FOR IMMEDIATE RELEASE:

Outsourcing part of the solution to successful, automated single-source publishing projects

Partnership between publishing software developer, Typefi Systems, and publishing services provider, DiTech Process Solutions, enables publishers to focus on more valuable tasks.

PEREGIAN BEACH, AUSTRALIA, and MUMBAI, INDIA (3 December 2013) – Typefi Systems, the leader in automated composition software for print and digital publishing, and DiTech Process Solutions, leading provider of publishing solutions, announce a partnership to enable publishers to convert legacy content for use with Typefi® Publish.

Typefi Publish automates document layout by taking XML content, prepared in commonly used tools including Microsoft® Word (using the add-in Typefi Writer), XML editors, databases and spreadsheets, and applying layout and design rules specified in Adobe® InDesign® templates. The software’s versatility, and the ability to implement single-source publishing without sacrificing quality, means a broad range of publishers, commercial enterprises and non-profit organisations around the world use Typefi Publish to automate production of high-quality print, PDF, EPUB and HTML documents.

The content or data must be structured so that the design rules can be applied consistently. The traditional approach to document production focuses on localised layouts, with published content locked into a format where re-use is difficult, and sometimes completely separate from the source document. With Typefi Publish, it is the source documents which are formatted, making it easy to make updates or produce new editions, without having to re-do the layout. However, many publishers have legacy publications that have been produced in the traditional manner and whose content needs to be extracted and formatted (converted), a daunting task that can divert in-house resources from more valuable areas. Many publishers choose to outsource such conversion projects, which is where the new partnership between DiTech and Typefi comes in.

“We find that publishers implementing Typefi Publish prefer to focus on new titles,” said Chandi Perera, Typefi CEO. “Now, instead of letting the back catalogue languish, or worse, getting bogged down in bringing old titles into the new system, our data conversion partner DiTech can handle the formatting of this content. Publishers can put their energy into what’s most relevant to them – whether that’s new publications or re-issuing existing publications in modern formats – confident that their conversion is being handled by a Typefi partner.”

“We have been providing conversion and other services to publishers for many years now, with plenty of experience in XML and a range of production formats. Now we have a specialist team trained in using Typefi Publish,” said Nizam Ahmed, Founder and CEO of DiTech, “we can combine that experience and expertise. This partnership has a number of synergies that will benefit publishers. Typefi Publish handles complex layouts with graphics and icons, and our graphics team can assist with those. Our indexing team can apply the index tags to use with Typefi Publish’s embedded indexing feature.”

APA Publications, publishers of travel content including the well-known Insight Guides, is one Typefi customer which has already taken advantage of the partnership. “We implemented Typefi Publish in 2011,” said Katharine Leck, Managing Director at APA, “and engaged DiTech to handle the back catalogue conversion. We were extremely pleased with the quality of their work, which enabled us to bring those older titles into our new Typefi workflow easily and quickly. This left our in-house editorial team to focus on updating that content for new editions, where needed. Once ready, we were able to apply our design templates for print and ebooks. Without DiTech and Typefi, this would have been a mammoth, costly task.” (A case study of the Typefi implementation at APA is available online at [www.typefi.com/customers/case-studies](http://www.typefi.com/customers/case-studies).)

About DiTech Process Solutions

DiTech Process Solutions provides services for clients in the publishing, financial and legal industries around the world. Based in India with offices in the UK and the USA, DiTech has successfully migrated client processes coupled with ongoing process improvements. For publishers, DiTech offers world class, end-to-end publishing solutions from pre-press to enhanced ebooks and ancillary content. For more information visit [www.ditechps.com](http://www.ditechps.com/).

About Typefi Systems

Typefi Systems Pty Ltd, an Australian-based, privately-funded, global software company, is a leader and innovator in the development of intelligent, scalable, cross-media publishing solutions. Typefi’s flagship product, Typefi Publish, automates publishing, design and composition processes for the rapid production of richly-formatted documents. Typefi Publish is used in a wide range of industries to produce books, annual reports, brochures and catalogues, journals, technical manuals and more, in digital and print media. For more information visit [www.typefi.com](http://www.typefi.com).

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