

ADOBE® INDESIGN® CS3 SERVER AUTOMATE PROFESSIONAL DESIGN



Key features

InDesign Server offers all the professional layout and typographical capabilities of InDesign CS3, including layer effects, transparency, and support for multiple languages and native Adobe file formats. Optimized for high uptime on Windows and Macintosh servers, it provides a flexible and scalable development environment with support for SOAP, Java, scripting, XML, and C++ plug-ins.

Adobe InDesign CS3 Server powers automated solutions that allow publishers to go beyond manual processes and create new content and revenue streams. Easy to integrate with standard development environments, it provides a robust, flexible, and scalable engine for professional page composition.

Automating professional design

The benefits of automated publishing should not come with creative compromises. Publishers today want to take advantage of everything automation has to offer: lower production costs, more personalized and effective marketing, and the ability to generate new revenue streams within their existing businesses. With solutions powered by InDesign Server, you can implement automated processes, while still maintaining a consistently high level of quality in your finished products.

A robust, flexible, and scalable solution

InDesign Server is a robust, highly flexible, and scalable automated publishing engine that provides all the capabilities of InDesign CS3 in a server-based environment. As a result, Adobe partners and in-house development teams can now build solutions that combine the professional design, layout, and typographic capabilities of the desktop software with the power of server-driven automation. Solutions based on InDesign Server can eliminate the repetitive tasks associated with traditional publishing, freeing up creative resources to work on more important projects. As a result, publishers can now create automated content that looks exactly as if it had been crafted it by hand.

Moving from desktop to server

As a publishing engine, InDesign Server does not include a built-in user interface. Rather, you can have one created using Adobe Flex™, Flash® or HTML and tailor it perfectly to your own specific needs. InDesign Server also offers a rich development environment, including additional support for Java™ and SOAP. It has been rigorously tested to deliver long periods of continuous uptime on Macintosh and Windows® servers. Best of all, InDesign Server can scale as your requirements grow, with the ability to add multiple instances on multiple CPUs.

Building a solution or buying from a partner

With InDesign Server, you can choose to work with an Adobe partner or build your own solution. If you have development experience with the InDesign desktop version, an in-house solution can give you complete control. But there are many Adobe partners who have already created and deployed a number of automated publishing solutions. One of them may be able to help you come to market faster at a lower cost.

System requirements

Windows

- Intel® Pentium® 4 or 5, Intel Centrino® or Intel Xeon® processor
- Microsoft Windows Server® 2003 with Service Pack 1, or Windows Server 2003 R2
- 1.8GB of available hard-disk space
- 512MB of RAM (1GB recommended) plus 256MB per additional instance
- PostScript® Level 2 or PostScript 3™ printer (for PostScript printing)
- QuickTime 7 software required for multimedia features

Macintosh

- PowerPC® G4 or G5 or Intel processor
- Mac OS X 10.4.8 Server
- 1.6GB of available hard-disk space
- Installation not supported on UFS or HSF formatted volumes or partitions
- 512MB of RAM (1GB recommended) plus 256MB per additional instance
- PostScript Level 2 or PostScript 3 printer (for PostScript printing)
- QuickTime 7 software required for multimedia features

Related products

- Adobe Creative Suite® 3
- Adobe InDesign CS3
- Adobe InCopy
- Adobe Flash CS3 Professional
- Adobe Flex
- Adobe LiveCycle® Policy Server
- Adobe LiveCycle Reader® Extensions

For more information

For more details about Adobe InDesign CS3 Server, visit www.adobe.com/products/indesignserver.

Automated publishing solutions powered by InDesign CS3 Server

Because InDesign Server is an engine that powers automated publishing solutions, its potential applications are virtually limitless. Here are four typical ways companies are using InDesign Server today.

Personalized marketing

With personalized marketing, also known as variable data publishing, marketers can create compelling content that speaks directly to an individual rather than a broad group. Solutions powered by InDesign Server can publish everything from postcards with unique messages and images to entire catalogs that are based on a person's buying history. Personalized marketers typically use solutions powered by InDesign Server to produce different iterations of a document for every individual customer. Such differences range from simply changing elements on a page to building entirely unique documents. Personalized marketing allows companies to create more effective promotions and more intimate relationships with their customers.

Brochure and catalog creation

Solutions powered by InDesign Server can greatly streamline the production of brochures, point-of-sale materials, product information sheets, and entire catalogs. In a typical workflow, a skilled designer begins by building a high-quality template. Then a product manager or other marketing professional selects text and images to populate it. The publishing solution automatically merges the content with the template and generates a print-ready document that is indistinguishable from one that has been manually designed. Whether you're a marketing agency providing services for corporate customers or an in-house team, solutions powered by InDesign Server can help you lower costs while accelerating the production of high-quality documents.

Self-service ad creation

Newspapers and magazines are using solutions powered by InDesign Server to streamline and enhance the display and classified ad creation process. Now customers can quickly create their own advertisements online using a wide variety of styles and templates and then see an accurate preview before they are placed. At the same time, newspapers and magazines can accept ads much later in the production process and also upsell customers by showing them higher value options. As a result, they are able to offer new advertising opportunities and a better customer experience, without sacrificing quality or requiring additional resources.

Editorial workflow automation

Book, newspaper, and magazine publishers are using solutions powered by InDesign Server to automate parts of their existing editorial workflows. Some are employing InDesign Server to handle processor-intensive tasks that would otherwise be taking place on the desktop, such as Adobe PDF and thumbnail creation. Others are using these solutions to allow writers and editors to work on stories from a remote location via a web browser. InDesign Server offers an accurate, professional copyfitting experience similar to working with Adobe InCopy® software and InDesign.

Your own unique solution

Every day, publishers are discovering new services and revenue streams using solutions powered by InDesign Server. It offers a flexible platform that can accommodate a wide variety of publishing needs. Let your business needs and imagination determine the best way to capitalize on what InDesign Server can do for you.



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