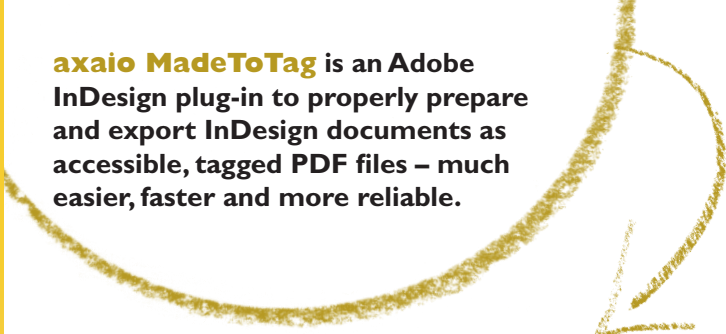


MadeToTag

Making Content Accessible

**Tagged PDF –
fast and reliable
from within Adobe InDesign**





axaio MadeToTag is an Adobe InDesign plug-in to properly prepare and export InDesign documents as accessible, tagged PDF files – much easier, faster and more reliable.

While it is possible to export to a tagged PDF using Adobe InDesign's built-in features, MadeToTag provides its own tagged PDF export mechanism. The MadeToTag tagged PDF export carries out several extra steps not otherwise available in InDesign. Furthermore it fixes a number of critical bugs which are crucial for generation of an accessible PDF document.

Key Features:

- Practical color highlight check of the export tags
- Correct tagging of lists, links and tables of content
- Review of document metadata and alternate texts
- Edit/add alternate text of images and meta data
- Allocation of languages used in the document for an enhanced language output
- Easy tagging of complex tables by table rows and columns
- Reliable processing of tags included in anchored frames, e.g. titles and lists
- Check export tags with colored preview
- Repair features for common problems as incorrectly defined lists, empty paragraphs, etc.
- Comfortable handling of interactive form fields
- Tagging preview based on callas pdfGoHTML for a quick tagging quality check
- Export into tagged PDF based on the standards PDF/UA (accessible PDF) and PDF/A-2a (PDF for longterm archiving with tagged content)

Target Groups:

- Public administrations and enterprises
- Media service providers, advertising/insurance agencies
- Students and lecturers at colleges and universities
- Associations and institutions

Tagged PDF in only 7 steps:

- 1** Define and review export tags for paragraph styles used in the document
- 2** Tag content into articles and review reading order
- 3** Provide and proof read alternate text for images and graphics
- 4** Review and adjust document metadata
- 5** Review and adjust languages used in the document
- 6** Structure table cells
- 7** Create tagged and accessible PDF/UA file

Product Benefits:

- Accurate generation of tagged PDF documents from within Adobe InDesign CS6 to CC
- Reliable results through built-in control checks
- Allows reliable and comprehensive tagging of contents in a short amount of time
- Observance of PDF/UA relevant document elements for accessible PDF generation
- Accessible PDF documents in a few easy steps
- Easy and intuitive user interface
- Provides support for legal requirements for physically impaired people and for accessibility in information technology (such as described in the German BGG, BITV and EU Mandate 376)

Pricing:

- Single user license: 599,- Euro (excl.VAT)
- Multi user pricing upon request at: sales@axaio.com

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**PRICE ADVANTAGE
UNTIL 31.12.2016**

Secure price advantage until December 31, 2016!

Purchase MadeToTag until the end of this year (until Dec 31, 2016) for the still low introduction price of € 149 and additionally get all updates free of charge until the end of 2017 (Dec 31, 2017)!

After a very long introductory period we will – also due to the enormous increase in functionality – adjust the pricing for MadeToTag as of January 2017. This means for you:

Effective as of January 1, 2017

- Price per MadeToTag license: € 599
- Price per MadeToTag update to a new Adobe InDesign CC version: € 249
- Annual fee for the (optional) Support and Maintenance Agreement: € 119,80

What are you waiting for? Purchase MadeToTag for € 149 instead of € 599 now and save € 450!



To find out whether all text is using the correct export tag, activate “Highlight export tags by color” to get a customized view of the document:

PDF/UA's requirements	
The PDF/UA standard defines technical requirements for universally-accessible PDF documents by identifying a set of relevant PDF functions (including text content, images, form fields, comments, bookmarks and metadata) based on ISO 32000-1 (PDF 1.7) and specifies how they should be used in PDF/UA-compliant documents. It does not address elements which have no direct impact	are used, a role assignment entry must record which standard tag each one represents.
	Information may not be conveyed using visual means alone (e.g. contrast, colour or position on the page).
	No flickering, blinking or flashing content is permitted, either as effects



Highlight export tags by color

documents, but also on compliant PDF programs and assistive technology. PDF/UA therefore also specifies requirements for these. A brief selection of the main requirements is shown below:	the document must be set up so that the title (rather than the file name) appears in the window title.
File format requirements	The language of all content must be noted, and changes of language must be explicitly marked as such.
Content is categorised in one of two ways: meaningful content, and artefacts such as decorative page elements. All meaningful content must be tagged and integrated into the structure tree of all tags within a document. Artefacts, on the other hand, need only be marked as such.	

