unstructured content

# Additional Considerations

- Underlying architecture
- Standards
- Operating System
- Budget
- Long term requirements
- Formatting requirements



# Operating Systems

- Framemaker
  - Windows
  - Sun Solaris
- XSL-FO
  - Sun Solaris
  - Mac
  - HP-UX
  - Linux
  - AIX
  - Windows
  - Java

# Multilingual Capabilities

- Framemaker

- English
- Japanese
- French
- Spanish
- German
- Cataloan
- Italian
- Portuguese
- Danish
- Dutch
- Norwegian
- Finish
- Swedish
- Chinese
- Korean

- XSL-FO

- English
- Japanese
- French
- Spanish
- German
- Catalan
- Italian
- Portuguese
- Danish
- Dutch
- Norwegian
- Finish
- Swedish
- Chinese
- Korean
- Arabic
- Hebrew
- Cyrillic
- Croatian
- Estonian
- Greek
- Hungarian
- Icelandic
- Indonesia  
n
- Latin
- Latvian
- Polish
- Russian
- Slovak
- Slovenian
- Turkish
- Thai
- Afrikaans
- Bahasa  
Malay
- Basque
- Bulgarian
- Vietnamese
- Persian

XML and XSL make it possible to solve the problem of multilingual publishing.

# XSL-FO – designed for global languages

- Offers means to specify writing direction
- Typesetting rules for each language can be specified using object and properties in XSL.
- Unicode

# Template/Stylesheet Compatibility

- EDD (Adobe Proprietary)
  - Framemaker
  - Framemaker Server
- XSL-FO (W3C Standard)
  - Antenna House XSL Formatter
  - RenderX
  - FOP
  - Altsoft Xml2PDF
  - Xinc
  - + over 20 other products

# Trends

## Toolkits

- Need a number of software components to do XSL development: e.g. XML parser, XSLT processor, XSL-FO engine, a Java Runtime Engine
- Toolkits are available to reduce the complexity of getting all this set up and working correctly.

Examples:

DITA Toolkits

What are the practical advantages of XSL-FO over other potential solutions?

# Motivation: The Business Case for XSL-FO

## What you want:

- High quality, consistent output ⇒ “look and feel,” “branding”
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- Supports re-purposing of content ⇒ “single-source publishing”
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- Availability of resources ⇒ “non-proprietary skills, languages”



# XSL-FO for Effective Personalization Formatting Solutions



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Some real examples of  
documents done with XSL-  
FO?

## VERTRAGSARZTRECHT

### Auswirkungen des Weiterbildungsrechts von Ärzten und Psychotherapeuten auf das Vertragsarztrecht

Richter am Bundessozialgericht Dr. Ulrich Wenner, Kassel

Zwischen ärztlichem Weiterbildungs- und Berufsrecht einerseits und dem Vertragsarztrecht andererseits besteht seit langem ein Spannungsverhältnis. Die Gesetzgebungskompetenzen sind verschieden, und an der in diesem Bereich besonders bedeutsamen untergesetzlichen Rechtssetzung wirken im vertragsärztlichen Bereich die Krankenkassen als Kostenträger entscheidend mit, während die Weiterbildungs- und Berufsordnungen allein von den Ärztekammern erlassen werden. Die rechtlich und bisweilen auch berufspolitisch begründeten Thesen vom Vorrang des ärztlichen Berufsrechts und einer Bindung der Normgeber im Vertragsarztrecht an dieses Recht sehen sich dem Verdacht ausgesetzt, zumindest auch auf die Zurückdrängung von Wirtschaftlichkeits- und Kostengründen abzuweichen. Die zum 1.1.1999 in die vertragsärztlichen Versorgungsstrukturen integrierten psychologischen Psychotherapeuten bzw. Kinder- und Jugendlichenpsychotherapeuten kennen noch kein dem ärztlichen Bereich vergleichbares Weiterbildungsrecht. Ob dieser Zustand geändert werden soll, kann nicht ohne Blick auf die Auswirkungen beruflicher Spezialisierungen auf die Leistungserbringung im Rahmen der vertragspsychotherapeutischen Versorgung entschieden werden. Auf diesem Hintergrund informiert der Beitrag über die Rechtsprechung des BSG zu den Auswirkungen des ärztlichen Weiterbildungsrechts auf das Vertragsarztrecht sowie über die eigenständigen Abgrenzungsregelungen der ärztlichen Disziplinen im Vertragsarztrecht. Am Ende steht ein Ausblick auf die Rechtslage bei den Psychotherapeuten, zu der naturgemäß noch keine Rechtsprechung des BSG ergangen ist.

