

IPA Systems

Classified Layout System



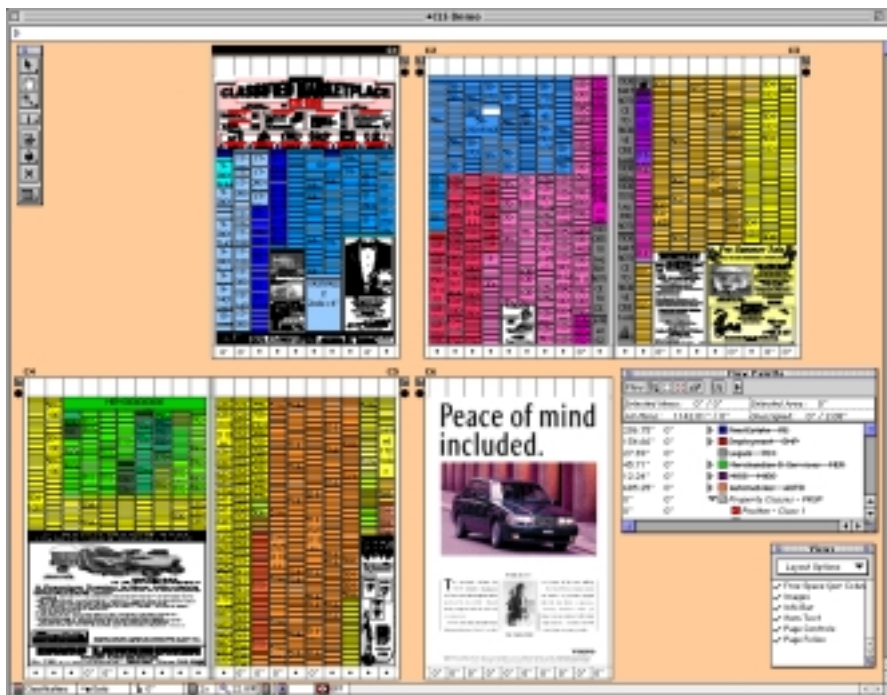
CLS

**CLASSIFIED LAYOUT
SYSTEM**

CLS



SYSTEMS LIMITED



Page Director CLS®, from MEI, reads files exported from your front-end system, builds a runsheet of the classified elements, examines the lineage and display adverts against the user-defined rules and then flows them to pages. CLS® offers page squaring options, vertical justification of elements, and auto-selection and insertion of filler elements. You create and define layout rules and CLS® uses them each and every time it flows. As the situation changes, like the volume of lineage or display adverts in any given classification, CLS® is smart enough to evaluate the new elements and adjust the flow of items accordingly.

CLS® offers flexibility when coding your classifications, so it can use the same coding and names as your front-end system. The number of classifications is limitless, and can be organized in many levels in a hierarchical tree. This powerful structure allows you to easily work with classifications as groups and to set up true placement relationships between your super and sub-classifications. Other features include multi-directional element flow, automatic duplication and placement of classification headers, the ability to draw rules between liners and between columns.

Virtually all placement functions can be controlled on a classification-by-classification basis. The list includes: widow and orphan control, the amount of look ahead permitted to achieve best fit, filler and header placement rules, vertical justification, etc. Additionally, rule-based placement functions can be set by classification. For example, display ads can gravitate to the top of the page within one classification while stacking at the bottom within another. Placement rules can also be used to determine where the classification is to start or stop.

CLS® can be provided with advert details in a number of different ways. Design an import map to match incoming data from your own front-end system, or create a filter to accept data in a fixed-format if that's more suitable. You can even just place all of your ads on the network where CLS® can find and measure them for placement in the issue.

Start at the back, flow from the front, work towards the middle. Need to insert another classification or add a late display ad to the layout. No problem, simply drop the item on the page and let CLS® reflow the pages. Work with the page elements as individual items, whole classifications or flow groups. CLS® can "look ahead" to pick the best-fitting within a classification. You specify the parameters, by classifications, to suit your needs. You can also override the look ahead values to accomplish specialized flows.

CLS® can also vertically justify your classified columns across a single page or across multiple pages. CLS® can insert space or fillers between the ads or classifications to make all of the columns justify properly. Filler rules allow you to define the types of fillers used, and the manner in which they are used, by classification. You will never place the same filler on the same page again! Complex justification options provide you with all of the power you'll need to generate precise, full columns, with no more "fiddle factor."

Brief System Specification

- ✓ Basic Requirements (Workstation):
- ✓ Apple Macintosh with G4 processor
- ✓ Minimum 128Mb RAM
- ✓ 17" - 21" colour monitor (1024x768 capable)
- ✓ QuarkXPress V.4 or later

System functionality

Power and Speed

- ✓ Automate your classified pagination processes
- ✓ Available for Macintosh
- ✓ Automatically place headers according to your header breaks by classifications
- ✓ Save time by automatically generating line rules between items and columns
- ✓ Password protection for all set up functions

Flexibility

- ✓ Rules-based classified pagination
- ✓ User-configurable for multiple publications, editions, zones and sections
- ✓ Dynamically place fillers according to placement rules, expiration dates and the ability to be reused
- ✓ Define virtually all layout parameters on a classification-by-classification basis

Ease-of-Use

- ✓ Use the Flow Palette to drag and drop classifications to pages
- ✓ Rearrange your classification hierarchy on the fly to produce new layouts
- ✓ Convenient measurements showing you the total placed and unplaced inches of each classification
- ✓ Full range of item and layout printing options
- ✓ Can be used with any QuarkXPress™ document.
- ✓ Tracks the availability of adverts if used with Flow.WORKS.
- ✓ Any page can be tagged with an overall page status.



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