



INTRODUCTION TO MULTIPAGE

JANUARY 2010

With more than ten years experience in developing ad management software for free ads papers Joshua Advanced Media Systems now introduces a new complementary production layout tool, MultiPage. A powerful paper layout management package that meets present and upcoming publishing needs. This document will guide you through the key features of the system.

Joshua MultiPage is a Windows application with a user ergonomomy that adds efficiency and security to the rather complicated tasks of handling a large amount and variety of adverts, colour and position information. MultiPage can interface with virtually any advert and editorial management system, but has been specifically designed to link directly with the Multiads database engine to significantly increase performance, flexibility and reporting output options.

The development of MultiPage now brings Joshua Advanced Media Systems to a new stage in its ability to be in a position to provide the complete publishing toolset for classified and editorial publishers.

Much emphasis has been put on exploring and applying the full advantages of the Windows environment, with extensive use of graphical screen elements for visualizing events, and intuitive use of right mouse button menus for fast access to certain tasks. At the same time we have anticipated the needs of data entry users in that all of the key functions and features can be accessed using keyboard shortcuts, minimizing use of the mouse.

INTERFACING

While MultiPage has been designed to tightly integrate with its partner product, Multiads, it will interface with virtually any advert/editorial management system. This means that, for example, if you have an in-house developed management system but only need to replace your pagination engine then MultiPage might be the application for you.

MultiPage allows the advert definitions to be created in the ad management system thus easing the management of your systems. For example, if your classification list changes, MultiPage will automatically recognise this and behave accordingly.

Single and multi-column layouts can be handled by the system easily.

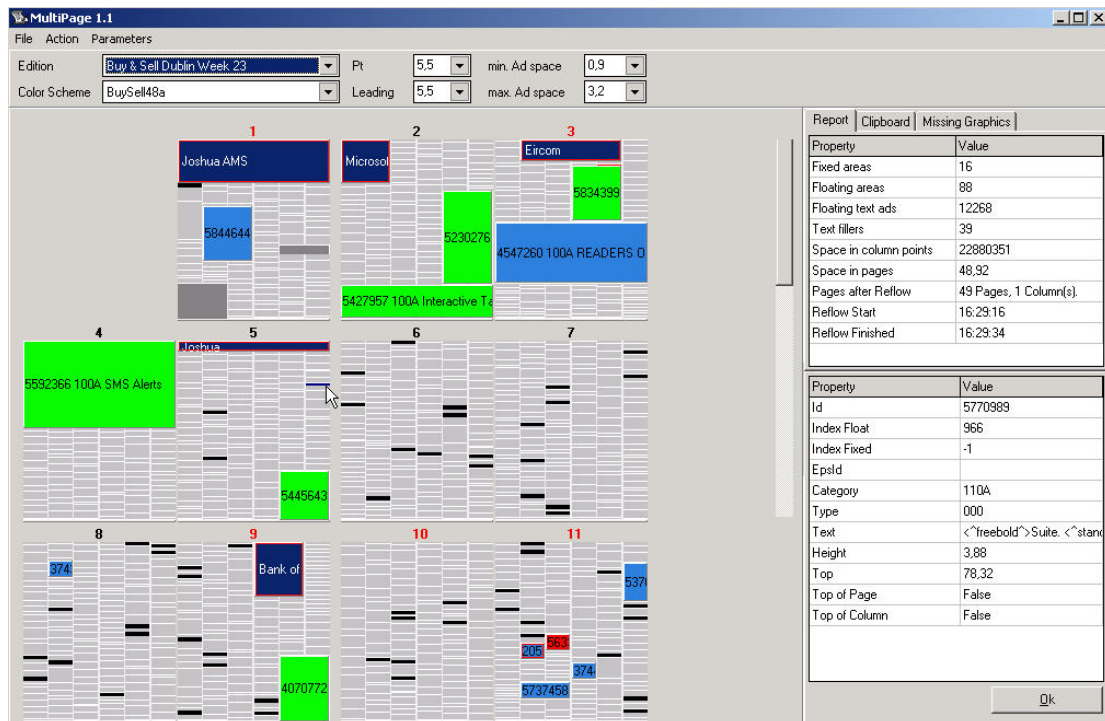
FUNCTIONALITY

Joshua MultiPage incorporates all of the key functions you would expect from a leading pagination layout system and much more.

