

Customers and partners praise Adobe® FrameMaker® 10



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Quotes

"Adobe FrameMaker 10 provides content management integration out of the box—simply use existing Documentum or Sharepoint solutions to manage FrameMaker source files, both binary and XML, and graphics. The Adobe FrameMaker 10 CMS connectors also help to ensure that complex, multicomponent documents are properly handled on check out, edit, and check in. These new enhancements can significantly streamline workgroup and enterprise workflows."

Alan Houser, President, Group Wellesley, Inc.

"Adobe FrameMaker 10 allows us to deliver advanced desktop to departmental and enterprise dynamic content publishing and information delivery solutions to our customers."

Alberto Franzetti, President, Antéa

"Adobe FrameMaker 10 delivers a full set of rich, newly updated, and developed features to support DITA. In one tool, you get a WYSIWYG editor, PDF generation that is fully formatted and configured (and visually customizable), a full set of word processing features, and the ability to automate publishing. This impressive support for DITA makes it a leading tool of choice for any company that adopts DITA. Add to that the full set of tools included in the new Adobe Technical Communication Suite 3, and Adobe proves itself—again—as a major player, upping the stakes for anyone else in the field."

Bernard Aschwanden, President, Publishing Smarter

"Many server-based publishing solutions require stylesheet coding in obscure, complex languages. Adobe FrameMaker Server uses conventional FrameMaker templates for automated rendering of content, including XML. The Adobe FrameMaker Server dashboard provides the control needed to pre- and post-process XML content. Customization is supported via the FrameMaker Developer's Kit (FDK) and exposes nearly all of FrameMaker's capabilities for customization and automation."

Alan Houser, President, Group Wellesley, Inc.

"The built-in ExtendScript environment in Adobe FrameMaker 10 is a great opportunity to optimize and individualize any workflow within the technical documentation process by easily automating repetitive and error-prone tasks."

Georg Eck, CEO, SQUIDDS

"I take advantage of the many out-of-the-box Adobe FrameMaker 10 capabilities almost daily, including enhanced and easier features for XML, DITA, ATA iSpec2200, S1000D authoring and publishing workflows, CMS integration support, and scripting language for automation. My favorite new feature is the Adobe FrameMaker 10 Server for cost-effective and powerful automated enterprise publishing. The server offers advanced scheduling, shareable publishing tasks, and multiple format and multi-channel output such as PDF, HTML, WebHelp, Adobe AIR, JavaHelp, and ePub."

Alberto Franzetti, President, Antéa

"The new ExtendScript support in Adobe FrameMaker 10 has already proven itself in two complex XML publishing projects. I've been pleasantly surprised by the performance of my ExtendScript plug-ins and so have my clients. One of the features that I really like is the chance to build a much more engaging user interface using ScriptUI. I now prefer to develop plug-ins using ExtendScript rather than the FDK—it really suits the way I work."

Ian Proudfoot, Technical Partner, iTP-X

"The structured documents in Adobe FrameMaker make it easy for writers to meet organizational requirements for document content. Automatic formatting helps ensure consistency throughout an individual document as well as across a document set. Numerous everyday editing tasks are performed more efficiently in the structured environment than in a typical word processor. Since the underlying document model is consistent with that of XML, structured documents can easily be expressed as XML—and XML documents can be brought into FrameMaker. At the same time, writers need not see or even learn XML syntax. In fact, many publication groups benefit from structured documents even when they have no XML requirement."

Lynne A. Price, President, Text Structure Consulting, Inc.

"There are many new features in Adobe FrameMaker 10 that we take advantage of, including the new scripting to perform repetitive tasks—which enhances productivity considerably for on-demand production of manuals and training materials. Also, our customers have noted that, with the integration in the Adobe Technical Communications Suite for multichannel output, that single source publishing to different output forms is very important."

Karen Lelieveld, Marketing and Sales Manager, Sabern

"Adobe FrameMaker 10 was one of the first authoring tools to support DITA 1.2. Conref ranges automatically insert a series of elements; keyrefs provide greater and easier control over referenced text and graphics."

Alan Houser, President, Group Wellesley, Inc.

"Adobe FrameMaker is a flexible and powerful editing and publishing tool that takes advantage of the ideas of XML to improve those processes. In contrast, competing software is often designed specifically for editing the syntax of XML with publishing capability provided as a secondary feature."

