

Research and development  
Publishing on demand  
Workflow support  
Typesetting  
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Conversion  
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Consultancy  
Organization

**About PRAGMA ADE**

Pragma ADE systematically invests  
in development of text manipulation  
and text processing tools, most  
of which are available for free.

**Research and development**

Pragma ADE is the author of ConT<sub>E</sub>Xt, a free document production system, that can be used to produce paper as well as electronic documents. Programs, documentation and examples can be fetched from [www.pragma-ade.nl](http://www.pragma-ade.nl).

**Research and development**

In order to produce and maintain in-house and third party documents, Pragma ADE develops tools for editing, conversion and production. Some of these tools are part of the ConT<sub>E</sub>Xt distribution.

**Research and development**

Advanced documents are often generated after converting the data to highly structured formats. Pragma ADE is constantly exploring and optimizing the processes involved.

**Research and development**

On top of ConT<sub>E</sub>Xt, Pragma  
ADE writes style definitions and  
specialized extensions for in-house  
use or on behalf of third parties.

**Research and development**

Publishing on demand —which can be considered a special case of database publishing— comes down to storing the source of a document in a tagged format and generate documents matching the specific needs of readers.

**Publishing on demand**

In order to selectively process documents as well as provide structure and (in electronic documents) navigational tools, the document source must be coded in a so called tagged format, like xml. When coding the document, Pragma ADE will take into account the possible future needs and use.

**Publishing on demand**

Because maintenance of tagged files (markup) is a specialized task, Pragma ADE provides this as a service. Whenever possible, the conversion is done from other sources with dedicated tools.

**Publishing on demand**

From the same document source, we can generate different document instances, depending on the needs of readers. We have developed methods and systems to completely automate this task.

**Publishing on demand**

Documents generated from the databases mentioned can be distributed electronically or in print. We provide and/or organize both services.

**Publishing on demand**

Professional document production has changed considerably over the last few years. Workflows have altered completely in this electronic era. Furthermore information has become an asset and publishers look farther than the paper output.

**Workflow support**

Pragma ADE has upgraded workflows for a number of organizations in which document production can be viewed as the primary process and in which multiple use of sources became an issue.

**Workflow support**

At Pragma ADE we consider workflows as an integration of human resources and the tools that are available for efficient document production. During the first stage of a document production workflow the author plays a major role and his focus should be on the content and not on typesetting issues.

**Workflow support**

The tools for the author must be easy to use text editors where the text can be used as an input for automated typesetting systems like ConTEXt. After the last proof-reading the production proces can be automated completely.

**Workflow support**

Pragma ADE is able to develop and implement complete workflows. Setting up a workflow starts with developing a well structured source and ends with the definition of the desired layout and functionality of the documents on the medium chosen.

**Workflow support**

When the workflow is certified it can be implemented and embedded in the organization. As a service Pragma ADE is able to take care of parts the workflow if necessary.

**Workflow support**

Pragma ADE is specialized in typesetting complex (often large) documents in efficient ways. In order to achieve this, Pragma ADE has developed tools that are used worldwide.

**Typesetting**

Pragma ADE is specialized in high volume automated typesetting. For this purpose, the document source is converted to a tagged format, for instance highly structured xml. The source and style definitions are separated.

**Typesetting**

When designing a document, we focus on its (possible future) use. Multiple alternatives can be provided.

The preferred final document format is pdf. Such documents can be enhanced with navigational elements, forms and JavaScripts.

**Typesetting**

Pragma ADE has developed tools and methods that are suited to streamline the conceptual phase of document production. These also provide high quality intermediate versions of the final product.

**Document production**

When producing documents,  
we always convert sources to  
a structured (tagged) format.  
Depending on the final application,  
this structure can be very detailed.

**Document production**

When designing the paper and screen document, we try to achieve a high degree of accessibility while at the same time offering high typographic quality. If needed, the source document will be manipulated in such a way that maximum accessibility is guaranteed.

**Document production**

The resulting document source code is stored in such a way that minor as well as major upgrades can take place efficiently.

**Document production**

The conversion of a highly structured  
format xml file to a cleanly typeset  
pdf file asks for an insight in the  
proces of structuring and typesetting.

**Specialized document design**

For this purpose Pragma ADE has developed its own typesetting system ConT<sub>E</sub>Xt and a number of additional tools to cope with this conversion.

**Specialized document design**

Completely automated workflows  
where the xml to pdf conversion  
is integrated were developed for  
inhouse products and third parties.

**Specialized document design**

Every document has its own style based on its structure, its purpose, its target group and the preferences of the author or publisher. Styledefinitions on behalf of intentional typesetting systems like ConTEXt require skills that go beyond typesetting in a tradional package. One has to be able to translate typesetting issues into logical operations that can be processed by ConTEXt.

**Specialized document design**

Pragma ADE has included a great variety of forms in documents that are used in an educational setting. The data retrieved from the filled in forms are analysed and processed by external programs or internal JavaScript's.

**Specialized document design**

With the introduction of intelligent documents Pragma ADE has set the tone for a whole new class of documents.

In an intelligent document a user is confused whether he is interacting with a document or a program. Intelligent documents can perform tasks like user monitoring, calculating, simulating and can handle conditional responding.

**Specialized document design**

The intelligent documents can be used as computer aided instruction in a learning environment. At the Pragma ADE site you will find a few examples of intelligent documents.

**Specialized document design**

Intelligence in documents is reached by the integration of JavaScript's and pdf. Pragma ADE developed a great number of JavaScript's that can deal with a variety of user operations.

**Specialized document design**

In Pragma ADE's view web design and electronic document design show common characteristics. Pragma ADE applies its document design experiences to its web pages where speed, consequent typesetting and user friendliness are keywords. An example can be found on Pragma ADE's own webpage.

**Web Design and Maintenance**

Pragma ADE maintains the sources of webpages of third parties in a tagged format or in highly structured databases. This guarantees future accessibility and platform independency.

**Web Design and Maintenance**

Over the years Pragma ADE has been confronted with many different document formats. These were offered by third parties for conversion to a more structured and platform independent format. A great number of tools have been written to be able to deal with these formats.

**Conversion**

Pragma ADE sets up and defines database structures for database publishing purposes. While doing this Pragma ADE analyses the future use of the paper and screen documents that have to be generated from these databases. One must realize that poor databases result in poor documents. Therefore Pragma ADE tags the sources redundantly.

**Database publishing**

The in-house developed typesetting system ConT<sub>E</sub>Xt provides the necessary high quality output. Pragma ADE develops document styles to produce the desired paper and screen documents in completely automated workflows.

**Database publishing**

Pragma ADE supports third parties on subjects like:

- publishing on demand
- automated workflows
  - xml and database definition and publishing
- document conversion
- ConTEXt style definitions

**Consultancy**

The Pragma ADE organization  
consists of two departments:

- Service
- Technology

**Organization**

The Service department is responsible for the acquisition and management of projects. The department relies on a network of people and (international) organizations to carry out the projects where considerable manpower is needed.

**Organization**

The Technology department takes care of all technical issues that relate to document production. The availability of a world wide network of ConT<sub>E</sub>Xt users guarantees the necessary ConT<sub>E</sub>Xt support. Pragma ADE is connected with a group of selected IT-companies for the development of major programs and databases.

**Organization**