

News InBetween 4.7 Webinar

26th November 2020

Peter Flory

Michael Christoffel

Varvara Wulf



Welcome
to InBetween

In Between



InBetween 4.7



InBetween 4.6

InBetween 4.5

InBetween 4.4

InBetween 4.3

InBetween 4.2

Highlights InBetween 4.6



Highlights InBetween 4.6

- Annotation Management
- Workflow Management
- Sections and Placeholders

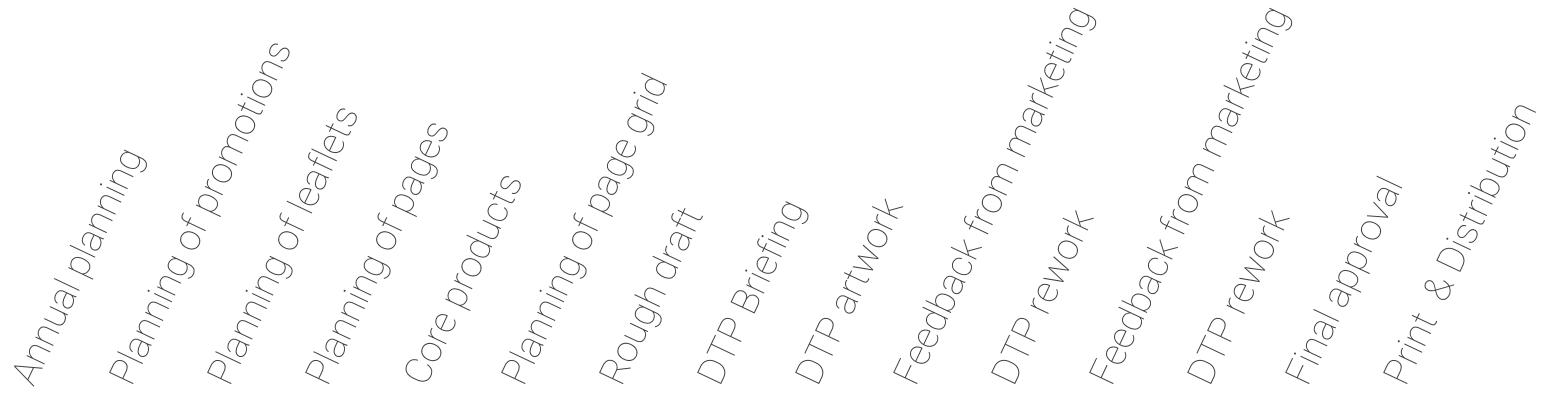
Excursus: Distributed Print Publishing



WHY DISTRIBUTED PUBLISHING?

- to organize the publishing process within the company
- include different roles:
 - purchase
 - product management
 - marketing
 - graphics / DTP department and/or external agencies
- ➔ to build custom-fitting planning and publishing workflows

