Multilingual Publishing – The Key to Success on Global Markets

The markets are increasingly going global - it is nigh impossible for companies to defy this general trend, should they strive for long-term success in a specific market segment. The logical consequence is that marketing and sales documents must „go international." InBetween offers you various solutions for the automated creation of your country-specific publications.

In the past, publications (primarily catalogues) were most often compiled in the company's master language. The few additional markets were supplied with an English catalogue, if at all. In the wake of globalization, it is becoming more and more important for companies to tap new foreign markets. By means of successful internationalization, turnover can be increased, existing markets secured and new markets accessed. To achieve these goals, the company's messages must be quickly updated and launched on the target group markets. This functions best with localized, country-specific publications. The decisive factor for successfully marketing your products is addressing customers in the respective national language.

A Widespread Problem: No Central Data Management

In practice, it is however often the case that language-relevant data are not yet available in their final form. The master catalogue has most often already been printed before you can commence with the language productions. Furthermore, the translations are often in different formats, because no uniform data source is available. The consequences: The entire production process is immensely delayed. In this conventional form of production, cost savings can for the most part, only be achieved in the so-called black plate change (refer to blue box), whereby the expenditure for creating print files is still just as high as it has been. Therefore, the essential prerequisite for a standardized and automated production is central data management of product information and media assets (images, graphics, technical drawings, etc.). The entire process can only be automated via central data management, which prevents redundancies and errors, and increases quality.

The Objective: Catalogues in all National Languages of the Target Markets

When creating language-specific publications, achieving the highest degree of automation possible is the primary objective. The solution to this is InBetween. Even for communication materials tailored to a target market, InBetween offers a comparably high degree of automation and thus the opportunity of achieving cost advantages when creating country-specific publications featuring their specific product range in the respective language, because they are just as quickly and dynamically created as are highly automated catalogues for a uniform product line in a series of standard languages.

As is often the case when creating a highly dynamic publication, it must be manually finished in a conventional layout program. InBetween also supports you in this process with intelligent solutions, which cut your costs and effort by as much as is possible.

There are several aspects that must be taken into account during preliminary considerations about multilingual publishing. Economic feasibility and convenience play decisive roles. Your company's vision must be in harmony with the available budget. The following points provide an overview of what must be taken into account.

What questions should you ask yourself in the preliminary stage?

- In how many countries is the publication to be released?
- In how many languages do you wish it to be published?
- Are several languages required in a publication? Do the product lines differ between the individual countries?
- Are the publication contents the same for the individual countries and only the price, currency or measuring units differ?
- Are other images or contextually differing texts for the language variants used (e.g., cultural differences …)
- What paper format is used in the respective country? (e.g.: letter format in the USA, rather than DIN A4 format)

InBetween is the vital link between your data and the layout, and provides the appropriate solution for your country-specific publications, regardless of whether you maintain a uniform or varying product line with country-specific communications. In view of your production process, InBetween furthermore adapts to your requirements and supports all scenarios. Even when language versions are not available until a later date, or when an update is to be performed right

InBetween

before going to press.

We would like to present in detail four typical solution approaches.

Scenario 1: Publications in numerous languages on the basis of a master catalogue

A widespread scenario in companies is a publication in numerous languages with an identical product line and identical layout. At the onset, often only the master language in its entirety is available in the data source. For the most part, language-relevant translations are available at different points in time. Generating the master language and then updating at a later date is no problem for InBetween. Documents do not need to be newly generated. In InBetween, with the assistance of so-called update groups, all language-relevant elements are allocated. The generated layout document in the master language can be further processed and adapted in the accustomed and familiar layout program. At the time of final generation, this document builds the basis for all further language productions. At any given point in time, the desired language for the document can be adapted on the basis of the up-

date groups via a data export. To this purpose, the InBetween DTP client is used, which enables you to perform adaptations directly in the layout program. Elements that cannot be updated, such as images, are permanently positioned.

Advantages:
- A language-dependent update of the master document is possible at any given point in time.
- By means of the InBetween DTP client, updates are carried out in the accustomed environment.
- Savings in print costs by means of black imprint film.

Scenario 2: Simultaneous generation of all language variants with a uniform product line and publication layout

The ideal case in production: If all languages are already contained in the data source at the onset, with the aid of the InBetween „Multi Layer Generation," an output document that already contains all available languages can be generated. The prerequisite to this is a uniform product line, as well as a uniform structural publication layout for all languages. A separate layer for each individual language is generated

in InBetween. Allocation to the layers is carried out on the basis of the existing data. When an output document is generated, these layers are taken over in the respective layout program. For further processing, these layers can be freely unhidden and hidden. Due to InBetween's intelligent rule-based system, the structure of the individual language layers for the entire publication is absolutely identical. For each text frame, the longest text of all languages is used as the scale for the frame height. This height has the same impact on all layers. All language-independent elements (e.g., images, graphics, etc.) are thus positioned at the exact same place for all layers (Fig. 1).

Advantages:
- High process reliability, as all languages are contained in a single document. No transmission errors, no different file versions and processing is always at the most current status.
- All corrections can be performed in one file.
- More reliability in print production in view of register accuracy and screen angle.
- Cost advantage in print production due to black imprint film.

