



SPIDER

Multilingual cross-media publishing



SPIDER – target-group focussed publication ...

Publishing information automatically

SPIDER is the ideal solution for automatic publication of information – on any medium and in any language. SPIDER publishing solutions benefit from convenient navigation aids and customised search systems. The flexible query and information system means that content can be adapted for the widest variety of output media.

Structuring information

SPIDER technology enables efficient data management. First of all, the data is structured on the basis of content. It is stored in a single data pool in medium-neutral XML/SGML format. That means that data storage is also manufacturer and platform-neutral and content can subsequently be automatically published as required on any particular medium.

This method makes it possible to consistently store the desired information according to standardised criteria, to manage it easily and retrieve it quickly – in every language concerned. Thus the precise information required in the appropriate context is extracted from the data repository. Because form and content are separated, different output formats and layout designs can be produced from the same information and data resource. The information is formatted and published automatically on demand and as appropriate for the medium concerned.

SPIDER is the optimum solution for automatic publication of information.

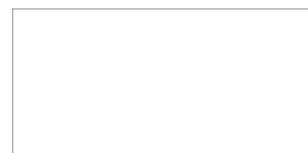
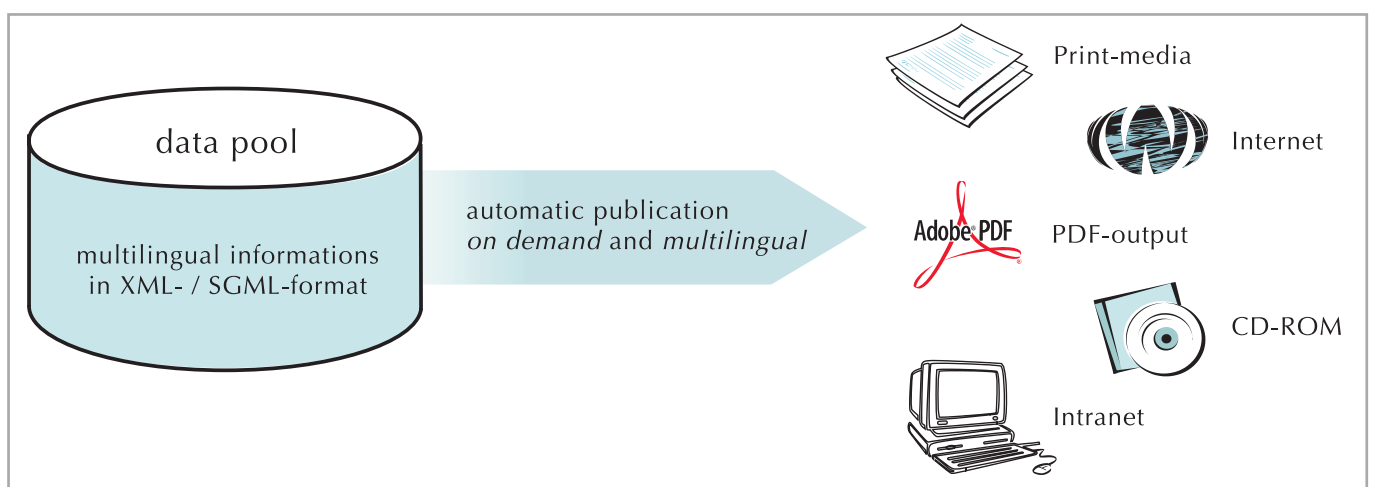
- ▲ The SPIDER concept minimises data volumes.
- ▲ Because of the low storage space requirements, the search and display speed is unsurpassed.
- ▲ Medium-neutral data storage in XML/SGML means that the information can also be re-used and re-processed on other systems.
- ▲ Publication takes place *on-the-fly*.

Organising and presenting information

SPIDER enables any information of a technical or commercial nature that is structured by content to be ideally presented for an enormous diversity of purposes:

- ▲ Catalogues
- ▲ Product information and manuals
- ▲ Spare parts catalogues and repair instructions
- ▲ Workshop and instruction manuals
- ▲ Marketing/sales publications (e.g. price lists)

If required, a feedback system can be integrated as well. Accurate entry of the retrieved information and active assistance from a feedback system facilitate continual improvement of content and functionality.



... on any medium and in any language

Benefits at a glance

SPIDER is the retrieval and information system produced by STAR for fully automated publication of SGML and XML data resources. Its technology opens up entirely new perspectives with regard to cost, output quality and speed for publications of all types.

SPIDER stands for **SGML-based Product Information with Dynamic Evaluation Repository**.

Automatic publication

Only the structure and the information itself is stored in SPIDER. There is no need for extensive formatting data. The layout is generated *on demand* and as appropriate to the specific medium. The spare storage capacity is used for additional language versions. This type of automatic generation offers unique advantages:

- ▲ shorter publication cycles
- ▲ faster updates
- ▲ opportunities for editing until just before publication
- ▲ automation of all layout work in all languages and for every publication type
- ▲ perfect consistency of information across all publications

Simplicity

No installation work on the part of users is required for SPIDER. All components for starting, querying, outputting and publishing data are included on every CD-ROM. No data is transferred to the user's computer and no program components are installed.

Safety and security

The clear data structure guarantees fast and stable operation and enables the use of optimum encryption processes. Explicitly declared information can only be retrieved by authorised users (controlled by issue of user permissions).

Media diversity

SPIDER is suitable for the use of a diversity of media: CD-ROM, Intranet, Internet, PDF and print. Every SPIDER CD contains all the necessary program components for all publication channels as well as the data. And it can be used on a standalone machine, as a client/server application or across an intranet or the Internet.

Compatibility

The XML/SGML-based data means that perfect compatibility with other databases, applications and systems can be achieved. SPIDER information can be processed on other systems.

Language diversity

The SPIDER technology enables the publication of an enormous variety of language versions. The text is coded in Unicode so that even languages with special character sets (e.g. Far-Eastern languages, *right-to-left* languages such as Arabic, etc.) can be represented. All languages are simultaneously available on the same CD-ROM using the same system. Users can select their own choice of interface and output language.

Fast updating

Clear separation of form and content enables rapid updating at any time. Frequently, only the data content changes. The layout of the user interface remains unchanged. So updating merely involves modifying data records. There is no need for complex formatting work.

Customised configuration

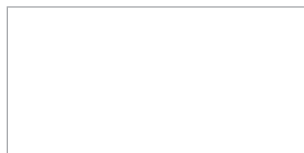
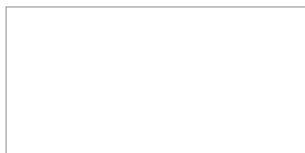
The visual appearance of SPIDER is tailored to suit the customer's requirements. The content and structure of the user interface is designed to suit the specific target groups and products concerned – in keeping with the client's corporate design specifications.

Product-related navigation

The customised product/information structure is represented via an optimised and user-friendly navigation interface. And that facilitates quick and easy retrieval of information. Quick navigation can also be implemented using non-linguistic graphical elements.

Interfaces

SPIDER is fully integrated in the customer's existing system environment. With interfaces with the existing dealer management systems (e.g. accounting systems) and its data pool, SPIDER is capable of compiling, structuring and automatically publishing information immediately on demand.





You can reach us anywhere in the world

We look forward to hearing from you.
Visit our website or simply call us.



STAR Group Headquarters

STAR AG
Wiesholz 35
8262 Ramsen
Switzerland

Phone: +41 52 742 92 00

Fax: +41 52 742 92 92

E-mail: info@star-group.net

www.star-group.net