#### I. Vertragsarztrechtliche Ausgangslage

1. Weiterbildung als Zulassungsvoraussetzung  
Um die Zulassung als Vertragsarzt kann sich jeder Arzt bewerben, der seine Eintragung in ein Arztregister

nachweist, das von der Kassenärztlichen Vereinigung geführt wird (§ 95 Abs. 2 SGB V). Die Eintragung in das Arztregister setzt die Approbation als Arzt sowie den erfolgreichen Abschluss entweder einer allgemeinmedizinischen Weiterbildung oder einer Weiterbildung in einem anderen Fachgebiet mit der Befugnis zum Führen der entsprechenden Gebietsbezeichnung voraus (§ 95a Abs. 1 SGB V). Das Vertragsarztrecht verweist damit zum einen auf Bundesrecht, nämlich soweit es um die Approbation als Arzt geht. Deren Erteilung richtet sich nach § 3 der Bundesärzteordnung, die als Bundesgesetz auf die Kompetenzregelung in Art. 74 Nr. 19 des Grundgesetzes (GG) gestützt ist. Danach hat der Bund die Kompetenz für die Zulassung zu ärztlichen und anderen Heilberufen. Mit dem Erfordernis der Weiterbildung verweist § 95a Abs. 1 SGB V dagegen auf Landesrecht, denn nach der Kompetenzordnung des Grundgesetzes sind die Länder für die ärztliche Weiterbildung und die Regelung des Facharztwesens zuständig.<sup>1</sup> Dabei ist eine Übereinstimmung der Weiterbildungsregelungen in den einzelnen Bundesländern mindestens in den Grundzügen unverzichtbar.<sup>2</sup> Die Freizügigkeit der Berufsausübung im Bundesgebiet wäre nachhaltig gefährdet, wenn ein in einem Bundesland weitergebildeter Arzt, der die Berechtigung zum Führen einer Facharztbezeichnung erworben hat, in anderen Bundesländern auf Grund eines völlig abweichenden Inhalts der Weiterbildungsordnung auf seinem Fachgebiet nicht tätig werden könnte. Die Funktion der Vereinheitlichung übernimmt in diesem Bereich die vom Deutschen Ärztetag beschlossene Musterweiterbildungsordnung, an die sich die Weiterbildungsordnungen der Ärztekammern regelmäßig anlehnen. Insoweit findet der Gesetzgeber im Krankenversicherungsrecht ein bundeseinheitlich zumindest stark vorgeprägtes landesrechtliches Weiterbildungs- und Facharztrecht vor, an das er auch mit bundeseinheitlichen Regelungen im Zulassungsrecht anknüpfen kann.

#### 2. Auswirkungen des Vertragsarztrechts

Das Vertragsarztrecht, das sich als Bundesrecht auf die Bundeskompetenz zur Regelung der Sozialversicherung in Art. 74 Nr. 12 GG stützt, greift bisweilen seinerseits

Dr. Ulrich Wenner, Richter am BSG, Mitglied des 6. Senats (Vertragsarztrecht und Vertragskassenrecht).