MultiPage has been designed with the user in mind and many of the features of MultiPage have been developed using our client's experience and feedback and our own development expertise.

MultiPage can handle virtually any advert style you care to imagine. A complete parameter set allows the advert styles to be defined in the advert management system, and once the text, graphical and layout data is passed into MultiPage, MultiPage takes care of the rest.

Please find below a list of some of the key features of the MultiPage system with some sample screen shots to complete the picture; -



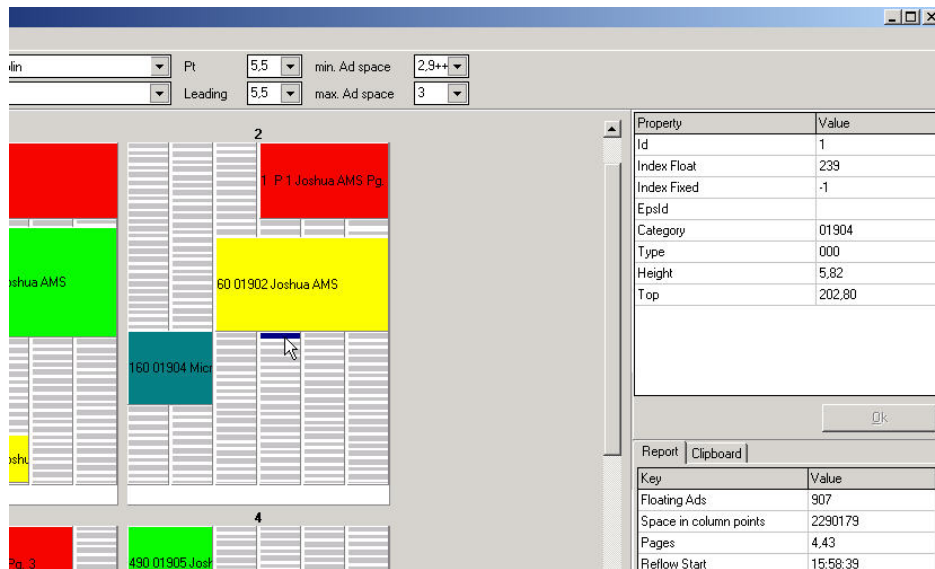
The screenshot displays the MultiPage 1.1 application window. The main area shows a grid of 11 numbered columns (1-11) containing various advertisement blocks. Some blocks are highlighted in red, green, or blue. Advertisements include 'Joshua AMS', 'Microsoft', 'Eircom', '5844644', '5230276', '4547260 100A READERS 0', '5834399', '5427957 100A Interactive T', '5592366 100A SMS Alerts', '5445643', '374', 'Bank of', '537', '4070772', '205', '562', '374', and '5737458'. The top menu bar includes 'File', 'Action', and 'Parameters'. Below the menu, there are dropdown menus for 'Edition' (Buy & Sell Dublin Week 23), 'Color Scheme' (BuySell48a), and 'Leading' (5,5). There are also input fields for 'Pt' (5,5), 'min. Ad space' (0,9), and 'max. Ad space' (3,2). On the right side, there are two panels: 'Report | Clipboard | Missing Graphics' and a 'Property | Value' table. The table contains the following data:

Property	Value
Fixed areas	16
Floating areas	88
Floating text ads	12268
Text fillers	39
Space in column points	22880351
Space in pages	48,92
Pages after Rerflow	49 Pages, 1 Column(s).
Rerflow Start	16:29:16
Rerflow Finished	16:29:34

Property	Value
Id	5770389
Index Float	966
Index Fixed	-1
EpsId	
Category	110A
Type	000
Text	<^treebold> Suite. <^stand
Height	3,88
Top	78,32
Top of Page	False
Top of Column	False