PUBLICATION PROCESS

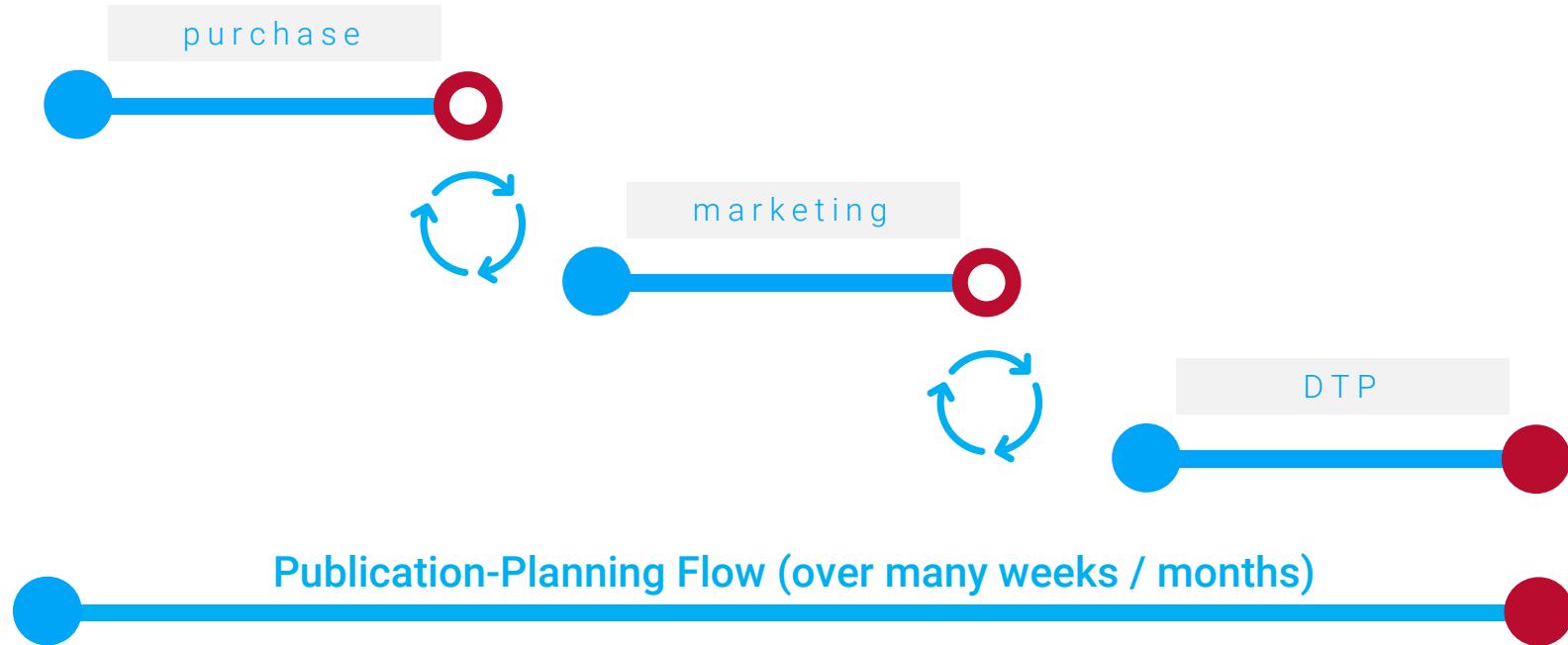


Publication-Planning Flow (over many weeks / months)

InBetween Online Solutions for distributed work

1. InBetween Publisher
 - decentral publishing
 - on demand publications
 - great for self-service portals
2. InBetween Publication Wizard
 - publication planning & building
 - great for teamwork

DISTRIBUTED PUBLISHING



DISTRIBUTED PUBLISHING



Publication-Planning Flow (over many weeks / months)

Page 10 of 10

Editor

Share Filter:
outdoor

Type:

Category

Products			
ID	Display Value	Type	Category
C2S1P1	Hurricane Hedwig	product	Ski
C2S1P2	Squadrone Racer 88	product	Ski
C2S1P3	Salmon 80 TI	product	Ski
C2S1P6	Shira SMU	product	Ski
C2S1P7	Sergoplaster R24	product	Ski
C2S1P8	Racce SL R UV0	product	Ski
C2S1P10	Aviator 85	product	Ski
C2S1P11	Madrid Trace 88	product	Ski

Basket			
ID	Display Value	Value	Category
C1	Clothing		
C1S1P1	Olympas		Hemden
C1S1P2	Eternal		Hemden
C1S1P3	Transient		Hemden
C1S1P4	Juck & Joni		Hemden
C1S2P1	Benzin		Hosen
C1S2P2	Sivel		Hosen
C1S2P3	Sneaj		Hosen
C1S2P4	Priese		Hosen
C2	Outdoor		
C2S1I1	Outdoor overview		
C2S1P1	Hurricane Hedwig		Ski

Quick Preview



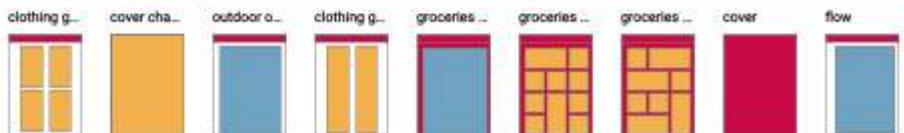
Friese
Category Hosen
Type: product

Publication ×

Page Planning

EN_US

100%

Master Pages: Quantity: - 1 +

Products		
ID	Display Value	Type
C1	Clothing	chapter
C1S1P1	Olympas	product
C1S1P2	Eternal	product
C1S1P3	Transient	product
C1S1P4	Juck & Joni	product
C1S2P1	Benzin	product
C1S2P2	Sivel	product
C1S2P3	Sneaj	product
C1S2P4	Friese	product
C2	Outdoor	chapter
C2S1I1	Outdoor overview	Imagepage
C2S1P1	Hurricane Hedwig	product
C2S1P2	Squadrone Racer 88	product
C2S1P3	Salmon 80 TI	product
C2S1P6	Shira SMU	product
C2S1P7	Sergoplaster R24	product
C2S1P8	Racce SL R UVO	product
C2S1P10	Aviator 85	product

Quick Preview



publication X

Page Planning EN/US 100% ...

Cover




clothing



products



products



products



outdoor

overview



products



groceries



products



products

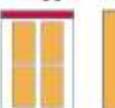
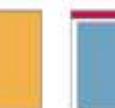
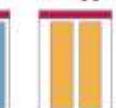
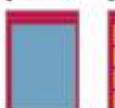
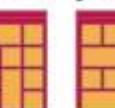


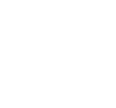
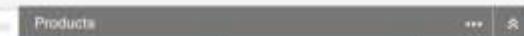
products



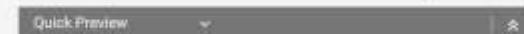
Master Pages Quantity 1 +

clothing g... cover cha... outdoor o... clothing g... groceries ... groceries ... cover flow

Products		
ID	Display Value	Type
C1	Clothing	chapter
C1S1P1	Olympas	product
C1S1P2	Eternal	product
C1S1P3	Transient	product
C1S1P4	Juck & Joni	product
C1S2P1	Benzin	product
C1S2P2	Sivel	product
C1S2P3	Sneaj	product
C1S2P4	Friese	product
C2	Outdoor	chapter
C2S1I1	Outdoor overview	imagepage
C2S1P1	Hurricane Hedwig	product
C2S1P2	Squadrone Racer 88	product
C2S1P3	Salmon 80 Ti	product
C2S1P6	Shira SMU	product
C2S1P7	Sergoplastier R24	product
C2S1P8	Racce SL R UVO	product
C2S1P10	Aviator 85	product



Quick Preview



Olympas
Category: Hemden
Type: product

publication X

product

Enter your comment here...