Lynne A. Price, President, Text Structure Consulting, Inc.

"Adobe Technical Communication Suite 3 and Adobe FrameMaker 10 give me an easy way to create, deliver and maintain all of the print and online formats I need. Because my projects store all the details needed to produce them, I can easily update and publish ePUB and WebHelp versions as soon as the content changes—saving me valuable time in my workflow."

Matt Sullivan, Director of Training, roundpeg, Inc.

"The improvements in Adobe FrameMaker 10, including the improved default user interface and DITA support, make this powerful publishing solution even more accessible than ever. Many of our customers must rely on a workforce that is partially composed of contractors. Adobe FrameMaker 10 demystifies DITA, presents needed tools at the top level, and provides compelling, logical results. FrameMaker gives the lowest learning curve you will find for a top-end, full-featured DITA solution."

Maxwell Hoffmann, Director of Document Globalization, Globalization Partners International

"Adobe FrameMaker 10 enhances the structured environment. In addition to new features such as a wizard for creating structured applications, simplified DITA specialization, and support of DITA 1.2 and S1000D, existing features have been expanded to improve the editing experience. For example, the Element Catalog window can now display element descriptions next to the tags of available elements. And elements can be collapsed and expanded in a document window as well as the Structure View."

Lynne A. Price, President, Text Structure Consulting, Inc.

Reviews

The following are excerpts from the following reviews: *Eight Ways that Unstructured FrameMaker 10 Helps Translation* and *Six Ways Structured FrameMaker 10 Helps Translation* by Maxwell Hoffmann.

Eight Ways that Unstructured FrameMaker 10 Helps Translation

Any one of over 25 new features in FrameMaker 10 could tempt existing or potential users to move up to this new release. In this review we focus on a handful of features that will have significant impact on multilingual projects and unstructured FrameMaker documents destined for translation. Our next blog will focus on FrameMaker 10 benefits to structured, XML/DITA publishers making documents destined for translation.

In multilingual projects, it is often the "little things" that can add up to hours of unwanted time and expense in post-translation publishing. A number of what might be considered minor or "B-List" features in FrameMaker 10 actually have tremendous impact in the translation workflow for unstructured FrameMaker documents. There are many "A-list" features in FrameMaker 10; for purposes of this blog we confine our review to features that will likely have the most impact on translation workflow.

Note: this review assumes some basic knowledge of FrameMaker.

Managing Styles in Paragraph, Character and Table Catalogs in FrameMaker 10

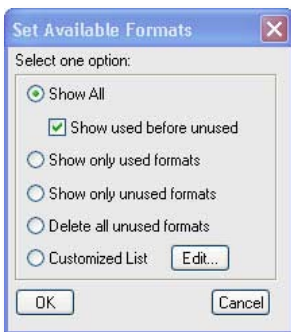
FrameMaker 10 introduces an option button in all catalogs which allows you to make catalogs and style management much simpler. These features will prove to be a huge timesaver in post-translation formatting of FrameMaker documents and also make FrameMaker more accessible for new users or temporary contractors who briefly assist with your projects. You may:

- Display all styles, with styles in use displayed first (styles currently used in the document have a check in front of them).
- Show only styles that are in use.
- Show only unused styles.
- Customize a list, showing only the styles you wish, such as changing the order in which styles display (e.g. place the most frequently used styles at the top of the list.) Previous versions of FrameMaker always displayed catalog styles in alphabetical order, not in order of importance. This led to many odd workarounds, like placing a "z_" prefix in front of infrequently used formats, or styles relegated to master page headers and footers.
- You may delete all unused formats. This last option is particularly useful if you want to purge all styles from a document except the ten styles present in a "partial template" document. When you import from the document, you will no longer bring in the host of unused or unwanted styles which have cluttered up document catalogs in the past.