Scenario 3: Flexible Creation of Country-specific Publications „On Demand"

In this type of language generation, too, all languages must already be available in the data source and refer to a uniform product line. In this case, however, an individually country-specific publication is only generated when required („on demand"). Typically, flyers or brochures based on the latest data are to be generated at short notice for a specific occasion. These individually generated documents can be subsequently further adapted. Using the InBetween function „LOG_LANGU-

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Excursus into Black Imprint Film:

In the layout program, each language is allocated to a special color and uses its own color channel. For all language-independent elements such as, e.g., images, the accustomed CMYK color channels are used. Since the languages are printed in black, it is later possible to combine the black-colored printing plate with the language-independent elements. The same procedure is used for a new language and a new black-colored printing plate for the printout is prepared; the remaining printouts remain untouched. The more comprehensive the catalogue is, and the more language versions are to be printed, the higher the savings for printing costs are, because when the language is changed, no costs are incurred for plate changes (material costs, lighting and setup time) for the remaining printouts.

Fig. 1: Text frame height is determined by the longest text in all languages.

AGE," the publication can be output in a specified language by calling up special language parameters in the data. An output document can be generated for each language needed. Contrary to multi-layer generation, the individual text frames adapt to the text lengths of the respective language (Fig. 2).

Advantages:

- Generating publications in the desired language „on demand," for example, so that large international companies can provide smaller publications such as brochures, flyers or data sheets containing the latest data when needed.
- The layout of the individual publications can be individually adapted.
- Graphic teams can work on compiling individual publications without being dependent on each other.

Scenario 4: Individual Publications Tailored to the Target Market

If the product line differs from country to country and individual publications are needed, we recommend applying the new generation method. A special data export containing the relevant product line is output from the data source for each individual country version. With InBetween, it is furthermore possible to individually generate a publication on the basis of different data (e.g., different accessories, etc.). The editions are designed on the same rule-based system. These output documents can be updated at any given point in time. Thus, nothing stands in the way of an individual, country-specific implementation.

Advantages:

- Dynamic and highly automated generation of country-specific product catalogues.
- Each country receives its catalogue in a correspondent edition, in the respective language and adapted product line.
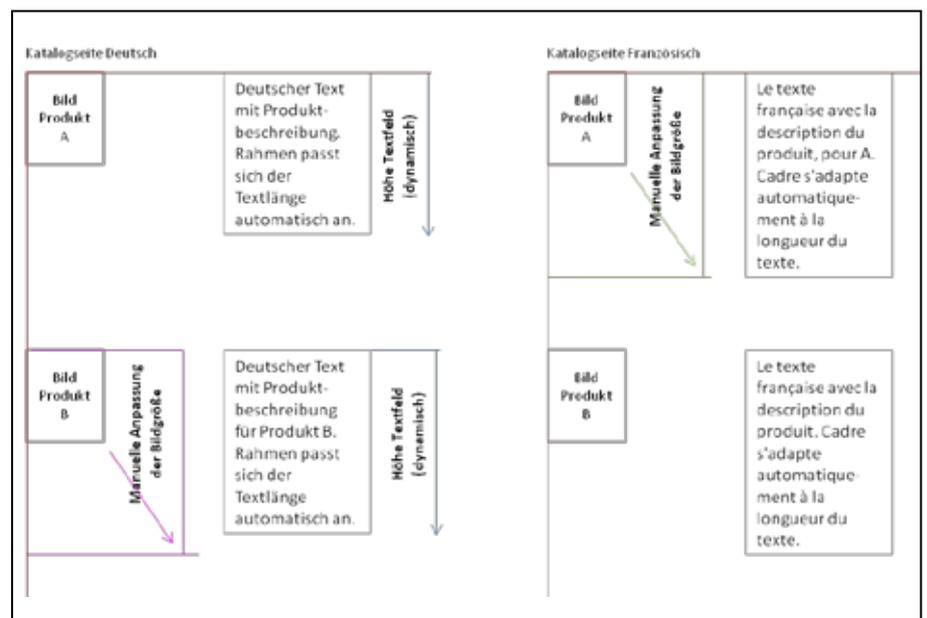- Highly individual implementation is possible.

Fig. 2:
Text frames dynamically adapt to text lengths. The individual adaptation of the layout can be manually performed by the editors in a further process, e.g., by enlarging images to highlight individual products (German editor enlarges product image B, French editor enlarges product image A).

Fig. 3: Graphic overview of the presented publication processes with InBetween

Production steps for multilingual publishing with InBetween	Marketing	PrePress				Print Production	
	Different product line	Changing the catalogue structure	Size of the dynamic layout frame is permanently fixed	Generation	Finishing creative	Variable catalogue scope (product line, text length per language)	Reduced print costs – Black imprint film
Not all languages available in the data source when production starts							
Update groups	no	no	no	once + update per language	once	no	yes
Alle Sprachen bei Produktionsstart in der Datenquelle vorhanden							
Multi-Layer	no	no	yes	once	once	no	yes
LOG_LANGUAGE	no	yes	no	per language	per language	yes	no
New Generation	yes	yes	no	per language	per language	yes	no

For further information, please refer to our homepage www.inbetween.de. Should you wish for in-depth information, please contact us by e-mail at info@inbetween.de. We would also be happy to answer your questions on the phone: 0711-72 23 32-0.