Tools

Comments

manager 123
bitte Frisierung Haare überarbeiten
27.10.2020 08:18 AM

manager 123
hier Schrift vergrößern
27.10.2020 08:11 AM

manager 123
auf der Seite ist zu viel Weißfläche
27.10.2020 08:12 AM

Benzin
Pants with wide legs. The half-length model is made of cotton and polyester and has a zipper and button at the front. Slightly elastic fit with side pockets.

material: 100% cotton
colour: pink striped
article number: clu-hos-bein

Shel
Pants in overlength for a very elegant look. The model is made of slightly elastic material with pleats. The High-Rise-Style has a belt.

material: 100% cotton
colour: green
article number: clu-hos-shel

\$ 54.99

\$ 64.99

#trouse



Benzin

Pants with wide legs. The half-length model is made of cotton and polyester and has a zipper and button at the front. Slightly loose fit with side pockets.

material: 100% cotton
colour: pink/stripped
article number: clo-hoe-ben

\$ 54.99

Sivel

Pants in overlength for a very elegant look. The model is made of slightly elastic material with pleats. The High-Rise-Style has a belt.

material: 100% cotton
colour: green
article number: clo-hoe-siv

\$ 64.99

Werkzeuge Farben Kommentare Seitenleiste Annotation Manager Generat. Schnelledit

Werkzeuge

Farben



Seitenleiste

manager
her pett's water

27-10-2020, 08:48

Kommentare:

27-10-2020, 08:48

manager

2.1 bitte Freistellung Haare überarbeiten

Reagieren

27-10-2020, 08:48

manager

2.2 her Schrift vergrößern

Reagieren

27-10-2020, 08:48

manager

2.3 auf der Seite ist zu viel Weißfläche

Reagieren



DISTRIBUTED PUBLISHING

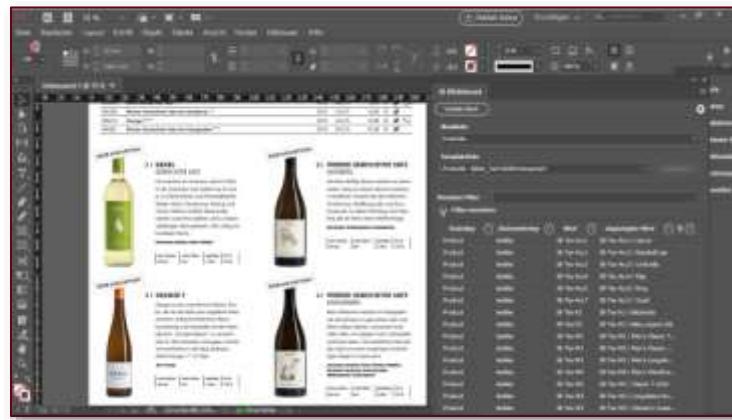
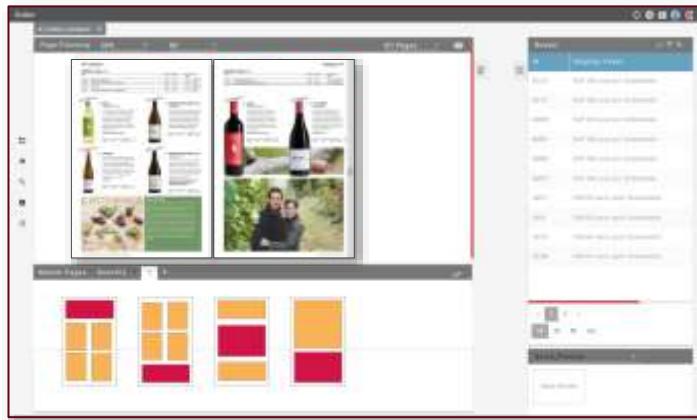


Publication-Planning Flow (over many weeks / months)

PUBLICATION PLANNING & FINISHING

Produkt Management

Graphic Design



- product management populates layouts with products
 - Graphic designer finishes and sends to printer

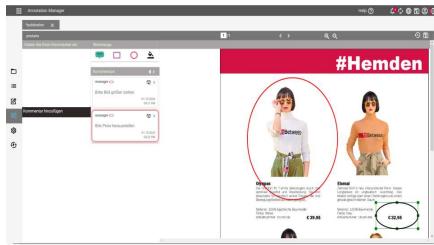
Highlights InBetween 4.6

- Annotation Management
- Workflow Management
- Sections and Placeholders

Highlights InBetween 4.6

Annotation Management

- meta-level annotations
- in web & InDesign client
- highlights, markers, textual comments
- simplifies correction processes



*publication: X

products

Geben Sie Ihren Kommentar ein

Werkzeuge

1 / 1

< >

🔍



Kommentare

manager



Bitte Bild größer ziehen.

01.10.2020
04:21 PM

manager



Bitte Preis herausstellen

01.10.2020
04:22 PM

Kommentar hinzufügen

#Hemden



Olympas

Die Comfort Fit T-Shirts überzeugen durch ihre optimale Qualität und Verarbeitung. Sie sind besonders für jungen aktive Frauen die ihre Bewegungsfreiheit schätzen, geeignet.

Material: 100% ägyptische Baumwolle

Farbe: Weiss

Artikelnummer: clo-shi-yo

€ 39,95



Eternal

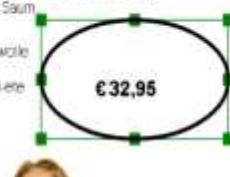
Zertifizierte Shirts in neu interpretierter Form. Dieses Langarmshirt ist unglaublich kuschelig. Das Modell verfügt über einen Stehkragen und einen gerade geschnittenen Saum.

