

ADOBE® INDESIGN® CS4 SERVER AUTOMATE PROFESSIONAL DESIGN



Key features

InDesign Server offers all the professional layout and typographical capabilities of InDesign CS4, 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 InDesign Markup Language (IDML), SOAP, Java, scripting, XML, and C++ plug-ins.

Adobe InDesign CS4 Server powers automated solutions that enable 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 CS4 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 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®, AIR™, 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 Mac 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 several automated publishing solutions. One of them may be able to help you come to market faster at a lower cost.

System requirements

Windows

- 2GHz or faster x86 or x64 processor (Intel® Itanium® not supported)
- Microsoft® Windows Server® 2003 with Service Pack 2 (32-bit and 64-bit) or Windows Server 2008 (32-bit and 64-bit)
- .NET Framework 2.0 required for Windows Service functionality
- 2GB of RAM plus 256MB per additional instance
- 1.8GB of available hard-disk space; additional free space required during installation
- The Windows virtual memory paging file size must be increased 2GB for each instance of InDesign Server
- 1,024x768 monitor resolution with 16-bit or greater video card

Mac OS

- Intel processor
- Mac OS X v10.4.11–10.5.4 Server
- 2GB of RAM plus 256MB per additional instance
- 1.6GB of available hard-disk space; additional free space required during installation (cannot install on UFS, ZFS, or HFS case-sensitive formatted volumes or partitions)
- 1,024x768 monitor resolution with 16-bit or greater video card

Related products

- Adobe Creative Suite® 4
- Adobe InDesign CS4
- Adobe InCopy CS4
- Adobe Flash CS4 Professional
- Adobe Flex®
- Adobe AIR™
- Adobe LiveCycle® Policy Server
- Adobe LiveCycle Reader® Extensions

For more information

For more details about Adobe InDesign CS4 Server, visit www.adobe.com/products/indesignserver.



Adobe

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

Automated publishing solutions powered by InDesign CS4 Server

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

Personalized marketing

Also known as Variable Data Publishing (VDP) or one-to-one marketing, personalized marketing enables publishers to create compelling content that speaks directly to an individual rather than a broad group, with different iterations of a publication for every individual customer. Such differences range from changing text and images on a page to building entirely unique documents.

Where traditional personalized marketing has often lacked the design and production values of a publication created by hand, InDesign Server enables marketers to automate professional design and layout. This creates engaging communications that result in more effective promotions and a more intimate relationship with customers.

Catalog creation

Today, retailers and catalog companies are under pressure to produce catalogs that are more up to date and better targeted to specific customers or opportunities. Catalog creation solutions enable them to automate the production of professionally designed catalogs. These solutions can either be inexpensive standalone applications driven by spreadsheets, or part of a broad and robust CMS, PIM, or catalog management system.

InDesign Server enables such solutions to dramatically decrease the time needed to produce professionally designed catalogs, without requiring the deployment of additional creative resources.

Brochure and collateral creation

The production of marketing collateral can be a time-consuming process that detracts from more business-critical tasks. Brochure and collateral solutions, often called web-to-print, provide a much more flexible workflow for

producing and making changes to marketing materials. Creative professionals can retain control over the look and feel of marketing materials, while enabling nondesigners to edit and change specific page elements. Writers, editors, and marketing professionals can add, edit, and change content such as logos, addresses, or product information. These solutions significantly improve the efficiency of collaborative workflows, while enabling brand managers to ensure the integrity of the final product.

Self-service ad creation

Newspapers and magazines can greatly streamline and enhance the production of display and classified ads. Self-service ad creation solutions enable readers to quickly create their own advertisements online using a wide variety of styles and templates and then see an accurate preview of them 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 can 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 to handle processor-intensive tasks that would otherwise be taking place on the desktop, such as PDF file and thumbnail creation. Others are using these solutions to enable writers and editors to work on stories from a remote location via a web browser. InDesign Server can provide them with an accurate copyfitting experience that would otherwise require a desktop version of Adobe InCopy® or InDesign software.

Adobe, the Adobe logo, Adobe AIR, Creative Suite, Flash, Flex, InCopy, InDesign, LiveCycle, and Reader are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Mac and Mac OS are trademarks of Apple Inc., registered in the U.S. and other countries. Intel and Itanium are trademarks of Intel Corporation in the U.S. and other countries. Microsoft, Windows, and Windows Server are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. Java is a trademark or registered trademark of Sun Microsystems, Inc. in the United States and other countries. All other trademarks are the property of their respective owners.

© 2008 Adobe Systems Incorporated. All rights reserved. Printed in the USA.
95011362 8/08