LinkUP®

Providing Designers with powerful database publishing software

Missed deadlines, lack of manpower, dwindling turnaround time. All our software encourages Designers to take back control of data-driven jobs; making it easier to create, update and paginate in QuarkXPress™ with the minimum of fuss and the maximum of return. Connect your QuarkXPress™ document directly to the database that holds your content, for improved flexibility and efficiency.

> « LinkUP allowed us to streamline our production in the first year, and continues to enable us to offer a service to our customers that we simply couldn't provide without it. »
>
> Sue Brightman,
> Kingston Communications

Our LinkUP Family of XTensions

We have four levels of software, starting with a simple pricing update XTension, through to a fully-automated remote server package.

For more details read below, visit our website: *www.mcresearch.co.uk* or contact us to discuss your requirements.

LinkUP Pricing

> Making quick work of pricing updates

Do you miss deadlines because of late pricing changes?

LinkUP Pricing allows you to update your prices with a single click, every time you need to make changes. No additional proofing required.

Perhaps you don't get prices for the catalogue you are designing until a few days before it goes to print. Mark up the document with blank prices ahead of time and one click will update them all.

Our XTensions are written for Designers to use within QuarkXPress, no IT or database experience needed.

LinkUP has a copy and paste function which allows you to markup tables in no time, speeding up initial markup.

Does your data need tweaking on its way to the page?

LinkUP Pricing gives you the ability to add text, currency symbols, prefixes or suffixes, which are added on the fly: £, €, $, mm, + VAT, New, etc.

Much more than pricing, reuse it to update text descriptions, or any text items that are provided in a database format.

No database experience required. If you can create a .csv or or .txt (ASCII files) of your data then you can use *LinkUP Pricing* to create a nice tidy datasource called a DBF file. You use this locally on your Mac or PC and, because you never manually touch the data, no further proofing is required after update.

You can try it yourself with our demo XTensions, downloadable from our website: *www.mcresearch.co.uk.*

LinkUP Workgroup

> Update text and pictures repeatedly

Are you unable to spend time on a re-design because you have to make manual changes and proof them?

Do you need to update pictures as well as text?

Would you like to keep your database in step with your document?

LinkUP Workgroup gives you the ability to update your documents' text or images without cutting and pasting. This allows you to speed up project turnover, increase profitability and repeat business.

Most marketing communications are, or can be, reused. You don't need to start over with each document - refresh the design, then use *LinkUP Workgroup* to update the text and images.

If you produce directories or prices lists, your updates may be very time-consuming when completed by

hand, requiring re-proofs at each stage. *LinkUP Workgroup* updates the document as many times as you like, with one click.

You can even create a document using library items. Drag and drop them onto the page and update them with your required product information and images.

Sometimes your data doesn't contain everything you need, so *LinkUP* has ways in which you can add additional text on the fly - prefixes, suffixes, Quark tag formatting etc. Use its automatic picture placement options to increase your productivity.

You don't have to be a geek to work with data. Get your data into a flat file database (Excel) and connect directly through ODBC or an ASCII file (.csv or .txt) and use LinkUP to create your data file. Don't worry too much about this. Let us know how you get your data and we can explain it to you in plain English.

LinkUP Enterprise

> Build documents from data; automatically and creatively

Do you need to create a data-driven document from scratch?

Is your document complex but you want to spend time designing it, not bringing in the data?

LinkUP Enterprise gives you the flexibility to create documents from templates, libraries, masterpages, grid builds and merges. You do the designing; *LinkUP* does the cutting and pasting for you.

Written for Designers to handle data from a design perspective - from within QuarkXPress. You don't need to be a programmer, IT person or even 'technical'. Data is viewed, searched and controlled from within QuarkXPress so you can handle it the way you want. Either ASCII files or ODBC databases.

Sometimes data needs amending. Use *LinkUP Enterprise* to change data on the fly. Create multiple search and replace rules; amend or add prefixes and suffixes; utilise Quark formatting tags. Tailor the data to your needs.

If you proof in QuarkXPress, you can export changes back to the database when required. You may also want to send page numbers back to the database for use by other departments, eg, sales.

Indexing and TOC can be one of the most time-consuming tasks in catalogue or directory production. Use *LinkUP's* Index and TOC functions to create lists simply and repeatedly from within QuarkXPress.

LinkUP Enterprise can use remote database connections or local DBF files to create documents. Once created, they can be updated or re-built with the press of a button.

Merge the left and right sides of your brain, straight into a QuarkXPress document.

LinkUP DDS

> Fully automatic generator of database-driven documents

Do you have an army of designers who spend all their time re-creating similar documents?

Does your workflow include continually mocking-up designs for your clients?

Do you want a bespoke version of *LinkUP* that will give you fully automated document production?

LinkUP DDS is a bespoke solution for creating documents remotely without the need for a local copy of QuarkXPress. It uses Quark's powerful server version - QuarkDDS. The *LinkUP* part of the equation allows you to use DDS in combination with content held in your database.

The flexibility and bespoke nature of the software means it is beneficial to all departments where data-driven publications need to be created automatically.

In-house marketing teams: For publications that need control of brand identity across personalised catalogues, brochures, corporate publications or ad compilation.

Marketing/design agencies: Use *LinkUP DDS* to allow your clients to control or populate their documents and proof them online via a web browser, without requiring a Quark operator to mock up an example.

QuarkDDS doesn't 'work' on its own; you need an integrator. For database publishing projects, you need someone who understands the special requirements of graphic design using databases, and how to get them to work in harmony. We have that knowledge.

It is true that *LinkUP DDS* will take repetitive work away from your design team; projects are faster, more flexible and more profitable. This allows you to take on new projects or lets your designers get back to their core competency - being creative. No-one went into design to sit cutting and pasting data hour after hour.

Typically, databases are considered 'left brain' activities that designers, creative 'right brain' thinkers, haven't got time for. Using *LinkUP DDS* will allow them to utilise the power of automated data input by merging it with their design abilities.

It's real synergy; two parts added together to make more than their sum.

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