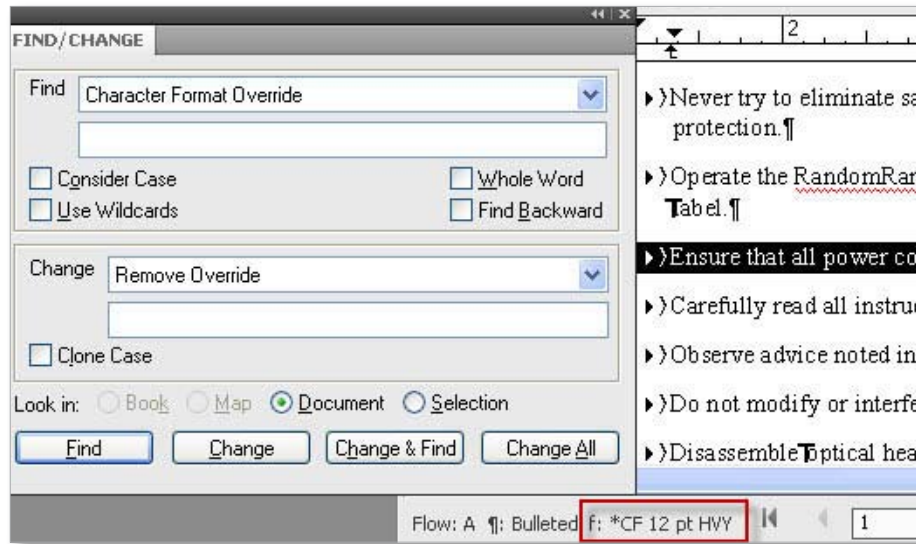
FrameMaker 10 also introduces a dedicated table catalog to display table styles. This eliminates the rather illogical actions in previous releases: a) opening the table designer, b) scrolling through the pull-down list of named table styles, and c) having no indication of which table styles were currently in use in the current document.

Managing format overrides with FrameMaker 10

Many other FrameMaker 10 reviews have swept the improved ability to manage format overrides under a "Miscellaneous" category, but this enhancement is a huge boon in the translation workflow. This feature will enable your translation company to significantly reduce manual Desktop Publishing time to adjust formatting in translated documents. This feature will be particularly useful in "scrubbing" or "cleansing" source English documents before translation, to reduce the number of manual format override corrections required.



Many unstructured FrameMaker documents have unwanted or unnecessary format overrides to paragraphs, character selections, and tables. The Find/Change menu now has the ability to search for Paragraph Format Overrides, Character Format Overrides, and Table Format Overrides. In the example shown below, a search for Character Format Override has located an item in a bulleted list that has a "dead" character tag, "CF 12 pt HVY", applied to it.



This is typical of character styles that are artifacts from older legacy documents, converted from Microsoft Word to FrameMaker. In this case, clicking on Change will remove the format override.

Suppress unwanted alerts when opening FrameMaker 10 documents

This may sound like removal of a minor nuisance factor, but it is actually a pretty big deal. Previous releases of FrameMaker pause with pop-up warnings for a) missing fonts, b) opening a document created in an older release of FrameMaker, or c) a file containing unresolved cross-references. In the translation workflow, especially when your translation partner is assisting you with file conversion or cleaning up source files, it is very common to open hundreds of files from previous releases. Your own staff and desktop publishers at your translation company may have to click these alerts literally hundreds of times throughout the year.

It is also common for one member of the translation agency DTP team to temporarily edit files which have missing fonts, knowing that final edits or publishing will take place in another location where all fonts are present. In cases like this, the alerts are completely unnecessary. Now a simple setting under preferences will allow your production of translation team to turn off these nuisance messages and open all files in a book in a manner of seconds, instead of minutes.

Real-time spell checker helpful in translated FrameMaker 10 documents

As with Microsoft Word, a preference can turn on "as-you-edit" spell checking, placing the familiar wavy lines under misspelled words and offering pop-up suggestions. When FrameMaker documents are translated, a FrameMaker template is usually applied that makes paragraph font or style changes, if necessary. Language-specific FrameMaker templates can change the "language" setting to the target language. This will make wavy lines appear under suspect words that are not in the dictionary of the target language.

This is not a panacea for translation, as there will often be obscure, industry-specific terms that won't be present in the FrameMaker language spell checker (they can be added); but, this feature is one more quality check that can take place during the publishing phase.

Drag and drop editing and automated scripting to eliminate repetitive tasks with FrameMaker 10

Don't underestimate drag and drop editing on post-translation editing and reformatting of FrameMaker documents. Corrective formatting frequently involves selecting a few characters (tab/space) and moving it to the correct location in text. Being able to do this in one step (vs. cut and paste) is faster and will reduce errors. The benefits are magnified by the number of target languages your Language Service Provider (LSP) is delivering to you.

