

WHITEPAPER

LAGO PRINT PLUGIN

Bidirectional data integration in Adobe InDesign for efficient print production jobs

The LAGO Print Plugin lets you integrate your graphics department fully in your multichannel production process. The Plugin is seamlessly integrated into Adobe InDesign and supports graphic designers in their daily work with extensive and intuitive functions. The Plugin supports the entire bandwidth from absolute creative freedom to a fully automatic layout.

Direct integration in Adobe InDesign

The LAGO Print Plugin integrates fully into Adobe InDesign. A graphic artist can thus log on to the LAGO database via the Plugin and access all content. The integration is bidirectional, meaning that all adaptations entered by a graphic designer are automatically fed by the Plugin automatically to the database. The direct link with the LAGO database means access at any time to the latest information from LAGO Database and LAGO MAM. Prices, for example, can be updated on a page automatically and within seconds.

Free Layout

For publications with sophisticated graphics whose look and feel are decisively determined by the work of a graphic artist, LAGO Print Plugin has an option for a fully free layout. A graphic designer thus has access to product and asset data to place them on a page using drag & drop, but is completely free in terms of designing the actual page layout without being limited in the creative work.

(Semi-) Automatic Layout

LAGO Print Plugin has a vast set of automation tools for everything from publications that follow a graphics standard to publications that must fully conform to a standard. To build a page rapidly, layout templates (e.g. a price label or a text element consisting of different product information) are available which can be placed onto a page using drag & drop. Once layout templates are placed within the context of a product, the placeholders in the template are automatically filled with the values of the selected product.

Product templates are available to the graphic designer to plan an entire product on one page with a campaign. These templates are composed of a combination of layout templates. This way, products can be placed in different designs and sizes on one page.

The range of functions of the tools to automate the process vary between LAGO Professional and LAGO Enterprise (see „List of Features“).

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Production of versions

All publications from the free design to the fully automatic, can be produced in versions. A separate InDesign document is reserved for each version, and the content between the versions is synchronized by LAGO Print Plugin. Producing in versions makes it possible to cover the different version types required (country-specific, personalized, region...). However, specific adjustments may be necessary for each version. At a higher level, the level of a template, rules can also be defined so that in a German version, for example, a € symbol always appears and in an American version always a \$ sign.

Designing and managing templates

Page templates are also configured and managed with the LAGO Print Plugin in a separate administration section. The page template is generated entirely in Adobe InDesign using its functions. Information from LAGO can also be linked with the template, for example, in order to insert headlines into a page automatically. Layout and product templates are also created in the context of a page template. Placeholders can easily be integrated in a template using drag & drop. Administration of the LAGO templates is processed entirely via a GUI so that no programming knowledge is required.

List of Features

- Fully bidirectional integration in Adobe InDesign
- Support for free layouts
- Support for template-based layouts
- Access to all product and asset data in LAGO
- Direct access to product-specific asset data within the product context
- Check in / out of assets for direct processing in Adobe Photoshop
- Asset import / export
- Placeholder technology for direct use of all PIM data in a page context
- Automatic updating of placeholder and layout content in the document
- Automatic pre-placement of product layouts based on templates
- Use of text templates
- Administration and editing of page templates directly in InDesign
- Administration of style templates using page templates
- Retrieval of pages using workflow orders
- Direct displaying of correction marks in document as part of a correction and release workflow
- Work with language or regional versions
- Manual synchronization of layouts between different versions

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- Generation and administration of table templates directly in InDesign
- Placement of product tables based on freely definable criteria
- Use of table templates in product templates

List of advanced features for LAGO Enterprise

- Support for Adobe InDesign Server
- Automatic synchronization of layouts between different versions
- Support for unlimited number of versions (LAGO Professional up to max. 50 versions)
- Sophisticated and rule-based generation of automatic layouts (see LAGO SmartLayout module)
- Rule-based selection of correct assets depending on template and publication (see LAGO SmartLayout module)
- Use of text templates, including embedded text tables
- Sophisticated multi-stage table templates, including semi- and fully automatic updates
- Selective placeholder updates depending on workflow status
- Editing of product data in Plugin
- Fully automatic layout application from old publications
- Extensive document test runs
- Support for multiple layout versions per document