Distributed Publishing:
New Ways of Communication

VIVA
WE PUBLISH THE WORLD

To all companies, media service providers and agencies:

Why do you still work with »Word«, »PDF«, »E-Mail«, »FTP«, »CMS«, »Editing systems«, »Layout programs«, »Photobook software«, or »Web-to-Print«?

VIVA offers you a completely new, simpler, safer and above all cost saving solution for communication between graphic designers and their customers or colleagues!

What is »Distributed Publishing«?

»Distributed Publishing« is a technology with which graphic designers provide their customers, colleagues or employees with an open layout document for editing. Here for each individual document it may be defined which editing possibilities a user may have.

In this way you can for example create documents that only give other users the possibility or entering text or moving images. Colors or Style Sheets may be applied by these users, but may not be edited by them. As the creator of the documents, you protect them with an individual password and can unlock the document with this password to edit the documents yourself. Furthermore, individual layers or Alias pages (Master pages) may be password-protected against illegal access or changes.

Thus the user can for example enter text directly in the layout with precise word wrapping. Documents to which access rights have been applied can be opened in any program version.

This all works without expensive layout programs, »Web-to-Print« applications or editing systems. Transfer of the finished documents is carried out fully automatically, without any e-mail, FTP, or Web programs.

When do I need »Distributed Publishing«?

You need »Distributed Publishing« if according to your user group you can answer one or two of the goals listed below with »Yes«.

Goals for graphic designers:
- You want to save the costs for an editing system or a »Web-to-Print« solution, because these are too expensive and/or are not suited for small print runs?
- You receive from your customers/colleagues text or word processor files, PDFs, faxes, e-mails and want to put an end to this flood of data and manual tasks?
- You want to keep full control over the document even with small print runs and still offer your customers extensive freedom of content?
- You want to ensure that the customer does not move to other suppliers with your templates?
- You need a solution that gives your customers and their partners worldwide the possibility of translating into ALL languages without changing your design?
- You want ONE software without any language exceptions? For Russian, Chinese, Japanese, Hebrew and Arabic?

Goals for companies/end users:
- You want to enter your text (WYSIWYG) straight into the final layout, instead of writing in text, word processing or e-mail programs?
- You want to define image cropping and image size directly in the final layout, instead of describing your requirements in great detail to the graphic designer?
- You don't want to make proofing corrections in PDFs or send text by e-mail any more?
- You want a user interface with a genuine print preview (WYSIWYG) that is simpler than MS-Word?
- You don't want to be obliged to buy the layout software of your graphic designer including all updates and upgrades?
- You don't want to exchange data constantly with the graphic designer until all parties are satisfied?
- You want to provide your overseas partners in the Middle East or Asia with documents in your corporate design and the relevant translations? You want ONE software for all languages, NO exceptions?

*1 The options for opening and saving documents in the Internet or in databases may not be available in every program version.

Service bureau / agency → Customer

VIVA Commercial Edtion

VIVA Free, Personal or Commercial Edition

Create a template in VivaDesigner or import your layouts from InDesign® and define the editing possibilities that you wish to provide to your users.

In this example, your customer can only click in the text objects and assign the available Style Sheets to the text!

Just six steps to the perfect document:

With »Distributed Publishing«, you create a template, that can be edited and sent back automatically by a user, in just a few minutes.

Step 1 (Create template)
Create your layout in VivaDesigner or import a complete layout from Adobe® InDesign® in IDML format (from CS4).

Step 2 (Define access rights)
Define the editing rights from over 30 settings for text and images, as well as program, layout and printing options, that you would like to give to the user. Protect these settings with an individual password. As an option, move single text/picture objects to password-protected layers to protect them from being accessed by the user.

Step 3 (Deliver the document to the customer)
Provide the document to the customer (e.g. via a local or worldwide network, or via an additional software such as a Shop system).

Step 4 (Customer edits the document)
Your customer edits the document within the user rights assigned to him locally on his own computer using either the free of charge version or a licensed version of »VivaDesigner« for Windows, Mac or Linux.

Step 5 (Automatic document return)
VivaDesigner sends you the completed document to an address defined by you fully automatically with all fonts and images and sends you a confirmation message with all the required information.

Step 6 (Unlock and additional editing)
Unlock the document with your password for further optional editing. As an option, any application software can automatically edit the data further (e. g. for a proofing or order process or direct printing).

Any questions? Test free of charge:

Get your free of charge test license today and give us a call or send us an e-mail.

Costs for the graphic designer

For »Distributed Publishing«, you need as the creator of the media just one license for VivaDesigner 7 (Commercial Edition) for 299,- Euro (purchase price), plus the »Distributed Publishing« license, which is available from 840,- Euro (annual license) according to the size of your company. With this license, you can create as many templates as you like and receive a Sender Profile, which you can distribute freely to your customers.

The Sender Profile defines to which address your customers will send their data automatically.

Cost for the end user

Your customers can edit the templates either with the »Free Edition« for Mac, Windows or Linux, or purchase a licensed version including spellcheck and hyphenation modules. You can also opt to rent the license for the end users.

»Distributed Publishing« is your solution for data sheets, magazines, ads, company or employee journals, community papers, cards, business documents, etc.

*1 The licensed program versions contain additional modules and functions to those supplied in the »Free Edition«. You can find a more detailed overview of the program editions on »www.vivadesigner.com«
*2 All prices are net and subject to the national purchase tax/VAT.

References:

Leading companies, service bureaus and printers worldwide trust VIVA products and services:

Automotive: Audi, BMW, Lexus, Mercedes Benz, Fiat, Volkswagen, Peugeot, Daewoo, Citroen, SEAT, Ford, Smart, L&P Automotive, Vauxhall, Renault, Chrysler, Jeep.
Consumables: apetito, McDonalds, Müller Milch, Nescafé, KFC (Kentucky), Kellogs Cornflakes, Mars, Magnum, Toblerone, McCain.
Industry & Trading: AEG, Bosch, IKEA Spain, Phywe, Karstadt, Praktiker, Procter & Gamble, Soft-Carrier, Quelle, Marks & Spencer .
Financial: Cortol Consors, Deutscher Sparkassen- und Giroverband, Postbank, Schroders Investment, HSBC, Mastercard, Barclaycard, Maestro, Halifax.
Pharmaceutical & Chemical: Bayer, Pfizer, B.Braun Melsungen.
Transport & Freight: Deutsche Bahn, DB Regio, Schenker, Eurostar.

Fashion & Cosmetics: Armani, Chanel, Wrangler, H&M, Nivea, Boss, Nike, Adidas, C & A, Gucci, Levis, Puma, L'Oreal, GAP, Esprit Bodywear, Triumph, Palmolive, Colgate, Ariel, Gillette.
IT & Telecommunication: AGFA, CREO, Microsoft, O2, Hewlett-Packard, Samsung, Vodafone, T-Online, Deutsche Telekom, British Telecom, Tiscali, Orange, VIAG Interkom, Debitel, FujiFilm, EBAY, Kodak, AOL, Epson, Intel, Motorola, Nokia, Sony, Sony Ericsson, Yahoo, BBC, Canon, Discovery Channel, Logitech.
Tourism: Alltours, Berge & Meer, Olimar Reisen, British Airways, AirFrance, Easyjet, Virgin Holidays, P&O Cruises, Singapore Airlines, Icelandair.