Adobe ExtendScript allows you to automate repetitive and time-consuming tasks. You may create your own scripts, use existing scripts, or even configure scripts for "autorun." Scripts may be viewed and accessed from a catalog.

A number of powerful third-party products made scripting possible with previous releases of FrameMaker. The limitation was that both the customer and his translation agency needed a license for the scripting product. Now that ExtendScript is bundled into FrameMaker, scripting will go into wider use. We may also see community-based scripts spread through social networking and become available through various FrameMaker forums.

FrameMaker 10's background text color (highlighter)

Another feature is the addition of text background color on the character or paragraph level. User-defined colors may prove most useful with conditional text tags. Though infrequently used in translated FrameMaker documents, conditions will be much more evident if a unique background color can temporarily display when "condition indicators" are specified.

Background color (e.g. a pale gray) can also be used to temporarily mark portions of a document that need special review regarding formatting or other post-translation issues.

Extended rich media support and "poster" frames in FrameMaker 10

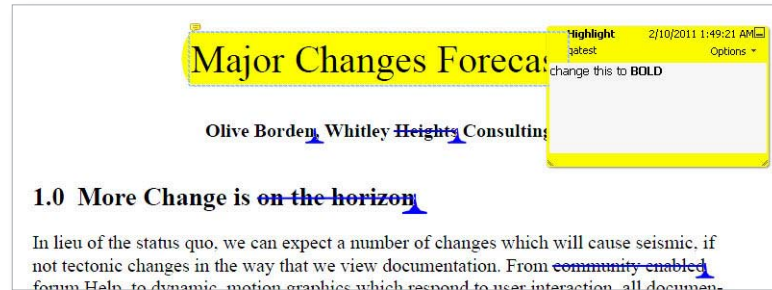
FrameMaker 9 introduced the ability to place SWF files and other dynamic formats into FrameMaker anchored frames, which users can interact with in PDF output. The list of supported formats has been expanded considerably to include QuickTime and video formats, among others. Also, the publisher or author may import a static image (jpeg) file to create a useful image preview "poster" of what the motion video (e.g. SWF file from Adobe Captivate) will display.

How does this help translation projects? Many users are continuing to author technical documents and user guides in a traditional manner, with a series (often eight or more) of progressive screen captures or diagrams to illustrate a series of steps. Now, the number of graphics and page count can be considerably reduced by having an Adobe Captivate demo of interaction with software which takes up one frame and one page. Adobe Captivate "captions" or labels may be exported, translated, and easily imported back into the source file for the target language. Due to the proliferation of online video and social media, technical product users expect (and deserve) more interaction with their documentation.

Collaborative review through enhanced import of PDF comments into FrameMaker 10 The importation of comments from PDF files into FrameMaker has been considerably improved. In FrameMaker 10, the comments will visually display within FrameMaker in a manner that resembles their function. For example, deletions default as "strikeout text", while "insertions" will appear in green.

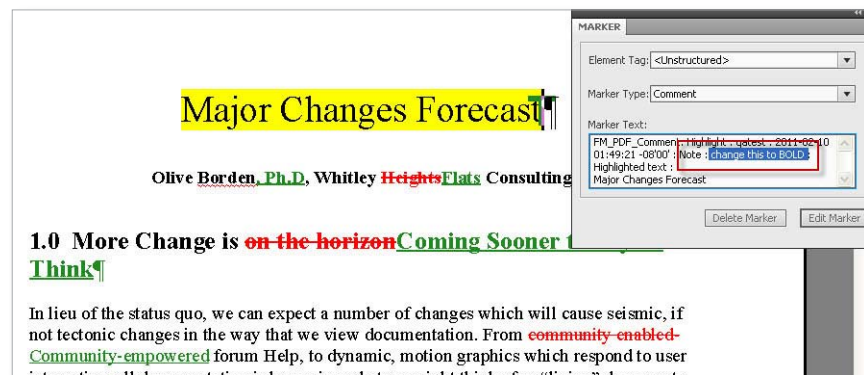
When using track changes to review documents which have PDF comments from multiple authors, FrameMaker 10 provides a pull-down menu in the Review workspace which lets the user filter the comments and show those of a single reviewer. This will eliminate a great deal of confusion, as collaborative review will sometimes contain conflicting comments from various reviewers. Also, when your cursor is inserted in an imported comment, the reviewer's login name and timestamp will appear in the lower left corner of the document window.