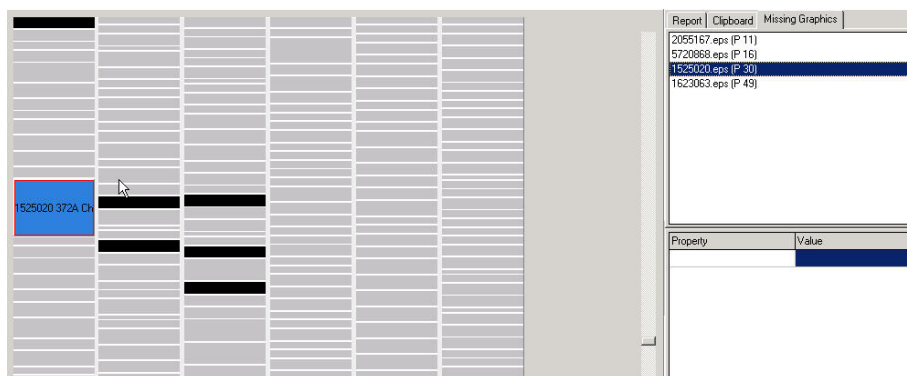
Typical view of MultiPage main screen

- ✚ Direct output to EPS or PDF.
- ✚ Ad position preferences can be defined by classification, sub-class, distance from top, inside, outside, column.
- ✚ MultiPage uses priority positioning to resolve potential ambiguity.
- ✚ Supports any format, such as font, font size, styles, alignments, frames and backgrounds.
- ✚ Supports inclusion of graphical content within text ads as well as display.



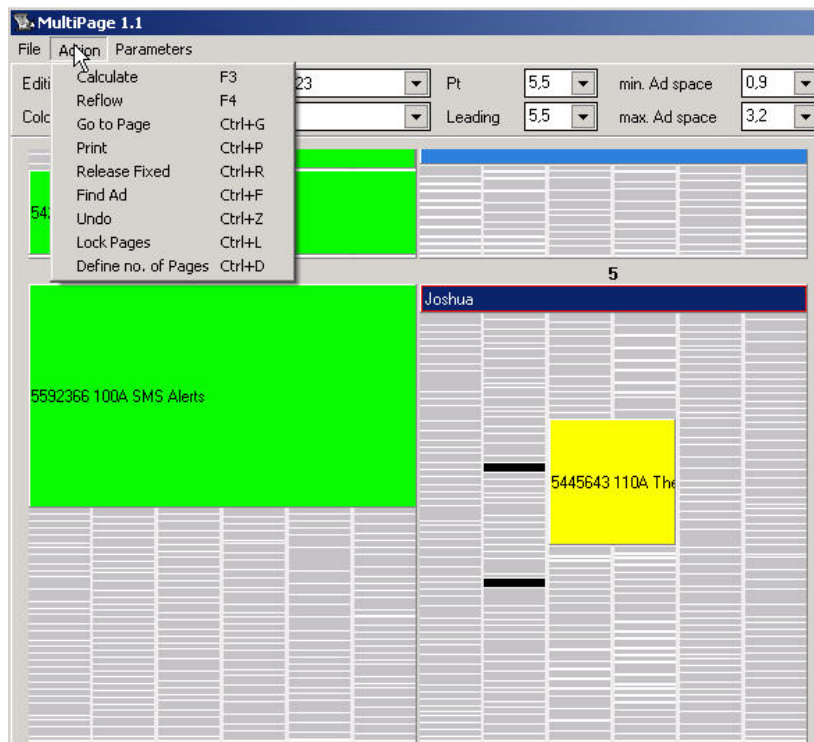
MultiPage – Auto Text Filler, also shows point, leading and ad space settings

- ✚ Creates indexes for all adverts and classifications.
- ✚ Supports text and display auto fillers using definable filler library.
- ✚ Supports automatic ‘spreading’ of display (without positioning preferences).
- ✚ Full colour scheme management (a colour ad will be automatically placed on a colour page).
- ✚ Automatic vertical spacing following pre-defined rules limiting minimum and maximum ad space.

