



Tower of **Babylon**

Lonely Planet Publications guides millions of travelers worldwide with help from the Adobe® Creative Suite, including Adobe InDesign® CS software

Millions of travelers the world over turn to books from Lonely Planet Publications to guide them and enhance their travel experiences. The company publishes more than 500 guidebooks, activity guides, phrase books, and other travel materials in six languages, including English, French, Italian, Japanese, Korean, and Spanish. Until recently, Lonely Planet found the extensive language requirements of its guidebooks and other materials challenging. Since 2003, however, when Lonely Planet adopted the Adobe Creative Suite, including Adobe InDesign CS software, the company has streamlined its multiple-language publishing, increased publication accuracy, and cut days from its layout and production processes.

“Adobe InDesign CS has improved our publishing efforts dramatically,” says Andrew Tudor, production services manager for Lonely Planet. “It is less expensive because it provides global typographical capabilities in a single product without requiring special versions of page layout software, and it provides robust Visual Basic scripting for automation and customization.”

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Intuitive rather than laborious

Tudor says the transition to InDesign CS was virtually seamless. The first book Lonely Planet published using InDesign CS for page layout was the third edition of *Colombia*. Following the successful production of this title, the company scheduled more books to be immediately moved to InDesign CS. Lonely Planet is now converting all of its publications to the Adobe Creative Suite. The company has already published more than 125 books using Adobe InDesign CS, and has chosen it as the standard page layout program for all scheduled titles.

To familiarize staff with InDesign CS, Lonely Planet conducted three training sessions for its layout and graphic designers as well as the production services staff. The layout staff also received one-on-one training to walk them through doing their first actual layout using InDesign CS.

Tudor attributes this easy transition largely to the similarity across components of the Adobe Creative Suite. “Adobe was wise in designing similar user interfaces across the Adobe Creative Suite,” he says. “The use of Adobe Photoshop® and Illustrator® style palettes and menus in InDesign made the learning curve intuitive rather than laborious. InDesign CS was instantly familiar to our layout and graphic designers, and production staff.”

Saying goodbye to font nightmares

Before Lonely Planet adopted InDesign CS for layout, handling the extensive language requirements of its guidebooks and other materials was cumbersome. The company had to manage more than 50 customized font sets, and aligning each font set from authoring through printing led to heavy management overhead, confusion, and inadvertent errors.

Because InDesign CS supports Unicode fonts, including OpenType®, Lonely Planet can now reproduce complex book content as text rather than bitmap images in its layouts, enabling easy editing without going back to the source document. In addition, a single version of InDesign CS can produce layouts in virtually any language, including Chinese, Japanese, and Korean, eliminating the expense of having to purchase multiple versions of page layout software to accommodate different languages.

Lonely Planet took additional steps to streamline multiple-language publishing. Through an independent font contractor, the company built a comprehensive set of Unicode fonts. “In terms of Latin accents, these fonts are possibly the most extensively populated fonts in existence and include additions to the Greek and Cyrillic range,” says Tudor. “Once this was done, we essentially eliminated what was previously almost a full-time job customizing fonts and converting manuscripts to match. We have saved countless hours on production support for books with numerous accent marks.”

A testament to its new workflow, Lonely Planet published the ninth edition of its *China* guidebook in May 2005 with greater ease than ever before. “*China* has traditionally been among the most challenging titles we produce. Thanks in no small part to support for Unicode in Adobe InDesign CS, we can publish this and other Asian language titles several weeks faster—a breeze in comparison to past efforts.”

Automation saves time, reduces errors

In addition to streamlining multiple-language publishing, Lonely Planet is leveraging strong support for scripting in InDesign CS to automate repetitious manual tasks and has developed an automated cross-referencing system. On larger titles, this can save up to four days during layout and helps ensure that cross-referenced page numbers are accurate.

Company

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Challenges

- Eliminate the need to manage more than 50 customized font sets
- Reduce management overhead, confusion, and inadvertent errors related to multiple-language publishing
- Increase productivity and accuracy by automating repetitious tasks
- Streamline proofing and reviews with remote authors
- Help ensure more accurate, reliable printing

Solution

- Move to InDesign CS and use support for Unicode fonts to streamline publishing in multiple languages
- Send Adobe Portable Document Format (PDF) files to printing service providers, enabling production staff to embed font sets and subsets
- Use Adobe Acrobat® software and Adobe PDF to collaborate with remote authors
- Create Visual Basic scripts for repetitive tasks such as cross-referencing

Benefits

- Simplified multiple-language publishing and reduced font challenges
- Enhanced publication accuracy
- Cut days from layout and production processes

Toolkit

- The Adobe Creative Suite. Components used include:
 - Adobe Acrobat Professional
 - Adobe Illustrator CS
 - Adobe InDesign CS
 - Adobe Photoshop CS
- PCs with Intel® processors running Microsoft® Windows® XP

“The Adobe Creative Suite not only enhances our creative efforts but also gives us more efficient, trouble-free publishing, regardless of the language.”

Andrew Tudor, production services manager, Lonely Planet Publications

The company is also taking advantage of the ease and speed of outputting InDesign CS layouts to Adobe PDF for more reliable, efficient printing. All titles and point-of-sale materials are sent out for printing as Adobe PDF files, enabling production staff to embed font sets and subsets. This capability helps ensure that all Latin accents and complex scripts are reproduced faithfully. By outputting layouts directly from InDesign CS to Adobe PDF, Lonely Planet can speed its workflow and ensure consistency in the files sent to printers. Prior to adopting Adobe PDF for this task, Lonely Planet often experienced issues with font substitution that produced delays and errors when printers received files from the company.

Further contributing to the company's increased efficiency and reduced costs, Lonely Planet uses Adobe Acrobat software and Adobe PDF to exchange proofs of files with authors while they are traveling. Compared with postal costs and associated turnaround times, exchanging comments using Adobe PDF helps ensure that Lonely Planet's titles are as up-to-date as possible.

Accomplishing design-intensive feats

Efficiency is only part of the equation, however. The design of Lonely Planet's guidebooks is formula-driven, because readers need to feel comfortable and familiar moving between titles. As a result, the designers don't have much creative scope with these titles. However, other Lonely Planet products, such

as *Experimental Travel*, published in May 2005, are design-intensive. For these titles, Lonely Planet designers appreciate the wealth of creative tools built in to InDesign CS, as well as the software's integration with other components of the Adobe Creative Suite, such as Adobe Illustrator CS and Adobe Photoshop CS software.

“The integration among Illustrator CS, InDesign CS, and Photoshop CS lets designers maximize their creative potential because they worry less about how to work within a limited toolset and more about their designs,” says Tudor. “This integrated trio of software and the rich set of built-in tools in InDesign CS are what made many of the design elements in *Experimental Travel* possible.”

For Lonely Planet, adopting the Adobe Creative Suite, including Adobe InDesign CS, has been a major leap forward in both design and efficiency. “As a global publisher, Lonely Planet has had to face head-on the challenges of publishers reaching out to millions of readers around the world by equipping our staff with tools that streamline multiple-language publishing,” says Tudor. “The Adobe Creative Suite not only enhances our creative efforts but also gives us more efficient, trouble-free publishing, regardless of the language.”