Material: 100% Baumwolle

Farbe: blau

Artikelnummer: clo-shi-eo

€ 32,95



Highlights InBetween 4.6

Workflow Management



- definition of user-defined workflows
 - pagination
 - population
 - finalization
 - approval
- notifications and actions

*publication X

Seitenplanung

DE

100%



clothing

clothing

products

products

1 2 3 4

products

outdoor

overview

products

#Hosen

#Ski

 Available for Finishing

 Review

 Completed

VERSCHIEBEN NACH ...

ID	Anzeigewert
C1	Clothing
C1S1P1	Olympas
C1S1P2	Eternal
C1S1P3	Transient
C1S1P4	Juck & Joni
C1S2P1	Benzin
C1S2P2	Sivel

Seiteneigenschaften 2/14

clothing



Highlights InBetween 4.6

Sections and placeholders



- use of placeholder pages
- planning publication structure
- without specifying page layout
- assign users responsible for sections
- replace placeholder pages with real pages

Cover



1

clothing

clothing



2

products



3

products



4

products



5

outdoor

overview



6

products



7

products



products



products



10

groceries



11

products



12

products



13

products



14



Further **Highlights** InBetween 4.6

- improved output format Flipbook
- automatic InDesign scripts
- Java and Tomcat web server embedded in installation

Further Highlights InBetween 4.6

Improved output format Flipbook



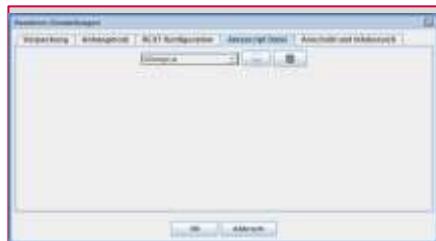
- direct output of flip catalogs
- no need for third-party software
- completely based on HTML5
 - page turning effect
 - interactive elements
 - page view
 - search function
 - ...



Further Highlights InBetween 4.6

Automatic InDesign scripts

- scripts are executed automatically during generation
- thus any effects and reworkings can be realized automatically
- formats:
 - InDesign
 - HQ-PDF
 - Interactive PDF



Further Highlights InBetween 4.6

**Java & Tomcat
web server now
embedded**

- no separate installation required
- automatic update in InBetween releases
- paid Oracle license not required



News in InBetween 4.7



News in InBetween 4.7

output format Adobe Illustrator



- generation and update of Illustrator documents
- opening new perspectives
 - More automation
 - Packaging
 - labels
- including DTP client for interactive work

Männer Polo-Shirt

Männer Polo-Shirt, 100% Baumwolle, InBetween-Logo links auf der Brust



IB-Tex M2-B
Farbe: SchwarzGröße: S, M, L
22,50€

IB-Tex M2-W
Farbe: WeißGröße: S, M, L
22,50€

Frauen Basis-Shirt

Figurbetontes Frauen-Shirt, 100% Baumwolle, InBetween-Logo links oben auf der Vorderseite



Schlichtes T-Shirt in klassischer Optik. Durch den formstabilen Schnitt wird optimale Bewegungsfreiheit und Tragekomfort garantiert. Highlight ist das prangende Logo von InBetween, welches sich auf der Vorderseite im nächsten Grünschnitt befindet.

IB-Tex W1-Shirts:
SchwarzGröße: S, M, L
23,99 €

IB-Tex W1-Pants:
PetalGröße: S, M, L
23,99 €

IB-Tex W1-Wäsche:
WeissGröße: S, M, L
29,99 €

IB-Tex W1-Zubehör:
BandGröße: S, M, L
23,99 €

Windjacke

Klassischer Männer-Schnitt



Windjacke mit klassischem Männer-Schnitt, 100% Ripstop Nylon, InBetween-Logo links neben dem Reißverschluss



IB-Tex M4-B
Farbe: SchwarzGröße: S, M, L
45,90€

Datenfeld	Datenwerttyp	Angewandter Wert
MainProduct	klein	Taschen - Turnbeutel - IB-Tex-02-klein
MainProduct	klein	Taschen - Tragetasche - IB-Tex-02-klein
MainProduct	gross	Taschen - Ledertasche - IB-Tex-02-gr
MainProduct	klein	Männer - Windjacke - IB-Tex-04-klein
MainProduct	mittel	Männer - Männer Polo-Shirt - IB-Tex-01
MainProduct	klein	Männer - Langarmshirt - IB-Tex-02-klein
MainProduct	seite	Männer - InBetween Basis-Shirt - IB-Tex-01
MainProduct	gross	Kinder - Babyshirt - IB-Tex-02-gross
MainProduct	gross	Kinder - Babybody - IB-Tex-02-gross
MainProduct	klein	Frauen - Aussetztröhre - IB-Tex-01-klein

News in InBetween 4.7

Improved output formats Office



- significantly faster generation of:
 - Microsoft Word
 - Excel
 - PowerPoint
- improved layout fidelity
- very close to the printing standard