1 BVerfG v. 9.5.1972 – 1 BvR 518/62, BVerfGE 33, 125.

2 Hess in Kassel Kommentar, § 95a SGB V Rz. 5.



## CEV\* (Customer Economic Value) Comparison

International Model: 4300 SBA LP 4X2 Competitor Model: Freightliner FL700

Application: Dry Van - 5 years/25,000 miles/yr  
(Applies to other applications with similar mission)

### Expected Differential Savings for International Trucks and Tractors versus Competition

VALUE CATEGORY	ISB 5.9L	ISX 6.3L	MSE 600 4.3L	MSE 600 6.4L
Resale value	\$ 600 - 1,200	\$ 600 - 1,200	\$ 1,000 - 1,200	\$ 600 - 1,200
Engine overhaul cost	Not Available	Not Available	Not Available	Not Available
Preventive maintenance costs	\$ 107 - 200	\$ 200 - 300	\$ 107 - 130	\$ 27 - 61
Reliability	Not Available	Not Available	Not Available	Not Available
TOTAL (the more the better)	\$ 907 - 1,400	\$ 1,000 - 1,600	\$ 1,100 - 1,200	\$ 627 - 1,241

(Figures in table are not differences in expected dollar value or value of International vs. competitor)

### VALUE NOTES

**RESALE VALUE** Consistent used vehicle pricing

**ENGINE OVERHAUL COST** Repair cost savings for engine rebuilds

**PREVENTIVE MAINTENANCE COSTS** Lower preventive maintenance costs due to longer service intervals

**RELIABILITY** Lower repair costs resulting from replacing individual parts instead of the entire section

### ADDITIONAL VALUE POINTS

**VISIBILITY (PRODUCTIVITY)** It's easier to see the gauges on our raised instrument panel. Improved visibility features like the one help drivers keep their eyes on the road.

**VISIBILITY (PRODUCTIVITY)** 1400 sq. in. cooling package contains a 900 sq. in. radiator side-by-side with a 471 sq. in. charge air cooler. In highly efficient, light-weight, low-profile design that enhances forward visibility.

**VISIBILITY (PRODUCTIVITY)** With up to 2074 sq. in. of front windshield glass area, and 590 sq. in. of available glass area in each door the driver has a commanding view of the road. The repositioned A-pillar increases overall road view. A swept back angle helps deflect debris, thus minimizing glass damage. Standard tinted glass helps reduce glare.

**RESALE VALUE | LIFECYCLE COST** International's galvanized steel cabs are constructed with welded-in reinforcements, a deep-staked back panel, and a single piece steel door frame. It's built to withstand the toughest conditions - keeping you out of the shop and on the job.

**RESALE VALUE | LIFECYCLE COST** Standard rear cab air suspension minimizes cab vibration, extending cab, and cab-mounted component life and delivering an exceptional ride, resulting in lower driver turnover and associated costs.

**RESALE VALUE | LIFECYCLE COST** Our redesigned all-aluminum cab resists corrosion, and it weighs less. A lighter load means you can increase your payload and your profits.

**RESALE VALUE | LIFECYCLE COST** Polished aluminum wheels can increase resale value, improve image, and reduce chassis weight, too. Add aluminum fenders to reduce chassis weight up to 100 pounds on the front axle.

**BODY AND CHASSIS INTEGRATION (OPERATING EFFICIENCY)** Whether you're in the construction business, hauling garbage or plowing snow, the International 7000 Series has been designed to render the clean CA necessary to mount bodies and equipment with ease.

**BODY AND CHASSIS INTEGRATION (OPERATING EFFICIENCY)** Front frame extensions with integral reinforcements provide the strength required to mount plus lift/lifters in combination with front PTO (shovel pumps and other heavy equipment).

CEV\* (Customer Economic Value) Comparisons are provided for illustration purposes only. Individual results will vary based on truck owner specific application, trade cycle and rates per year.

