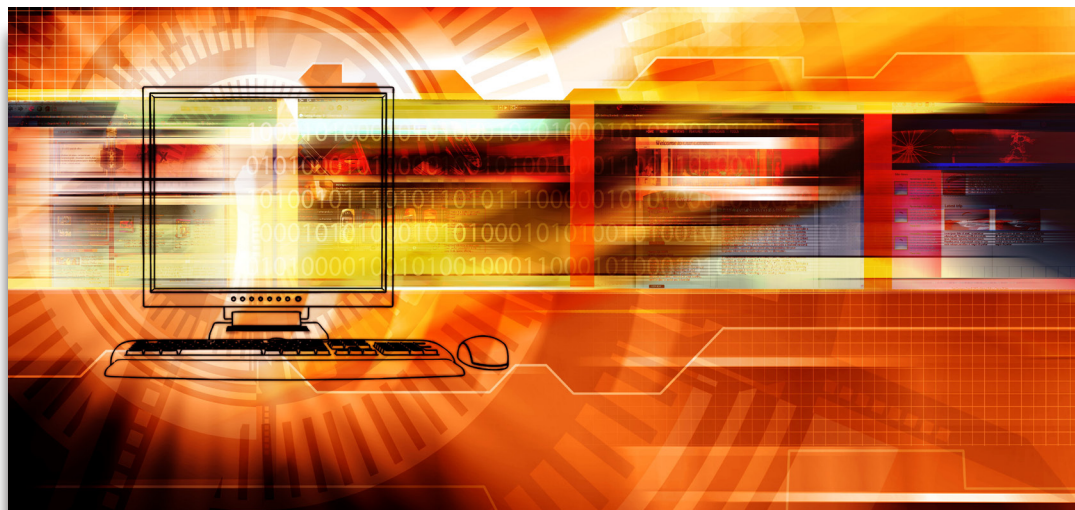




# Automate your Publishing with Silicon Paginator

Publish more content, to more devices, more quickly — using fewer resources!



## Speed Production

Automate your publishing workflow

## Reduce Costs

Save money by removing entire workflow steps

## Extend Reach

Leverage content across multiple publishing channels

## Increase Engagement

Personalize communications using robust support for variable text and images

## Contact Silicon Publishing Today

[sales@siliconpublishing.com](mailto:sales@siliconpublishing.com)  
(925) 935-3899

## Create Quality Content Faster

Silicon Paginator automates production of complex documents for delivery to print, web, email or any mobile device. Pull data from a wide array of sources to generate customized, high quality printable documents on-the-fly.

## Extend Your Reach

Harness the power of Silicon Paginator to extend your reach across print, Web and mobile channels. Engage your audience, no matter what device or medium your customers prefer.

## Increase Engagement

Automate creation of personalized, 1:1 marketing and sales collateral. Dynamic and direct links between data sources and Adobe InDesign templates unleashes powerful variable data publishing options. Easily incorporate business logic and variable data into your publishing workflow to improve relevancy, response rates and customer engagement.

## Reduce Production Costs

Speed workflow production and reduce costs by automating the entire publishing process. Simply specify a data source, target templates and desired output and let Silicon Paginator do the rest.

## Distribute Freely

Deliver content across print, web, email and mobile channels using various data normalization, transformation and export options. The software even supports output for distributing content through Apple's App Store or to iPads and iPhones directly as a Web application.

## Standards Based Approach

Silicon Paginator combines large volumes of text, images, variable data, and customizable business rules with templates that are rendered using Adobe Scene7, InDesign Server or HTML5. It's built upon industry standard technologies so you can publish with confidence.

# Automatically Publish to Multiple Channels with Silicon Paginator

## Benefit From Single Source Publishing

Keep your content up to date and in synch by connecting Silicon Paginator to your database or CMS. Data can be bound to any template and rendered to print, Web or mobile channels using PDF, Flash or HTML5 output formats with perfect fidelity.

## Reduce Errors and Promote Efficiency

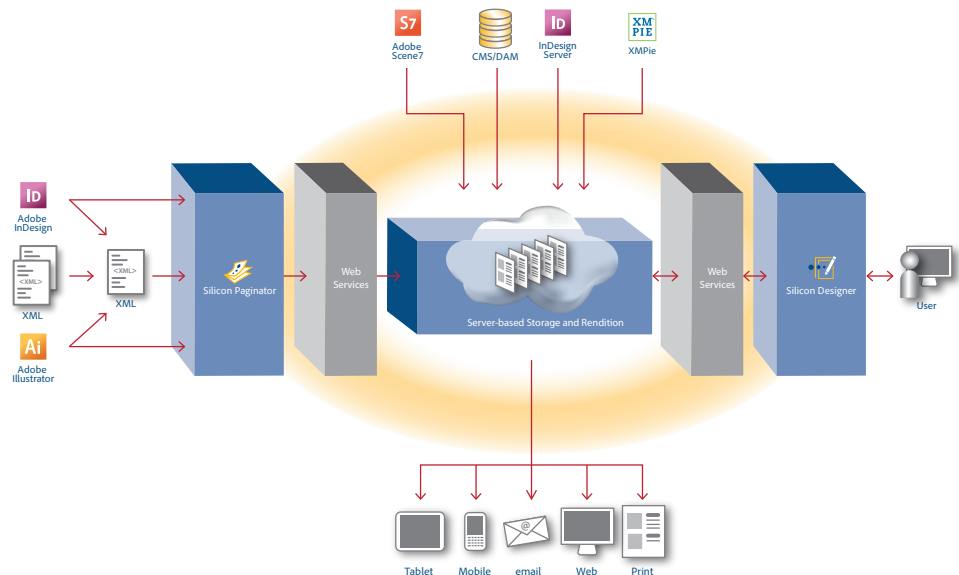
Incorporate business logic into your publishing process to introduce variable content, enforce brand consistency and ensure automated results match handcrafted results.

Silicon Paginator provides powerful features for creating custom rule sets to drive data validation, copy-fitting, placement of content, and pagination to produce dynamic publications.

## Customize Silicon Paginator

Silicon Publishing can extend Silicon Paginator to help you realize your unique vision. Our custom engineering solutions can really help you meet or exceed your business goals.

*High-level architectural diagram illustrating how Silicon Paginator integrates data storage, Web services, rendition engines, templates and data sources to automate multi-channel publishing operations.*



## About Silicon Publishing

Silicon Publishing is a leading developer of Web-to-print, multi-channel and automated publishing solutions. Using core technologies like Adobe Scene7 and InDesign Server, together with our own, innovative document models we are able to combine print operations with best of breed Web experiences to deliver content to any device or medium your customers demand. We have over a decade of experience implementing best-of-class publishing solutions for some of the world's top brands.

Call today to learn how products and custom engineering services from Silicon Publishing can help you meet or exceed your business goals!

