InBetween

Creating creative catalogues with the InBetween PublicationBuilder

The InBetween PublicationBuilder is your tool of choice for the decentralized creation of creative catalogues and brochures

More creative and less automated - with the InBetween PublicationBuilder creative catalogues can be put together on the basis of comprehensive editorial data and image pools. High performance, multi-user capability, fast data access as well as optimized preview options guarantee highly creative output with short production times.

Great flexibility for the layout of your documents

With the web-based InBetween PublicationBuilder you are in full control when designing your print material: You decide freely about the data to be used and are able to make changes to the layout while assigning your data, simply by moving within predefined page grids of your publication.

Customizability for new application scenarios

Thanks to extended options for the customizability and a highly flexible rights management, a large number of different application scenarios can now be realized: You can, for instance, give your specialized dealers the possibility to create their own posters or displays for their promotional campaigns. Or you could allow your subsidiaries to pick products from the central product range in their respective languages and let them make changes in certain clearly defined areas within the document. The InBetween PublicationBuilder gives you fine-grained control over your publications and lets you decide which part of it may be altered and which should remain unchanged - while at the same time taking advantage of an automated process.

Improved integration with PIM systems

Thanks to a re-engineered architecture the InBetwen Publication Builder is even better integrated with other systems such as PIM systems or brand management systems than its predecessor, the InBetween WebClient. Additionally, it offers higher speed and increased scalability.

Various search options

Regarding search options, the InBetween PublicationBuilder offers a number of additional benefits: A search can directly be performed in the underlying database and is far more targeted due to the use of additional filters. All at a very high speed.

Live data connection

Typing errors are treacherous and very often they are discovered only when the final document has already been generated. The new possibility of a live data connection with the InBetween PublicationBuilder provides valuable assistance. All current data is kept synchronous, and all fully automatically.

If, for instance, you discover in a final document that a description is missing or that a typing error has slipped in, you can simply make your corrections in the PIM system and your catalogue or datasheet will also be updated automatically, without the need for another time-consuming new data export.

Collaboration without conflicts

This new function in the InBetwen PublicationBuilder allows you to work on an InBetween project with several people in parallel - whether they are working on different publications or on different chapters of the same publication. New improved access and security mechanisms in the InBetween PublicationBuilder monitor closely who makes changes in a publication or an individual chapter. This prevents the accidental erasure of intended changes in a document.

Comfortable preview

You would like to have a comfortable preview of all elements while selecting your images, texts and tables? With a simple click on the search result and a clearly laid out presentation of the results in columns you really can keep an eye on everything before starting to place your products.

An additional flip book preview for browsing through your document gives you a better feel for the design and layout structure of your pages.

Higher performance with multi-instance generation

InBetween supports the multi-instance version of Adobe ® InDesign ® Servers.

The big advantage: significantly reduced generation times whenever several generations need to be performed in parallel. If in the past it took forever to create a preview for a single product because this ‚job‘ ended up at the very end of the queue, multi-instance generation minimizes the effect. And a little preview inbetween is no longer a big deal.

InBetween

Key advantages

- The perfect tool for creative catalogues, brochures and flyers.

- Numerous new application scenarios can be realized.

- Sophisticated solution for data-driven web-to-print.

- Use of different data sources in addition to PIM systems.

- Possibility to cooperate with several users on different parts of a publication.

- Based on proven InBetween standards and concepts. .

For additional information, please go to www.inbetween.com. For more detailed information please contact us via email at info@inbetween.de. Or give us a call at +49 (0)711-72 23 32-0.

InBetween

InBetween Deutschland GmbH
Friedrichstraße 39
D-70174 Stuttgart

Telefon: +49 711 72 23 32-0
Telefax: +49 711 72 23 32-29
E-Mail: info@inbetween.de
Internet: es.inbetween.com