#food	
	Milka Lutsch-Cheesecakes, Vanille, ohne Milchzucker, 300 g 1.72
	Wagner Frucht-Pfannen, Three Fruits, 150 g 1.64
	JORDALI Joghurt 1.46
	Weisse Käsecreme, 250 g 1.16
	Weisse Käsecreme, 250 g 1.16
	salt abgerieben, mit Rosmarin, 250 g 0.09
	Dr. Oetker Mehl am Choco, fine flour, 500 g 1.73
	Combino Cornflakes, original Italian, 500 g 0.26
	Allas Getränk, erfrischend mit Zitronen-Zitrone, 1 L 1.26
	Yogi Tea Melon Tea, zitronig-saftig, 500 g 1.54
	Heinz Tomato Ketchup, Heinz Tomato Ketchup 1.34
	WINNERS Popcorn, Butter & Salz, 100 g 1.46
	Yellowfish Tonno Ravioli, Tomatensoße, fettig, 300 g 1.89
	Barilla Pesto, Basilikum-Parmesan, Dose, 300 g 1.80
	Tomatoes tomatenrot, saftig, gewachst, 1 kg 2.51
	Käse abgerieben, ohne Milchzucker, 250 g 2.46
	Migros Super-Mix, Super-Mix A, 2000 g, 2000 g 0.81

News in InBetween 4.7

Zoom & Crop of images

- images can be edited on page
- define in-image selection
- integrated in Publication Wizard





Builder



*clothing



Crop

Original

Delete

Page Pl



special_price

layout

save

Display Value

Clothing

Olympas

Eternal

Transient

Juck & Joni

1/1

News in InBetween 4.7

Redesigned user interface Publication Wizard



- window sections can be arranged and moved freely
- responsive output
 - usable in mobile devices
- customize User interface to corporate design

News in InBetween 4.7

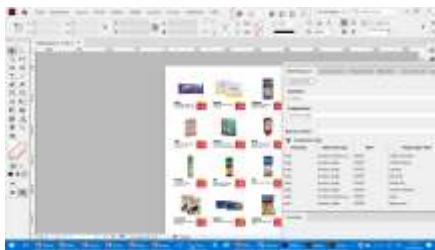
Single Sign-on for web applications

- unified login mechanism for
 - Publisher
 - Publication Wizard
 - Marketing Board
- only single login required
- switching between applications possible

