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FOR IMMEDIATE RELEASE:

Single-source XML publishing meets fast, automated composition even for the most complex layouts

Pharmaceutical, aerospace & defense, health information, science, technology, medical and law publishers among those to benefit from Typefi and Newbook partnership

PEREGIAN BEACH, QLD, and MISSISSAUGA, ON (13 November 2013) – Typefi Systems, the leader in automated composition software for print and digital publishing, and Newbook Production Inc, leading provider of publishing technology solutions for standards-based content in XML, announce a technology partnership that sees Typefi® Publish included in the range of solutions offered by Newbook.

“Newbook specialises in systems that manage XML content, including formats that must comply with strict regulatory requirements, as well as exporting to other formats such as RTF for use with Microsoft® Word, making it the perfect fit for Typefi Publish,” says Chandi Perera, CEO of Typefi Systems. Typefi Publish’s patented intelligence engine is designed to handle content prepared according to any XML schema or prepared in Word, and to compose that content according to rules laid out in design templates. “This partnership with Newbook allows us to extend the range of systems that work natively with Typefi Publish.”

“We have always provided automated typesetting solutions for our customers, but Typefi takes automation to a whole new level, by bringing these capabilities within reach of more customers,” says Anthony Villa, Newbook President. “Typefi Publish enables a more dynamic production process built on the leading page design and layout application, Adobe® InDesign®. Now we can offer integrated publishing solutions that can be used to produce product and packaging documents, for instance, from the same content source as regulatory submissions.” He provides the example of pharmaceutical companies that manage SPL-based content submitted to the FDA, yet don’t use that content to produce other kinds of documents, such as printed package inserts. “Thanks to the partnership between Typefi and Newbook, single-source publishing from SPL can be realised.”

Debbie Haime, Project Director at Newbook, elaborates: “Sophisticated software such as InDesign will handle highly varied and complex layouts, originating in different formats, which can be difficult and costly to do with dedicated XML publishing systems. Customers would currently need to rework that content in separate processes and systems using programming languages, rather than document design and layout techniques. With Typefi Publish, these customers will be able to reuse content, such as SPL from our labelling solution, to create a publishable document, such as a Product Monograph, using any number of layouts. And, when they have to update their compliance information, their product and packaging content will be updated at the same time,” Ms Haime explains.



"We see this as really adding value to our current solutions, not just in regulatory but all publishing environments, and helping our customers streamline and automate their workflows even more."

"Newbook's emphasis on developing solutions unique to the customer's needs aligns with Typefi's philosophy," according to Chris Hausler, Typefi's VP Sales & Marketing. "One of the leading advantages of Typefi Publish is its flexibility. Our solutions consultants spend considerable time working with new clients in understanding their publishing needs. Having a partner in Canada, a relatively new market for us, that we can trust with implementing our products in this way is so important. We are all really excited about the prospects that partnering with Newbook brings."

About Newbook Production Inc

Newbook Production Inc is a Canadian company with a global customer base. Since 1994, Newbook has helped customers by making technical information manageable, accurate, accessible to any user and available in any format that the customer needs. Newbook solves some of the most complicated technical publishing problems in mission-critical technical, medical, scientific and regulatory environments. Drawing from the best technology partners in the business or developing their own applications, Newbook carefully crafts their authoring, content management and multimedia publishing products to meet customer requirements. For more information visit www.newbook.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.

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