The comment highlighter in Adobe Acrobat® or Acrobat Reader® creates comments embedded in text highlighted with the background color. This feature is especially valuable to your translation company during LQA (Linguistic Quality Assurance). Many linguists in “exotic” languages must provide comments in PDF; very few have access to online translation portal tools. Up until now, many linguists reviewing Asian languages have tried to use the “sticky note” for comments. It is often not evident which of a range of Asian characters are being indicated for change. Now linguistic reviewers can simply comment by using the highlighter pen in Acrobat, enter the needed change or correction, and their instructions will be crystal clear to any translation company staff making final changes to the target language document.



Incidentally, the edits shown in the screen capture above may be made in the free version of Acrobat Reader if the document’s creator has created a Reader-enabled document in Acrobat; the linguistic reviewer does not need a full Acrobat license.

The screen capture below shows the improved, more logical display of reviewer comments after importation into FrameMaker 10.



Summary

We have certainly not touched on all new functionality in FrameMaker 10. There are many more exciting features that make the product an even stronger candidate for any publishing challenges.

For a full overview of all new FrameMaker 10 features for general purposes, we recommend that you download the *Adobe FrameMaker 10 and Adobe FrameMaker Server 10 Reviewer’s Guide*, produced by Adobe. This 79-page guide includes dozens of highly useful, narrated Adobe Captivate demos. Be sure to also check out the new *FrameMaker channel* on Adobe TV.

Six Ways Structured FrameMaker 10 Helps Translation

FrameMaker 10 introduces many great new features, several of which will have a positive impact on creating structured source content for your translation workflow. The previous review, *Eight Ways that Unstructured FrameMaker 10 Helps Translation*, focused on new FrameMaker 10 features relevant to unstructured workflows; this review focuses on structured (XML/DITA) multilingual projects. FrameMaker 10 introduces full support for DITA 1.2, which has a major impact on anyone creating topic-based content, especially in a CMS-controlled environment. It is now possible to introduce a range of topics or DITA content in a single step, whereas the previous version of FrameMaker required redundant, individual links. FrameMaker's user interface has been improved, making complex procedures with XML and DITA much more accessible to "casual" or occasional users. This is significant because many translation agency customers rely heavily on contractors or transient staff.



Enhanced tag view allows DITA element manipulation on a single, small screen in FrameMaker 10

Although you can customize and manage workspaces in FrameMaker 10, it has several enhancements that make structured authoring even easier than before. A single click of a new FrameMaker icon in the structured authoring workspace will display all XML or DITA elements as tags in the document window. (With previous versions of FrameMaker, View>Elements as Tags... would display element tags that would not collapse.) The major improvement is the ability to expand or collapse elements. Once this is done, a selected element can be moved through drag and drop, and eliminate the need to display the tree-like structure of an XML document in the *structure view*.

1.1.1 [- Section] [- Head] Working with Structure / Head

[- Para] A single click of the view element as tag icon will make visible element tags display on the document page. Due to new [- Emphasis] collapse / Emphasis and [- Emphasis] expand / Emphasis features in these tags, it is possible to do a great deal of manipulation, without using the traditional structure view. / Para

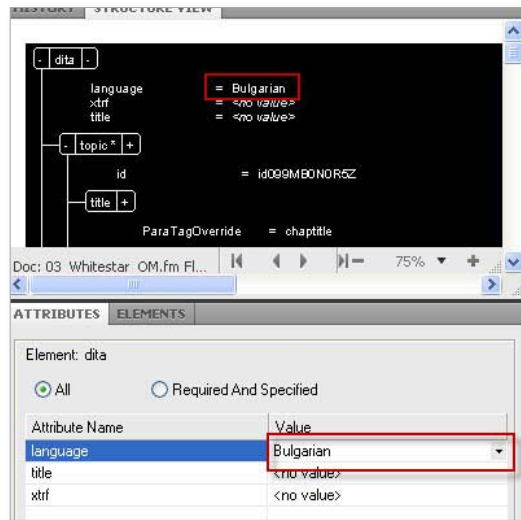
[- HeadingRunIn] [- Head] Exploring even deeper / Head . [- Para] By selecting and dragging tags, one may quickly change the order or elements. This is particularly useful if one is working on a laptop computer, or in a single-screen environment. / Para / HeadingRunIn

1. [- List] + Item
2. + Item
3. + Item
4. + Item / List

The screen capture above illustrates a case where the last item in a list may be selected and moved in front of the first list item. This is easier to accomplish without viewing the text content of the collapsed elements. The traditional structure view with its "tree-like" view of the document need not be open during this simple editing task.