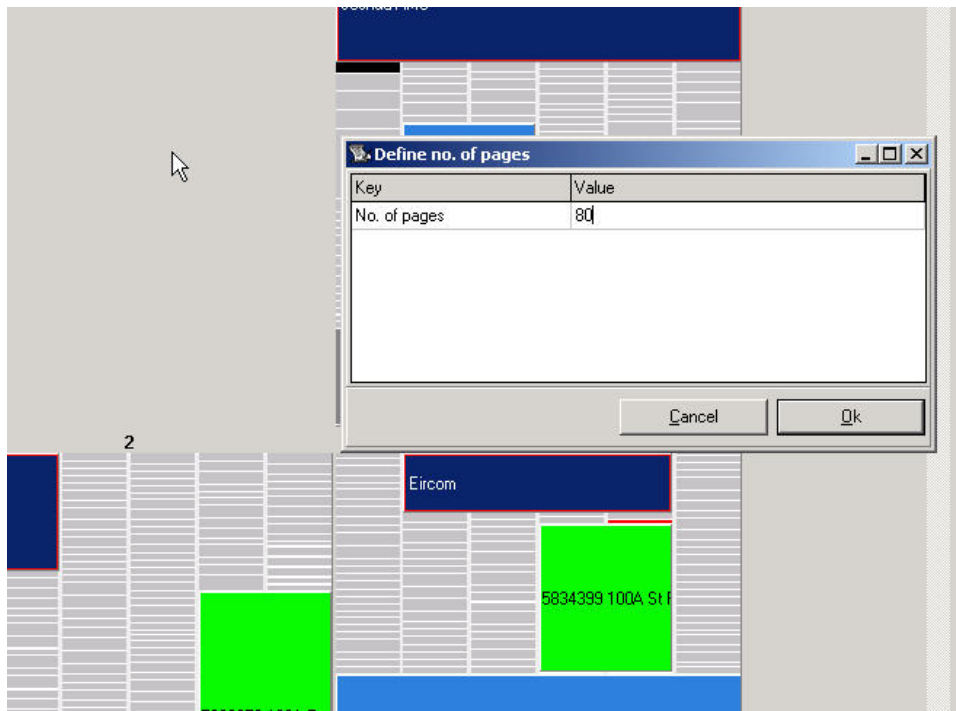


MultiPage – shows adverts with missing graphics

- ✚ Missing EPS and photo detection and notification.
- ✚ Ads can be found by ad ID & short text search.
- ✚ Most on-screen functions have keyboard shortcuts improving user efficiency.
- ✚ Integrates with virtually any advert/editorial management system.
- ✚ Tightly integrated with Joshua Multiads creating new possibilities in terms of statistical analysis.
- ✚ Single page and multi-page views can be displayed.
- ✚ Correct imposition for printer supported.
- ✚ Supports electronic transmission of edition to printer.
- ✚ Support for single and multi column layouts.
- ✚ User can undo layout changes up to a level of 100 changes.
- ✚ Automatic space calculation to suit your target pagination.
- ✚ MultiPage allows the user to 'lock' the layout of any part of the paper, thus enabling the user to alter the remainder of the edition without affecting the 'locked' portion(s).



MultiPage - menu indicating core functions



Enter the target number of pages for this edition, and MultiPage will do the work for you

Computer Desk. Includes hydraulic chair, new condition, selling because of move, EUR 450.00
 tcrane67@aol.com 0469077513

Computer Desk. Mahogany, with sliding keyboard shelf & drawer, perfect condition. EUR 60. Also matching shelves, tall. EUR 40. Will sell lot for EUR 90.
 18402624

pouffee, ex cond, suit small room, study etc, EUR 2500.0
 086-0866585 Lucan

Couch. 2 seater, leather, Dutch, leather in need of slight repair, hence, EUR 1000.0
 087-9436785

Couch. 2 seater, navy, comfortable sofa, in ex cond, removable covers, EUR 2750.0
 01-8424480, 086-3613182 eves

Double Column Text Ad!

Type it in MultiAds! Print it with MultiPage!