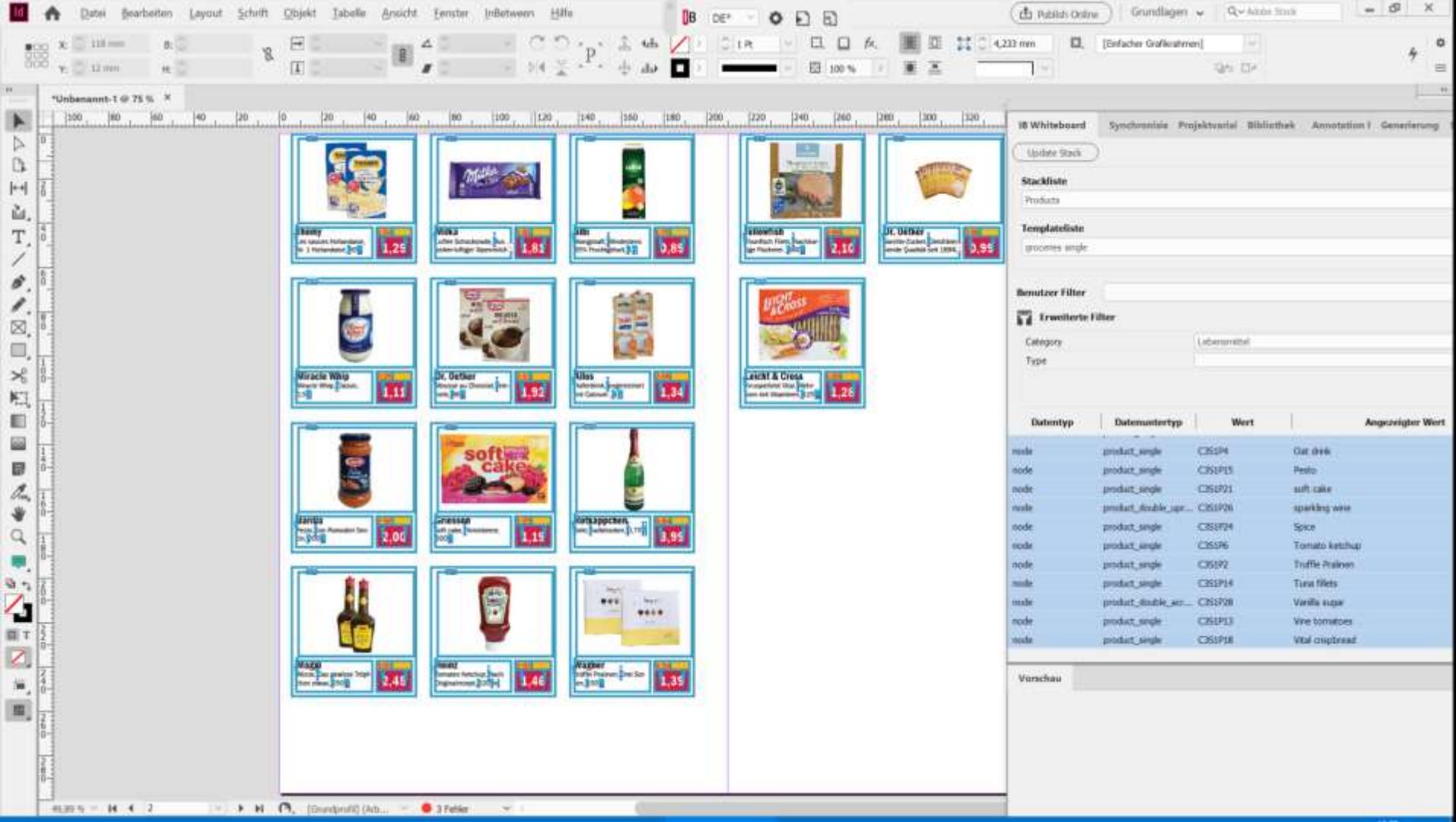


News in InBetween 4.7

Automatic arrangement of new products



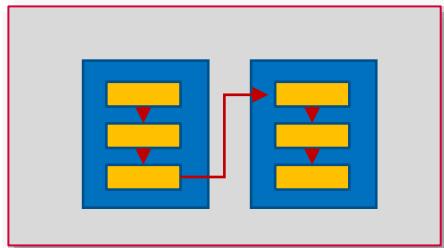
- drag multiple products into an InDesign document
- products are arranged automatically
- configurable
- also over several pages



News in InBetween 4.7

Interlinked flow layout

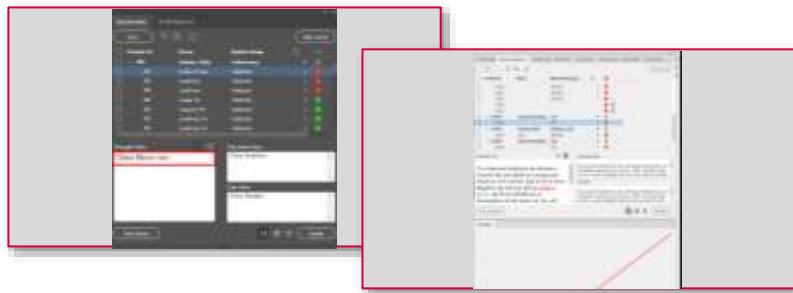
- in InDesign products can be arranged in a flow layout
- moving or deleted products fits into the flow
- also over several pages



News in InBetween 4.7

Improved display of data changes during synchronization

- exact display of changed texts
- structural changes
 - e.g. inserted rows/columns in table)



#Ski

Hurricane Hedwig
ALLROUND SKI | FREESTYLE

Der Hurricane Hedwig ist der ultimative Freestyle-Ski mit müheloser Leistung und wurde zu 100% erneuert. Egal ob Sie in einem Skigebiet oder auf einer Skitour abdüsen, die 88 mm Mittelbreite in Kombination mit Carbonlegierungstechnologie bietet eine fortschrittliche Stabilität, Fahrgefühl und Kantendruck bei allen Beben Sie Ski fahren.

Artikelnummer	Radius	Sidecut	Länge
out-ski-hur-166	14 m	127 - 88 - 111	166
out-ski-hur-173	14 m	127 - 88 - 111	173
out-ski-hur-180	17 m	127 - 88 - 111	180
out-ski-hur-187	19 m	127 - 88 - 111	187

mehr Allround Ski
 Squadrone Racer 88 | Freestyle
 Salmon 80 TI | Freeride
 FLY OVA | Freeride



IB Whitelists		Synchronisieren	Projektvariante	Bibliothek	Annotation	Generierung	Seiteneditor	Visualisierung
<input type="checkbox"/>	Sync							
<input type="checkbox"/>	Produkt-ID	Name	Aktualisierungsgr...					
<input type="checkbox"/>	C2SII3	attributes	3	●				
<input type="checkbox"/>	C2SII1	attributes	3	●				
<input type="checkbox"/>	C2SII1	attributes	3	●				
<input type="checkbox"/>	C2SII1			●				
<input type="checkbox"/>	C2SII1			●				
<input type="checkbox"/>	C2SIP1	product description : text	4	○				
<input checked="" type="checkbox"/>	C2SIP1	test	4	●				
<input type="checkbox"/>	C2SIP1	attribute table : attributes, text	4	○				
<input type="checkbox"/>	C2SIP1	value : attributes	4	●				
<input type="checkbox"/>	C2SIP2	product description : text	4	○				
<input type="checkbox"/>	C2SIP2	test	4	●				

Geänderte Wert

Dokumentenwert:

Der Hurricane Hedwig ist der ultimative Freestyle-Ski mit müheloser Leistung und wurde zu 100% erneuert. Egal ob Sie in einem Skigebiet oder auf einer Skitour abdüsen,

Datenwert:

Der Hurricane Hedwig ist der ultimative Freestyle-Ski mit müheloser Leistung und wurde zu 100% erneuert. Egal ob Sie in einem Skigebiet oder auf einer Skitour fahren,



