

Whether you are creating an online technical catalogue, publishing a range of novels for e-book readers, building a new customer service portal, aggregating content for dynamic publishing purposes or developing other innovative web-based applications, you need rapid delivery of high quality content in XML format.

Pioneers in content conversion

For more than two decades, Stilo has pioneered new approaches to content conversion. Our content-engineering experts have built some of the world's most successful content conversion tools and applications. We have provided solutions to over 1,000 companies across 35 countries, in sectors including aerospace and defence, publishing, high-tech, telecommunications and government.

Delivering high-quality XML

When it comes to selecting the best approach to XML content conversion, companies have typically chosen to either outsource operations to content conversion specialists or develop their own conversion solutions utilizing specialist tools and technical expertise.

While both approaches may have served customers well in the past, there is ever increasing pressure to

- ➔ Deliver content more rapidly
- ➔ Reduce conversion costs
- ➔ Take control of content quality

This is largely being driven by the need to deliver content in a myriad of ways to reflect the diverse and rapidly evolving requirements of customers, together with the necessity to reuse, repurpose and leverage existing content assets.

Stilo Migrate provides organizations with a radically different approach to XML content conversion. Via a unique customer portal, users can upload source documents to conversion pipelines tailored to their specific publishing requirements.

Migrate dramatically reduces the need for manual pre and post-processing tasks – reducing turnaround times and associated costs, while ensuring users have full control over the quality of their content.

Automating eBook production

With the growing popularity of the iPad, Smartphones and other portable reading devices, the pressure is on for publishers to produce both print and digital editions of their titles. But how can publishers adapt their print production workflows to include eBook production, with minimum disruption to their current working practices?

By automating the process using Stilo Migrate, publishers can deliver high-quality XML and automate eBook production simultaneously.

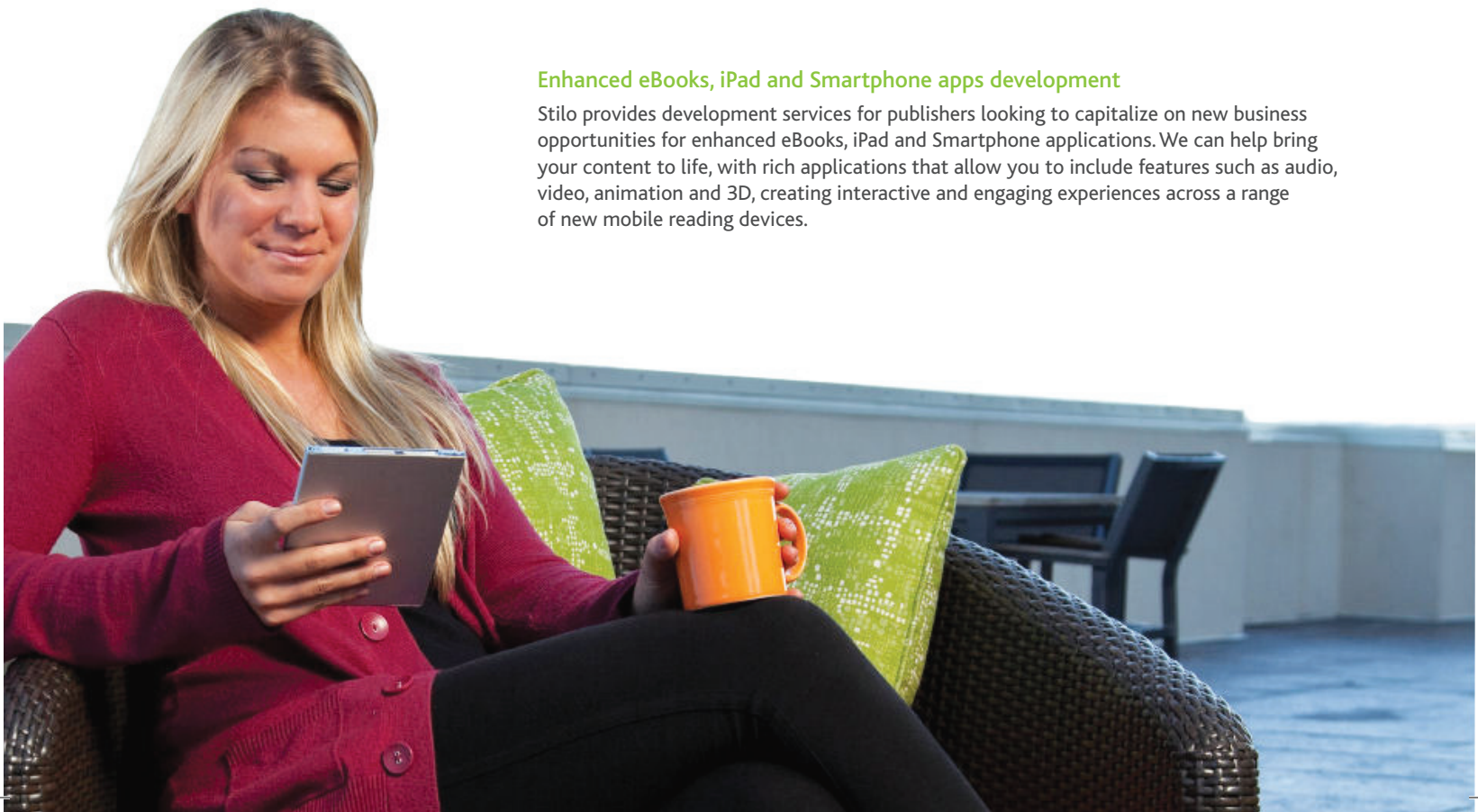
The Migrate service converts source content to an *intermediate* Stilo XML format, shielded from users, and from there automatically converts content to any custom DTD or EPUB format.