Double column text ads give more freedom to your sales force to offer your clients superb advertising opportunities. MultiPage can easily handle multi-column classifieds to offer more eye-catching ad types without the effort of creating a display ad. 0876773268 / 012858904 eves

Computer Desk. Small, with retracting keyboard shelf, space for printer & HD etc, 1 yr old, perfect cond.
 01-6217223 & 087-7477970 Lucan

Computer Desk. With 2 shelves & pull out keyboard & mouse shelf, grey, sturdy unit on wheels, very good condition. EUR 200.00
 0876773268 or 012858904

Computer Table. Ex cond, EUR 500.00
 087-1341952

Computer/Office Desk. Wood & steel desk 2ft 3in by 4ft 3in with sliding keyboard shelf, 2 metal stacking

Couch. 2 seater, terracotta, bought 5 mths ago, absolute bargain. Cost EUR 450 sell at EUR 175 for quick sale.
 868900625

Couch. 2 seater, with 2 single chairs, blue, good cond, EUR 1500.0
 086-8788536

Couch. 2 seater, wooden arms, recently recovered, stylish patterned cover, ex cond, genuine reason for sale, EUR 1000.0
 01-4932796

MultiPage – Sample double-column text ad

bargain, EUR 250.00 087-2069747, D8 area
Armchairs (2). Oak, old style enfield, EUR 800.00
Bed Settee. Genuine leather, dark green, Chesterfield, folds out to full size dbl bed, vgc, cost EUR 2, 000, sell, EUR 5000.0
086-8506752



Double column photo ads are possible as well as double column text ads. That gives more freedom to your sales force to offer interesting ad opportunities to your clients. kcarney@jda.ie /0879837432

Bookc
 600.00
 Bookc
 more l
 EUR 45
 Books
 Box
 Bunk
 swivel
 bed, b
 Bunk
 EUR 15
 CANE
 cream
 086-0
 CD St
 144 Cl
 very
 CD St
 prox
 1000.0
 COUCI
 100. F
 Cabin
 also av

MultiPage – Sample double-column photo ad

PERFORMANCE

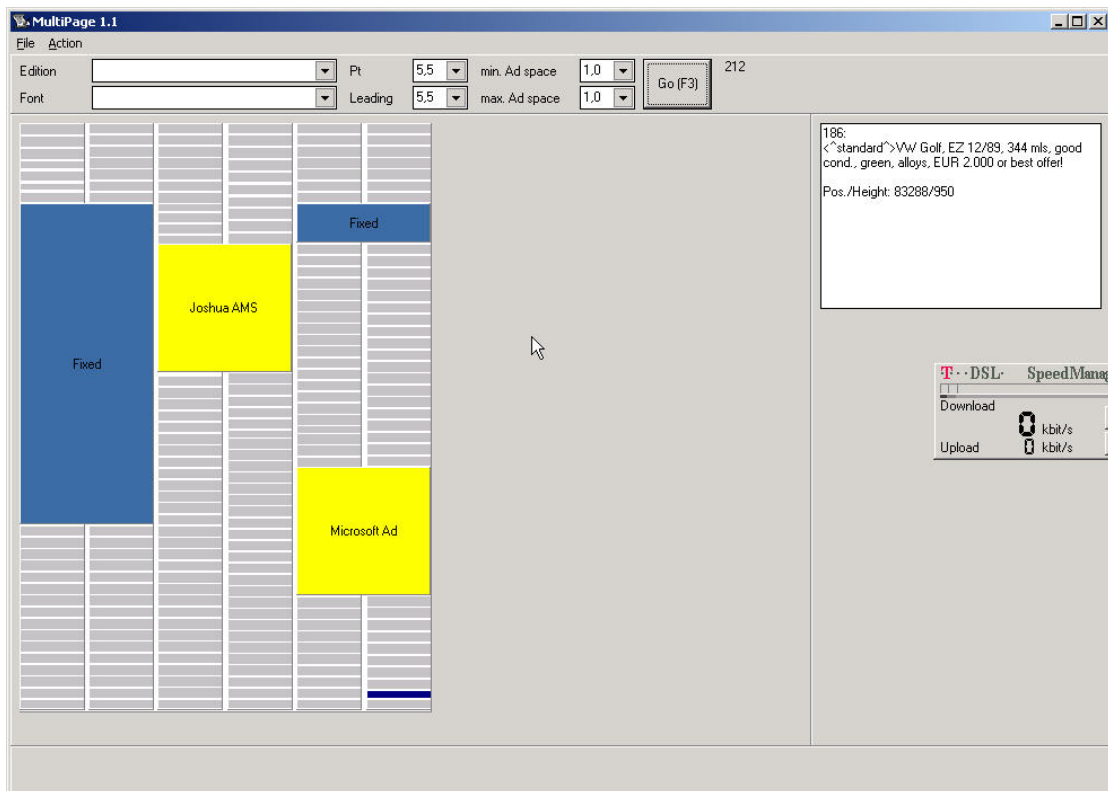
The MultiPage type calculation and hyphenation engines are extremely fast. Typical performance measurements can be listed as follows; -

