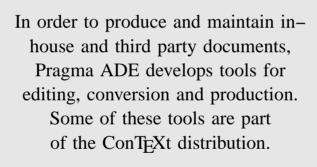


Pragma ADE is the author of ConT_EXt, a free document production system, that can be used to produce paper as well as electronic documents. Programs, documentation and examples can be fetched from www.pragma-ade.nl.



Advanced documents are often generated after converting the data to highly structured formats. Pragma ADE is constantly exploring and optimizing the processes involved.

On top of ConTeXt, Pragma ADE writes style definitions and specialized extensions for in-house use or on behalf of third parties.

Publishing on demand —which can be considered a special case of database publishing— comes down to storing the source of a document in a tagged format and generate documents matching the specific needs of readers.

In order to selectively process documents as well as provide structure and (in electronic documents) navigational tools, the document source must be coded in a so called tagged format, like xml. When coding the document, Pragma ADE will take into account the possible future needs and use.



From the same document source, we can generate different document instances, depending on the needs of readers. We have developed methods and systems to completely automate this task.

Documents generated from the databases mentioned can be distributed electronically or in print. We provide and/or organize both services.

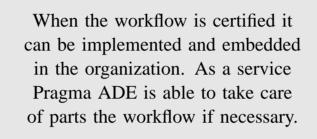
Professional document production has changed considerately over the last few years. Workflows have altered completely in this electronic era. Furthermore information has become an asset and publishers look farther than the paper output.

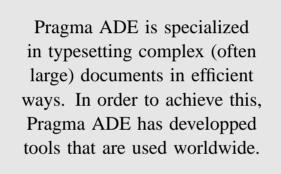
Pragma ADE has upgraded workflows for a number of organizations in which document production can be viewed as the primary proces and in which multiple use of sources became an issue. At Pragma ADE we consider workflows as an integration of human resources and the tools that are available for efficient document production. During the first stage of a document production workflow the author plays a major role and his focus should be on the content and not on typesetting issues.

The tools for the author must be easy to use text editors where the text can be used as an input for automated typesetting systems like ConTEXt. After the last proof—reading the production proces can be automated completely.

Pragma ADE is able to develop and implement complete workflows.

Setting up a workflow starts with developing a well structured source and ends with the definition of the desired layout and functionality of the documents on the medium chosen.



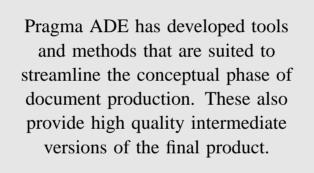


Pragma ADE is specialized in high volume automated typesetting. For this purpose, the document source is converted to a tagged format, for instance highly structured xml. The source and style defintions are separated.

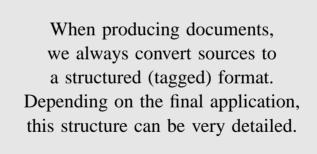
When designing a document, we focus on its (possible future) use.

Multiple alternatives can be provided.

The preferred final document format is pdf. Such documents can be enhanced with navigational elements, forms and JavaScripts.