# DoubleClick

Delivery and Response

# DARTMail

Friday August 01, 2003

クライアント	サイト	開始日/時間	終了日/時間	配信				
				スポーツ配信	配信	配信回数	配信マナー	再送不掲載配信マナー
Phonix Integrated	Comex Public	Jan 11, 2003 @ 18:59	Jan 11, 2003 @ 18:59	0	0	0	0	0
SOI Manager/It	SOI Manager/It	Feb 01, 2003 @ 02:54	Feb 11, 2003 @ 02:54	476	476	0	0	0
SOI.LB Marketing	service	Jan 11, 2003 @ 17:38	Feb 07, 2003 @ 09:27	89,799	4,884	1,024	1,014	199
SOI.LB Marketing	product updates	Jan 11, 2003 @ 19:52	Feb 06, 2003 @ 17:28	4,000	1,204	0	0	148
SOI.LB Marketing	event	Jan 09, 2003 @ 03:24	Feb 05, 2003 @ 04:57	10,428	11,124	0	0	4,790
SOI.LB Marketing	newsletter	Jan 11, 2003 @ 07:08	Feb 05, 2003 @ 14:46	79,864	11,714	20,141	20,141	11,279
SpaRites	HardWay	Feb 07, 2003 @ 13:08	Feb 07, 2003 @ 13:08	0	0	0	0	0
SpaRites	Newsletter	Feb 07, 2003 @ 13:50	Feb 07, 2003 @ 13:50	0	0	0	0	0
SpaRites	SpaRites	Nov 04, 2002 @ 17:28	Nov 14, 2002 @ 17:28	0	0	0	0	0
Task Force	Transaction	Nov 03, 2002 @ 01:24	Nov 13, 2002 @ 01:24	0	14	4	4	4
SOI.LB (TFC) /P&G	P&G Weekly	Oct 04, 2002 @ 14:17	Feb 04, 2003 @ 09:03	1,047	1,050	71	71	71
SA Sandy	SA Sandy Ad	Oct 13, 2002 @ 06:59	Feb 03, 2003 @ 14:21	120	49	26	26	13
SOI NY	no ny web	Apr 08, 2003 @ 20:36	Oct 01, 2003 @ 11:36	0	0	0	0	0
Yadkorn/It	IT TEST	Oct 04, 2002 @ 17:14	Feb 07, 2003 @ 04:46	86	14	4	4	4
Yadkorn/It	Yadkorn/It	Aug 28, 2002 @ 17:48	Oct 24, 2002 @ 17:07	0	0	0	0	0
Mail Update	Mail Update	Aug 27, 2002 @ 17:48	Nov 17, 2002 @ 02:12	0	0	0	0	0
SOI MEXIA	SOI MEXIA	Aug 28, 2002 @ 10:24	Nov 16, 2002 @ 17:29	80,488	17,268	0	0	1,279
Kanzen/It	Kanzen/It	Aug 01, 2002 @ 14:56	May 01, 2003 @ 10:14	1,692,272	1,791,744	0	0	76,444
Smart Marketing	Public Feed of Japan	Feb 07, 2003 @ 13:08	Feb 07, 2003 @ 13:08	0	0	0	0	0
Smart Marketing	Public Japan Ad	Aug 14, 2002 @ 13:46	Jan 21, 2003 @ 13:07	10,444	14,664	0	0	0
Smart Marketing	Publ Ad	Aug 14, 2002 @ 09:00	Jan 21, 2003 @ 13:06	179,804	454,274	119,136	119,136	76,422
Smart Marketing	Public Feed/Ad	Aug 01, 2002 @ 13:06	Feb 05, 2003 @ 17:50	11,764,807	18,217,864	1,777,144	1,777,144	1,086,914
Smart Marketing	Quadrant Ad/Ad	Aug 14, 2002 @ 13:59	Jan 21, 2003 @ 14:21	889,717	422,718	276,864	276,864	184,000
Smart Marketing	Developer Ad	Aug 08, 2002 @ 11:00	Feb 06, 2003 @ 17:56	208,874	180,814	26,264	26,264	17,864
Smart Marketing	IT Ad Ad	Aug 28, 2002 @ 17:50	Jan 20, 2003 @ 17:17	46,844	36,807	7,488	7,488	4,790
Smart Marketing	Quadrant Ad	Aug 14, 2002 @ 14:11	Feb 05, 2003 @ 04:22	10,070,480	0,444,224	1,488,000	1,488,000	871,144
Smart Marketing	Public/Ad Ad	Aug 01, 2002 @ 09:24	Aug 11, 2002 @ 13:06	49,888	26,212	0	0	0