Complete Font & Advert height calculation, including hyphenation: < 1 minute
 Full paper reflow & inter-ad space calculation: < 1 second

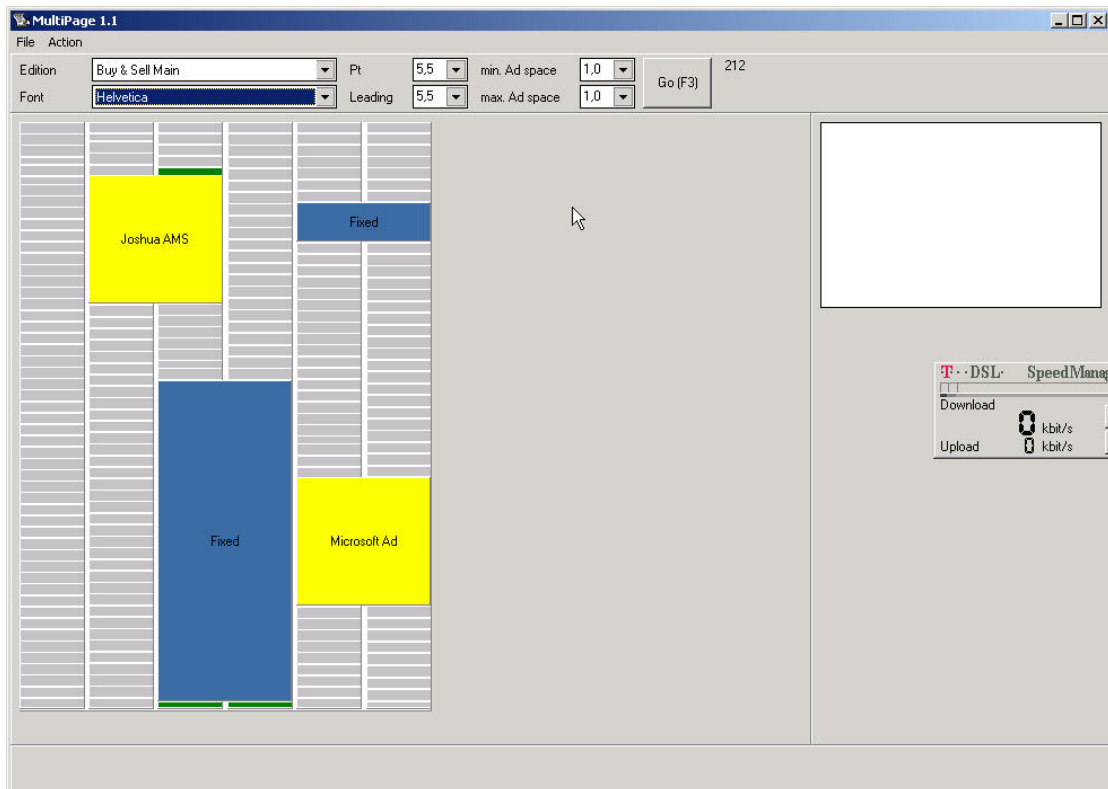
Test results above achieved on Pentium III 1GHz PC with 512MB RAM. Sample paper used contained 12,000 adverts, primarily text.