For those publishers who want to become involved in eBook production, but do not want to experience the potential complexities of XML, the service provides them with an easy-to-use, low cost option for automated conversion to EPUB from InDesign, Quark and Word files.

Through automation, we can help cut down on the slow and labor-intensive efforts involved in manual conversion, and establish repeatable processes which incrementally improve the quality of converted content.

Enhanced eBooks, iPad and Smartphone apps development

Stilo provides development services for publishers looking to capitalize on new business opportunities for enhanced eBooks, iPad and Smartphone applications. We can help bring your content to life, with rich applications that allow you to include features such as audio, video, animation and 3D, creating interactive and engaging experiences across a range of new mobile reading devices.



Automated content conversion

Migrate transformation hub

Stilo Migrate excels at deriving structure from content and formatting cues and then leveraging that content in innovative, intelligent ways. At the core of the system is the Migrate Transformation Hub, which accepts inputs from any source format and transforms the content for delivery to any target XML schema or DTD.

Tailored conversion pipelines

The system supports multiple content acquisition and delivery pipelines, tailored to address unique conversion and transformation requirements. Conversion pipelines can vary significantly in their sophistication, incorporating one or many source and output formats. Content can be enriched with metadata or appended with information from discrete content bases prior to transformation and delivery.

Automate content conversion to XML and EPUB formats with Stilo Migrate

Take control of content quality

By utilizing a simple-to-use, yet sophisticated, rules editor, users can exercise complete control over output quality, ensuring that content is delivered according to unique publishing requirements, and reducing the requirement for manual pre and post-processing. Users can respond immediately to revisions and updates to target DTD's, and ensure that valid, high quality XML is delivered every time.

Pay-as-you-use

Following initial tailoring and set-up costs, the Migrate service operates on a pay-as-you-use basis, ensuring value for money while smoothing production workflows. High levels of automation result in very competitive ongoing pricing, guaranteed levels of quality, and a low risk solution. In many cases, customers can be provided with rapid access to very sophisticated conversion solutions, with minimal up front costs.

Key features of Stilo Migrate's conversion service include

- ➔ On-demand conversion to custom XML and EPUB formats
- ➔ Source formats include Word, InDesign, Quark and XML/SGML
- ➔ Choose from tailored conversion pipelines, to address specific publishing requirements
- ➔ Take control over content quality with the use of a sophisticated conversion rules editor
- ➔ Improved automation through the reduction of manual pre and post-processing tasks
- ➔ Conversion services can be tightly integrated with content management and publishing systems
- ➔ Low cost, pay-as-you-use
- ➔ Accessible globally 24/7



stilo

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About Stilo

Stilo International (LSE:STL) is the leading provider of automated XML content conversion solutions and associated processing technologies to content aggregators and multi-channel publishers. Products include OmniMark, the high-performance content processing platform, and Migrate, the world's first on-demand, pay-as-you-use, content conversion service. Operating from offices in Europe and North America, we support customers in Aerospace & Defence, Manufacturing, IT, Telco, High Tech, Publishing and Government.

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