Aktualisieren

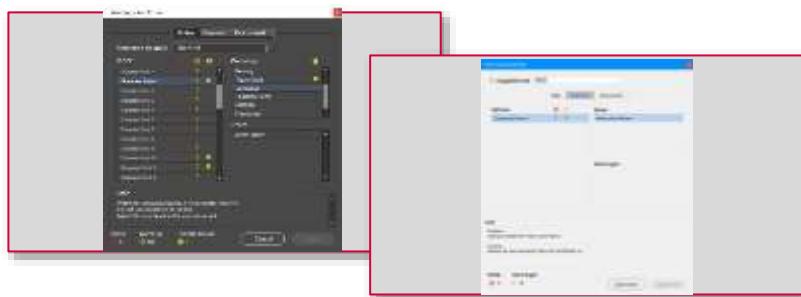
Weitere auswählen

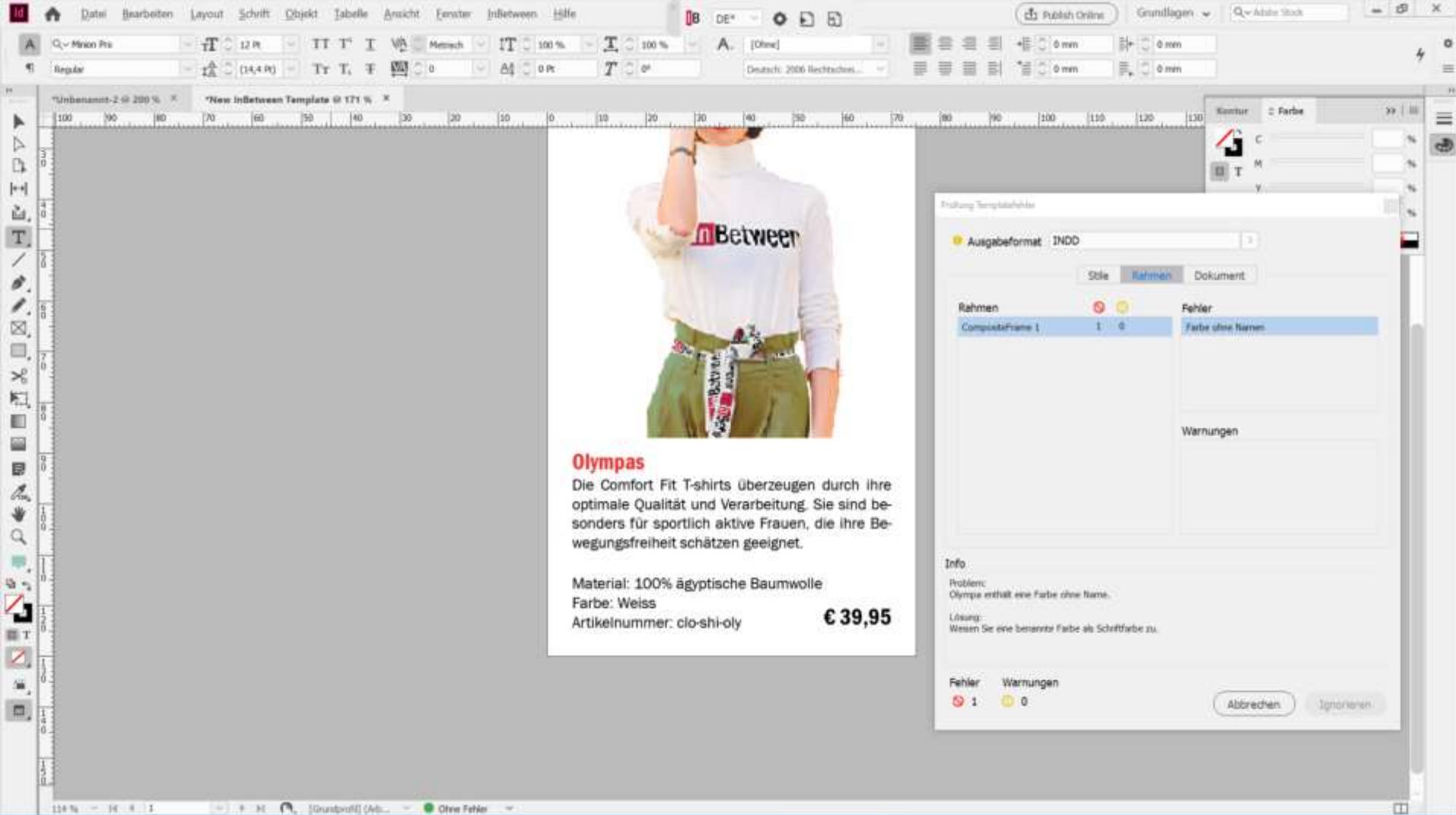
Vorschau

News in InBetween 4.7

Preflight check during template import

- analysis of imported templates
- for potential display errors
- when generated in different output formats





News in InBetween 4.7

Smaller file size for PDF files

- partial integration of font sets
- only those font characters of a font set used are included in the document



News in InBetween 4.7

Improved integration of images

- integration of PSD and TIFF image formats in HiRes PDF
- full support of
 - clipping paths
 - transparencies



News in InBetween 4.7

New font management

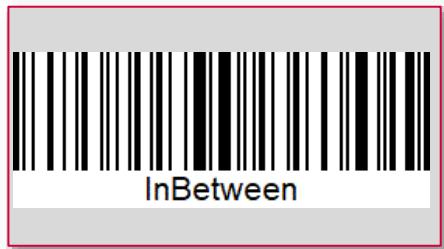


- unified management of font sets
- even if named differently in output formats
- unified support of all language variants

News in InBetween 4.7

Calculation of barcodes

- new conception of the creation of any barcodes (including QR codes)
- independent of font used



News in InBetween 4.7

More powerful REST interface

- imported data are temporarily stored in internal database
- only data changes are re-imported

{REST}

News in InBetween 4.7

Creation of new projects

- reduction of effort required to create a new publication project
- from 74 to 16 clicks