MANAGEMENT INFORMATION

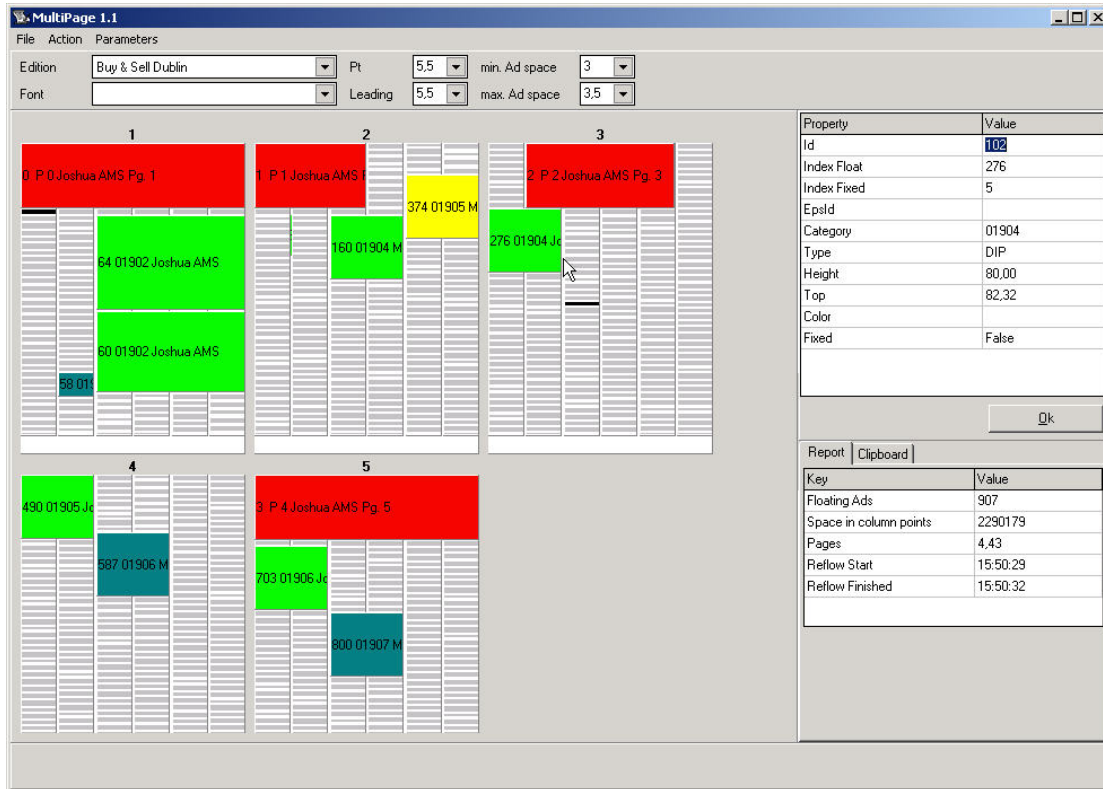
One of the major benefits of MultiPage is its support for management information. MultiPage records and delivers complete and precise space information for every advert produced. This allows the publisher to create accurate yield figures per ad-type, per edition and so on. These figures can then assist the publisher in finding potential new formats and variations which can potentially reduce paper cost without sacrificing quality. A key issue for most publishers today!



MultiPage – note on the right panel, ad information, including private ads can be displayed



MultiPage – shows the automaict insertion of fillers (the green areas) from a text filler library



MultiPage – shows some flowed data with auto text & display fillers and ad detail on right

...AND FINALLY

In this document we have outlined what we believe to be the core features of our system. However, in a document like this it is impossible to detail all of the possible benefits and implications for every customer as we have found that every customers needs are unique. At Joshua, we believe that our system must support these variations and we would be delighted to discuss your special requirements with you directly.

Joshua are constantly improving current systems and developing innovative products. Please apply to joshua@multiads.com for copies of our newsletter or check <http://www.multiads.com> for information and updates.