Document production

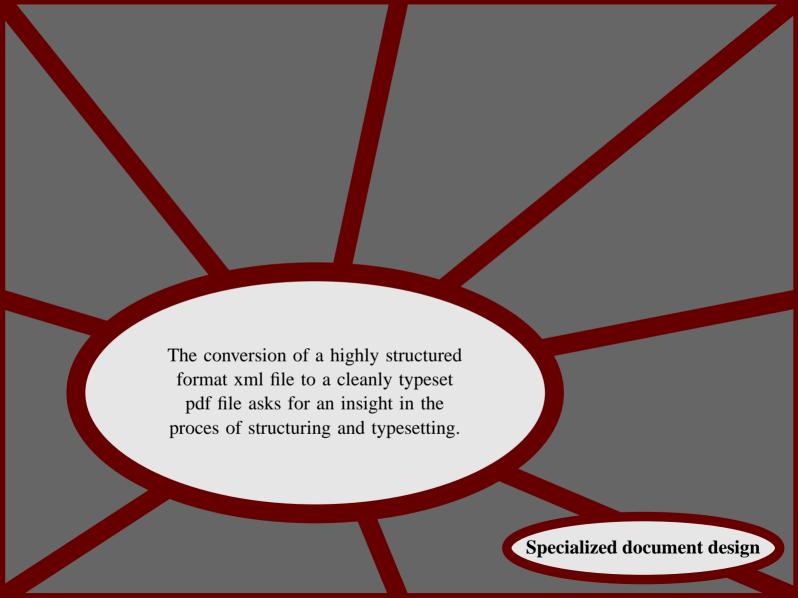


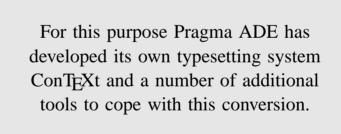
Document production

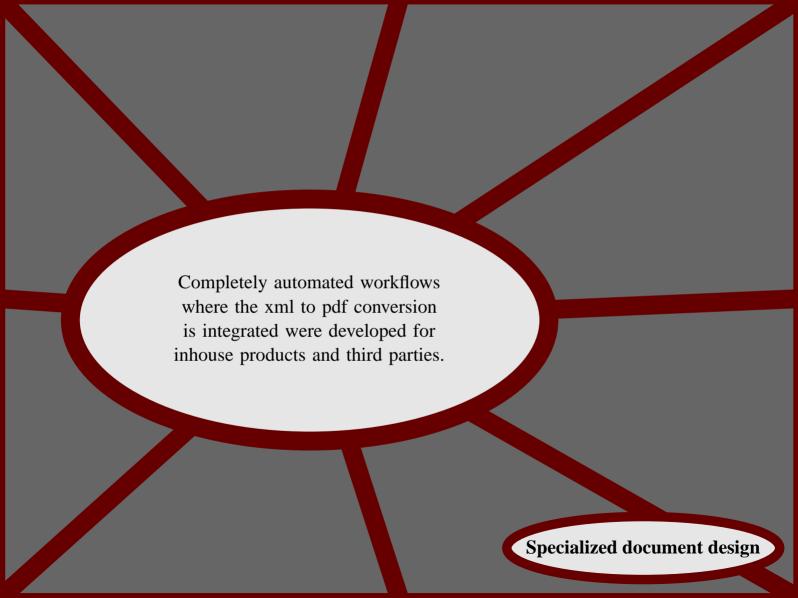
When designing the paper and screen document, we try to achieve a high degree of accesibility while at the same time offering high typographic quality. If needed, the source document will be manipulated in such a way that maximum accessibility is garanteed.

The resulting document source code is stored in such a way that minor as well as major upgrades can take place efficiently.

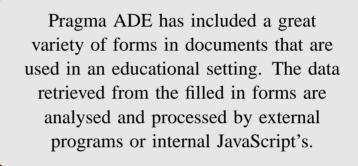
Document production



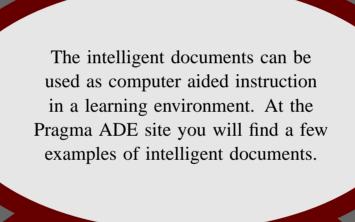


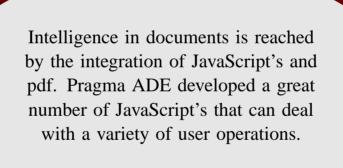


Every document has its own style based on its structure, its purpose, its target group and the preferences of the author or publisher. Styledefinitions on behalf of intentional typesetting systems like ConTeXt require skills that go beyond typesetting in a tradional package. One has to be able to translate typesetting issues into logical operations that can be processed by ConTeXt.



With the introduction of intelligent documents Pragma ADE has set the tone for a whole new class of documents. In an intelligent document a user is confused whether he is interacting with a document or a program. Intelligent documents can perform tasks like user monitoring, calculating, simulating and can handle conditional responding.





In Pragma ADE's view web design and electronic document design show common characteristics.

Pragma ADE applies its document design experiences to its web pages where speed, consequent typesetting and user friendlyness are keywords. An example can be found on Pragma ADE's own webpage.

Pragma ADE maintains the sources of webpages of third parties in a tagged format or in highly structured databases. This garantees future accessabilty and platform independency.

Over the years Pragma ADE has been confronted with many different document formats. These were offered by third parties for conversion to a more structured and platform independent format. A great number of tools have been written to be able to deal with these formats.

Pragma ADE sets up and defines database structures for database publishing purposes. While doing this Pragma ADE analyses the future use of the paper and screen documents that have to be generated from these databases. One must realize that poor databases result in poor documents. Therefore Pragma ADE tags the sources redundantly.

The in-house developed typesetting system ConTeXt provides the necessary high quality output. Pragma ADE develops document styles to produce the desired paper and screen documents in complety automated workflows.

Database publishing

Pragma ADE supports third parties on subjects like:

- publishing on demand
- automated workflows
 - xml and database definition and publishing
- document conversion
- ConTEXt style definitions

The Pragma ADE organization consists of two departments:

- Service
- Technology

The Service department is responsible for the acquisition and management of projects. The department relies on a network of people and (international) organizations to carry out the projects where considerate manpower is needed.

The Technology department takes care of all technical issues that relate to document production. The availability of a world wide network of ConTeXt users garantees the necessary ConTeXt support. Pragma ADE is connected with a group of selected IT-companies for the development of major programs and databases.