Smart Marketing	Quadrant Ad	Aug 07, 2002 @ 17:56	Mar 07, 2003 @ 13:14	14,242,880	0,247,714	4,884,000	4,884,000	1,282,880
Smart Outlook.com	IT Marketing	Aug 02, 2002 @ 13:04	Oct 24, 2002 @ 12:04	489,807	174,244	126,916	126,916	80,000
Smart Outlook.com	IT Newsletter	Aug 02, 2002 @ 10:52	Feb 11, 2003 @ 10:07	1,286,609	1,237,116	10,914	10,914	36,000
Smart Outlook.com	IT Ad Ad	Jan 17, 2003 @ 13:06	Feb 04, 2003 @ 19:20	0	0	0	0	0
Smart Outlook.com	IT Newsletter	Aug 02, 2002 @ 10:24	Jan 26, 2003 @ 20:49	1,762,489	889,888	112,807	112,807	36,000
SOI Africa	no Africa	Aug 08, 2003 @ 17:36	Jan 17, 2003 @ 17:36	0	0	0	0	0
Smart Promoting	News	Nov 04, 2002 @ 04:08	Feb 07, 2003 @ 10:23	36,476	11,118	0	0	1,007
Smart Promoting	Ad/Ad Newsletter	Oct 14, 2002 @ 13:06	Jan 17, 2003 @ 04:06	26,796	14,818	0	0	2,779
Smart Promoting	Smart Ad/Ad	Aug 01, 2002 @ 14:26	Feb 07, 2003 @ 04:50	16,274	76,018	14,214	14,214	10,007
Smart Promoting	P&G Newsletter	Feb 26, 2002 @ 10:17	Feb 07, 2003 @ 11:10	307,888	276,474	26,498	26,498	15,888
Swire	Swire	Feb 26, 2002 @ 17:11	Aug 11, 2002 @ 06:11	47,488	17,274	11,117	11,117	0
SOI Reader Ad	SOI Reader Ad	Feb 26, 2002 @ 17:49	Feb 06, 2003 @ 14:04	12,000,799	11,760,476	871,000	871,000	486,744
SOI Microsoft	SOI Microsoft	Feb 26, 2002 @ 17:49	Feb 06, 2003 @ 10:28	0	0	0	0	0

# Don't Underestimate What You Can Do with XSL-FO



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# Standards



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# Today – Next Year – 5 Years

- Does your current formatting strategy support all your formatting requirements?
- Will it support the requirements next year and in 5 years?
- How many products can you choose between?

# Framemaker is an excellent product

- There may be a better solution
- May not support all your requirements
- A solution that uses both Framemaker and XSL-FO may be the answer



# Conclusion

## Framemaker

- Solves the business problem of quality print output from XML for documentation
- Addresses both authoring and presentation
- Can be used effectively in different areas of a publishing system or business solution
- Is only available from Adobe
- Is based on proprietary architecture
- Does not easily lend itself to an automated solution

## Conclusion

### XSL - XSLT / XSL-FO

- Solves the business problem of quality print output from XML for documentation
- Addresses both transformation and presentation
- Can be used effectively in different areas of a publishing system or business solution
- Has growing vendor support
- Is an open standard

# Thank You!

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