Benefit: structured authoring and editing are now much friendlier on a laptop or single-screen environment. With previous versions of FrameMaker, users often begged their managers for a second computer screen to display the traditional structure view. This is one more way in which FrameMaker 10 will help structured authoring extend to less experienced, new users, who need to author content in DITA or XML. Complex, structured document manipulations, which previously required large or multiple computer monitors, can now be performed anywhere, even on a laptop.

Manage metadata with FrameMaker 10's new attribute editor



Attributes are one of the most powerful aspects of DITA and XML. It is possible to “tag” elements with certain values that can be used in a variety of ways—for instance, a “language” attribute can identify whether portions of the source FrameMaker document should not be translated. Attributes may work in tandem with language-specific formatting specified in the FrameMaker EDD (element definition document.)

FrameMaker 10 introduces a very accessible and much friendlier attribute editor. A simple window can display only required or specified attribute values, or all values. With previous versions of FrameMaker, the user had to use the structure view to select the

[+] to the right of an element in order to display attribute choices. Double clicking the attribute with older versions of FrameMaker opened an inconvenient, modal menu which displayed attribute values and allowed change.

FrameMaker 10 allows attribute values to display in a cleaner, concise fashion. Benefit: this enables novice users to become familiar with metadata much more quickly. Expert users will use this feature to monitor hidden metadata in a more accessible way.

FrameMaker 10's filter by attribute, a better solution for “conditional text” in structured documents

At first glance, filter by attribute may appear to be similar to showing or hiding document content with FrameMaker's conditional text control. This new feature in structured FrameMaker 10 has several advantages over traditional conditional text control for documents destined for translation:

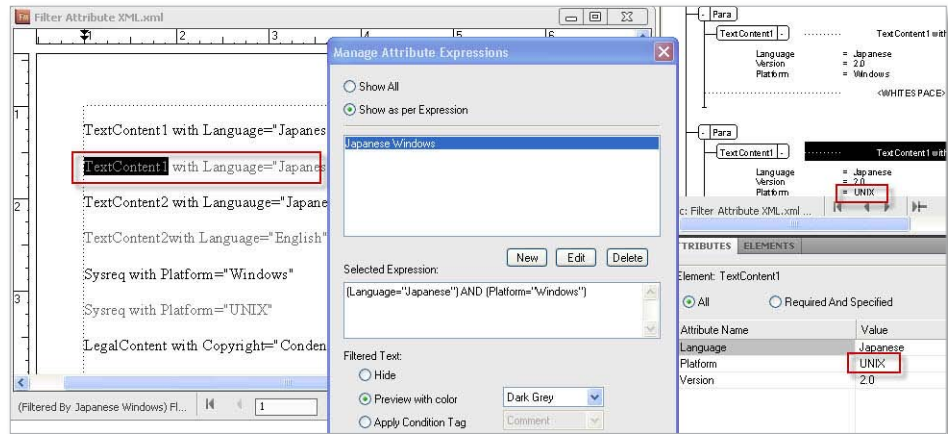
- Multiple expressions can be saved at the same time.
- It does not allow the hiding of the entire document, since the root element may not be hidden. Regular conditional text control can inadvertently create an empty content document.
- The smallest unit that can be hidden with filter by attribute is an element. Regular conditional text control could be applied to any selected text, including one character.
- A better level of granularity is available in terms of creating a hide condition, because an attribute can have several values (based on its definition). Hence, each attribute value has a separate ‘show’ or ‘hide’ possibility.

Structured FrameMaker documents are composed of elements, each of which may have one or more attributes. Now, you can filter the visible content of a structured FrameMaker document based on attribute values. Since other XML applications can use the same attribute-value pair as FrameMaker 10 to filter content, filter by attribute enables you to preserve single-sourcing workflows across other XML applications.

When a filter is applied to the document, elements that have filter attributes that do not meet the filter criteria are filtered out. You can specify how the filtered-out content is treated:

- as hidden,
- highlighted with a color,
- or applied with a condition tag.

