

# About Quark Digital Media System

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## 1. ABSTRACT

In this paper, I describe Quark Digital Media System, a new product being developed by Quark.

### 1.1 Keywords

Quark, Quark Digital Media System, QuarkDMS

## 2. INTRODUCTION

Quark is currently developing client/server database technology that will be applied in a whole line of future Quark products. This technology will integrate client/server and database systems with the suite of Quark electronic publishing tools. It will premiere in a product named Quark Digital Media System, or QuarkDMS.

QuarkDMS will be used to manage digital content. The term "digital content" refers to the computer-generated work of writers, page layout artists, graphic designers, business development professionals, digital audio and video producers, marketing communications specialists, and other creators of digital projects. The explosive growth of electronic publishing, including multimedia, has produced an extensive amount of often unmanaged digital content. Such growth has consequently created demand for a product that can not only store and index digital content once it has been created, but also extend its usefulness by managing access to that content for future use. Enter QuarkDMS.

QuarkDMS will be used to receive, catalog, store, retrieve, and archive publishing's myriad digital content — more succinctly referred to as "assets." As assets are stored in a database via QuarkDMS, information about those assets (called "metadata") will be associated with those assets. This information will then be used to organize, locate, and retrieve each asset from among the many other assets potentially stored in the database.

QuarkDMS will be ideal for organizations that do cross-media publishing. It will serve as a centralized digital repository for assets. It will let users repurpose and re-present content in projects developed for print, the Internet, and CD-ROM. It will help to ensure that the versions of assets used in different projects are consistent. It will even automatically convert image files between different formats (for example, from TIFF to GIF format).

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SIGMOD '98 Seattle, WA, USA  
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QuarkDMS, in its 1.0 release, will speak native Oracle8. Other industry-standard databases, such as Microsoft SQL Server, will be supported in future QuarkDMS product releases.

Based upon customer feedback, long-term strategies for QuarkDMS may include the development of tools for database publishing, including Internet/intranet deployment and workflow support.

## 3. USER INTERFACE

With the ease of drag-and-drop, users will be able to check digital content into and out of an asset repository (see Fig. 1). An intuitive interface will provide flexible options for indexing, searching, browsing, and previewing assets, so that users can easily access them (see Fig. 2). The intuitive interface makes QuarkDMS so easy to work with, users won't have to concern themselves with things like query language. Instead, they'll easily be able to access the information they need, while QuarkDMS processes their requests seamlessly in the background.

QuarkDMS will use the folder metaphor in its interface, providing an efficient and familiar display of database content that will be easy to read, use, and understand (see Fig. 3). Users will also benefit from time- and work-saving tools such as action folders to automate repetitive processes and query folders to execute predefined queries (requests for a list of assets that meet specific criteria).

## 4. HOW QUARKDMS WILL WORK

QuarkDMS will use keywords and other metadata to manage the search and retrieval of digital content, or assets (see Fig. 4). In fact, administrators can even customize the fields of metadata they use to access information. Palettes containing pop-up menus will be used to access information conveniently and efficiently. For instance, users will be able to retrieve assets using such qualifiers as file type, file creator, last revision date, or even last person to check a file in or out. These and many other qualifiers can be used, individually or in combination, to access assets either as complete documents ("containers"), as individual assets ("raw assets"), or as grouped items or objects ("item assets"). These assets can include everything from still images to QuickTime movies, sound files, and specific text; even a list of files containing a specific word can be retrieved. Digital content saved in any application supported by QuarkDMS will comprise the repository of assets accessible by QuarkDMS users, and QuarkDMS will store and track all revisions of these assets.

QuarkDMS will let users interact with QuarkXPress layouts, QuarkImmedia projects, and publications in Quark Publishing System (QPS). Users will also be able to interact with multimedia projects created in mTropolis, a powerful multimedia application from mFactory, Inc., a company recently acquired by Quark. And QuarkDMS will also support digital content saved in select third-party applications and imported into QuarkXPress documents. Such third-party applications

will include Adobe Illustrator, Photoshop, and Premiere; Macromedia FreeHand; Microsoft Word; and others.

Finally, QuarkDMS will support remote access to the repository via a stand-alone client application that can be used by those who may be located off-site but have been given access to the repository.

## **5. QUARKDMS AND QPS**

QuarkDMS can be thought of as a large digital library that creators of digital content continually build on and draw from. The software will be able to serve as a stand-alone system or to work in tandem with the powerful workflow management of QPS. While both systems provide revision tracking and version control, their primary purposes are quite different. The strength of QPS is its management of collaborative publication workflow. QuarkDMS will manage an almost unlimited amount of digital content. Publications that use QPS and QuarkDMS in tandem will benefit from workflow control and asset management, from creation through the publishing process, archiving, and future retrieval — and all archived assets remain searchable for reuse, reprints, and resale.

For example, assets can be checked out of QuarkDMS and into QPS. At various points in the publication process, QPS assets will be checked in to the QuarkDMS repository, which will retain and track all assets and metadata, including QPS header information. In this scenario, QuarkDMS will add an enhanced historical dimension to QPS.

In the future, a more complete integration between QuarkDMS and QPS can be expected. Strategic discussions with QPS customers will generate information vital to both the Quark QPS and QuarkDMS teams. The input of Quark customers has always been the foundation for the company's success in delivering tools that best serve the publishing industry.

## **6. BENEFITS**

### **6.1 Return on investment**

Maximize your return on the investment you have made in digital content. Manage your assets so they can be stored,

accessed, used, and reused either for future projects or for resale. Resale opportunities include reprint sales, as well as resale to licensees.

### **6.2 Efficient expansion**

QuarkDMS will lay the groundwork for connectivity with other business systems, minimizing interruption to workflow as your business grows.

### **6.3 Centralized management of assets**

Deliver greater accuracy and efficiency to workgroup environments, such as those with multiple publishing components and employees or freelance staff working over remote access via the QuarkDMS Stand-Alone Web client application. Like other Quark products, QuarkDMS offers unique advantages to people working in a multinational environment.

### **6.4 Work savings**

Save time and money. For those organizations that publish more than one title, or even a single publication that also places its content on the World Wide Web, QuarkDMS will provide a single repository of information for multiple users to draw from.

### **6.5 Ease of use and productivity gains**

QuarkDMS users — especially designers — will benefit from the system's ease of use, search capabilities, support of popular third-party applications, and intuitive drag-and-drop capabilities. Users will be able to reuse and re-express assets, instead of having to create the same assets again and again.

### **6.6 Security, consistency, and accuracy**

QuarkDMS will provide a single, centralized foundation for electronic publishing. QuarkDMS revision and version control will maintain consistency and security when assets are shared.