News in InBetween 4.7

Faster project import

- improved speed for importing an existing project
- by a factor of 2.4



News in InBetween 4.7

Current operating systems

- support of the current versions
- Windows
- MacOS



News in InBetween 4.7

Latest versions of InDesign & QuarkXPress

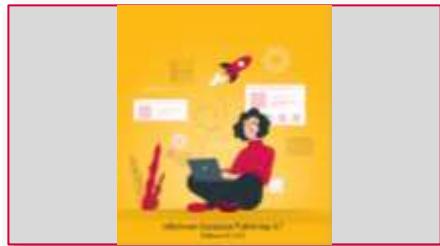
- InDesign CC 2020
- QuarkXPress 2020
- InDesign CC 2021 already in 2020



News in InBetween 4.7

New Look & Feel

- modernization of the appearance
- all InBetween user interfaces



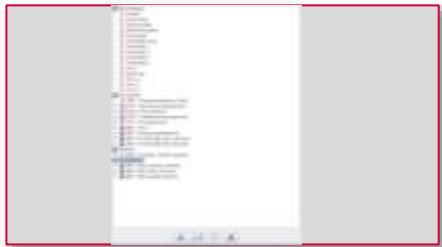
Plans for future releases



Plans for future releases

Simplified InBetween library

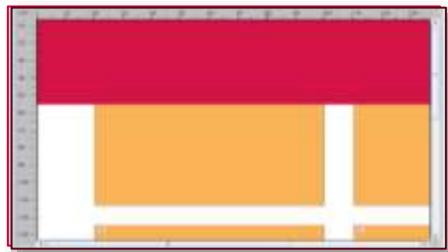
- new conception of the data query dialog
- creation of data queries with one click



Plans for future releases

Web-based creation of master pages

- composition of page layout when designing the publication
- no graphic design skills required



Plans for future releases

Customization of the Publisher user interface

- unified interfaces for all web applications
- after Publication Wizard also Publisher



Plans for future releases

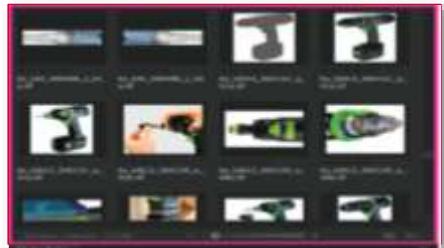
Publication Planner

Titel	Pages	Date	Status	Complete	Stage	Final Stage	Besprechen
Autumn catalog Germany	200	30.06.2020	in progress	20%	product management	marketing	Maria Schenkamp
Autumn catalog Spain	100	30.07.2020	in progress	40%	product management	marketing	Maria Schenkamp
Autumn catalog France	200	10.07.2020	in progress	0%	DEP	distribution	Maria Schenkamp
Autumn catalog	40	10.06.2020	in progress	40%	DEP	distribution	Maria Schenkamp
Autumn catalog	10	30.06.2020	in progress	10%	DEP	distribution	Sabine Oberholz
Autumn catalog	10	30.06.2020	in progress	0%	DEP	distribution	Sabine Oberholz

- comprehensive planning of all publications
 - responsibilities
 - time planning
 - tasks
 - structure
- monitoring, management and control of the publication process

Plans for future releases

Asset Connector



- direct connection to and access to images and other media
- integrated in InDesign Client
- access to
 - file system
 - Media Asset Management

Plans for future releases

Office Client



- control publication processes and creative work directly in Office applications
- pretty much like DTP Client
- especially for technical editing

Plans for future releases

Technical documentation



- e.g. manuals
- easy creation in free layout
- dynamic frame iterator:
 - Template describes layout variants
 - Defined order of frames
- used frames are data-driven

Plans for future releases

Web content



- e.g. product presentation in the Internet
- websites are generated dynamically:
 - not pre-produced
 - not individually hosted in Web CMS
- web content is generated on the fly with up-to-date data
- output as HTML or flip page catalog

Plans for future releases

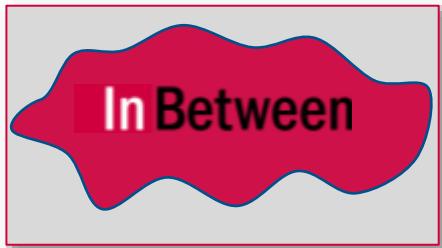
InBetween Suite



- continuous operating concept
- for all user interfaces
- as interconnected web applications
- including InBetween Project Editor
- fully controllable via mobile devices
- based of responsive design

Plans for future releases

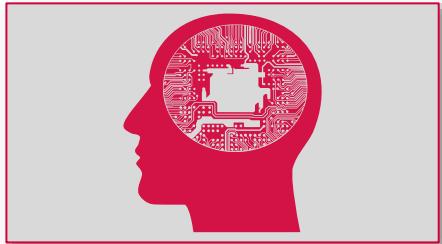
InBetween Cloud



- hardware freely scalable
 - 100 cpu cores for data sheet generation
 - e.g. Amazon AWS or Azure
 - more power on-demand
- continuous operation
 - for Web and InBetween-App
 - integrated in desktop application (e.g. InDesign)
 - with your own data and publication environment
- ad-hoc Publishing
 - now, immediately, with current data

Plans for future releases

Smart publishing



- automated population of publications
- linking data from CRM, product statistics, external data sources, e.g.:
 - suitable accessories for a customer's vehicle
 - purchase recommendations matching the fashion taste of a customer
 - advertising swimwear or autumn jackets depending on the weather

News InBetween 4.7 Webinar

26. November 2020

Peter Flory

Michael Christoffel

Varvara Wulf