In the example below, a Boolean expression determines that text to be displayed must have the language attribute set to Japanese and the platform attribute set to Window. In this case, elements with a platform attribute set to UNIX are previewed with dark gray color, rather than being hidden.



FrameMaker's traditional conditional text control and user variables have the potential for a) maliciously affecting word order in translation and b) merging paragraphs of different types if a "hidden" condition tag straddles paragraph fragments. Since filter by attribute affects entire elements vs. text selection, this new method in structured FrameMaker 10 for displaying or hiding text is much less likely to create unwanted combinations of text that can adversely affect translation.

Developing attribute values with FrameMaker 10

FrameMaker 10 includes a new Config File Maker wizard that lets you quickly define attribute value options. For example, in an attribute such as audience, the XML standard allows text. This means that users can enter any value in this optional string attribute. Use Config File Maker to implement a set of your own allowed values, so that writers can choose an option from a drop-down list, eliminating the risk of user error.

This feature, over time, will enable FrameMaker 10 users to fine tune their document structure to be more foolproof from an end-user perspective. Cleaner source document structure, especially with structured XML or DITA documents, always improves the translation workflow.

Content Management System support in FrameMaker 10

Support for both EMC Documentum and the Microsoft Sharepoint is built directly into FrameMaker 10 allowing you to check in and out, upload, edit, and manage versions directly from FrameMaker 10. Supported features include uploading files or folders, opening and editing content, deleting files or folders, searching the Content Management System (CMS) repository, identifying file dependencies, and more.

The connectors to these two popular document CMS solutions are bundled into FrameMaker 10 at no additional cost. This is one of many high-end features, often available as expensive options on competitive products. Obviously, FrameMaker 10 can connect to other CMS solutions, like Ektron, with some consulting required.

Benefit: every translation company has customers who are struggling to craft a cost-effective CMS solution. FrameMaker's built-in support for two of the most common CMS choices for tech doc groups enables both the customer and the Language Service Provider (LSP) to benefit from leveraging reusable content on a topic-by-topic basis.

DITA usability enhancements in FrameMaker 10

Note: you may view informative, quick videos for the features mentioned below in the excellent blog, "Do rapid DITA authoring in FrameMaker 10!" by Adobe's FrameMaker product manager, Kapil Verma.

Switch between Resource Manager (RM) or Document View in a DITA map

FrameMaker users who work with DITA maps often wish to work with a Resource Manager View or a Document View. Switching between these two views is now as simple as clicking a toolbar icon. The availability of two views also makes FrameMaker 10 easier to use for new content creators who are used to more traditional XML editors.

Drag and drop across DITA maps

Rather than cut and paste topicref elements between maps, they can be reorganized by using drag and drop. By using the drag and drop features, DITA maps can be quickly customized. Content in one map can be moved into another map and reorganized as needed.

This new method is more intuitive and makes advanced structured DITA editing available to a larger pool of content creators. The benefit to the translation workflow is that source documents based on DITA maps can be produced more accurately by more people.

Insert multiple topicref elements in a DITA map

When working with maps and topicref elements need to be added, it is very time consuming to select one topicref element after another. Instead, FrameMaker 10 enables you to select a range of topicref elements, or even all the files in a folder, and add them in just one step.

This is one more example of how enhancements to structured authoring in FrameMaker 10 will accelerate creation of source files for translation, which will shorten overall project timelines.

Summary

As with our previous review on unstructured enhancements, we have certainly not touched on all new functionality in FrameMaker 10. Many strong product enhancements make FrameMaker even more versatile in many publishing environments; this review focuses on benefits specific to multilingual projects.

For a full overview of all new FrameMaker 10 features for general purposes, we again recommend that you download the *Adobe FrameMaker 10 and Adobe FrameMaker Server 10 Reviewer's Guide*, produced by Adobe. This 79-page guide includes dozens of highly useful narrated, Adobe Captivate demos. Be sure to also check out the new *FrameMaker channel* on Adobe TV.

Maxwell Hoffmann, Director, Document Globalization Practice

Mr. Hoffmann leads GPI's Documentation Globalization Practice helping clients produce and publish multilingual content in a cost-effective, consistent, and culturally correct manner. He was designated an Adobe Community Professional in 2011 and has extensive experience as a practitioner and instructor in Adobe FrameMaker, and DITA/XML.

For more information

www.adobe.com/products/framemaker.html



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