List of all document images with the option to show only these not including alternate texts:

Review alternate text for images



symbolic image - numerous language names arrange in spiral form

Symbolbild -



symbolic image - metallic surface with braille lettering "PDF for universal access"

Illustration - PDF



screen shot of the overview dialog of the PDF Accessibility Checker application

Screenshot - PDF



generic display of a tablet computer

Illustration - iPad

☒ Also show images outside of articles

☐ Only show images without alternate text

☐ Go to current image

Use MadeToTag shortcut set		⌘⇧⌘M
Show objects in current article		⇧⌘S
Show objects not in current article		
Show objects in articles		⇧⌘D
Show objects not in any article		⇧⌘F
Show current selection only		⌘⌘S
Show master page objects		⇧⌘M
Hide master page objects		⌘⌘M
Show all objects		⇧⌘Y
Add object to current article		⇧⌘A
New article		⇧⌘N
Edit article name		⇧⌘E
Select previous article		⇧⌘O
Select next article		⇧⌘L
Show preview for current article		⇧⌘V
Show preview for all articles		⇧⌘B
Review alternate text for images		⌘I
Highlight export tags		⌘⌘E
Style sheet overview		
Meta data and alternate text review		
Tasks		▶
Export Tags Language		▶
Problem	Tag selected paragraph as H1	⌘1
	Tag selected paragraph as H2	⌘2
	Tag selected paragraph as H3	⌘3
	Tag selected paragraph as H4	⌘4
	Tag selected paragraph as H5	⌘5
	Tag selected paragraph as H6	⌘6
	Tag selected paragraph as P	⌘7
	Tag selected paragraph as List	⌘8
	Tag selected paragraph as Artifact	⌘9
	Remove tag in paragraph	⌘0
	Tag new paragraph style as H1	⌘⇧1
	Tag new paragraph style as H2	⌘⇧2

For faster and save processing you can use short cuts, available for all important MadeToTag features, e.g. quick definition of articles for a correct reading order.

General

- supports Adobe InDesign CS6 to CC
- for Mac OS X und Windows

In order to find out whether all text in an InDesign document is using the correct language, MadeToTag color highlights languages used in the document:



Task 5: Language

Previous

Instructions...

Next

Primary language



English: UK

90.65 %

48101

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Further languages



English: USA

9.29 %

4927

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German: 2006 Reform

0.07 %

35

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Other languages

0 %

0

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☐ Highlight languages by color

Language for text selection

English: USA

MadeToTag comes with various problem locator and fixup scripts:

Locate potential problems

- ✓ Locate hard returns
- Locate faux hyphens
- Locate images without alternate text
- Locate objects not assigned to any article
- Locate paragraph styles without role
- Locate uses of basic paragraph style
- Locate empty paragraphs
- Locate faux bullet lists
- Locate faux numbered lists
- Locate paragraphs without style
- Locate insufficient visual contrast

☒ Smart Headers

☒ Activate Smart Headers edit mode

	Date	Single Room	Double Room
Category A	21.05. – 30.09. 23.12. – 05.01.	€139,–	€169,–
	01.03. – 30.04. 01.10. – 31.10.	Special Rate €111,–	€145,–
	06.01. – 28.02. 01.11. – 22.12.		€139,–
Category B	21.05. – 30.09. 23.12. – 05.01.	€ 109,–	€ 135,–
	01.03. – 30.04. 01.10. – 31.10.	€ 89,–	€ 119,–
	06.01. – 28.02. 01.11. – 22.12.	€ 75,–	€ 99,–

MadeToTag makes it possible to tag even complex tables for advanced navigation support. The “Activate Smart Headers editing mode” specifies which cells should be tagged as header cells and the color highlighting gives a better cell definition overview.

Image Handling

Compression:

JPEG (Lossy)

JPEG Quality:

Medium

Resolution (ppi):

150

☒ Optimize form fields

Form A38

✓ Form A38

Form B12

Manage

“Optimize form fields” can be used to adapt PDF forms. Using this option, a previously in Adobe Acrobat created template PDF can be chosen. Form settings from within this template, like font type, validation scripts, colors and interactive values will be copied into the exported PDF. Once available these template PDFs can always be used for future projects.

About axaio software

axaio software optimizes and standardizes output automation processes and content correction workflows for Adobe InDesign/InDesign Server, InCopy, Illustrator and QuarkXPress environments. axaio MadeToPrint vastly enhances reliability in PDF creation and automated export to different other file formats. MadeToPrint seamlessly integrates into editorial environments based on vjoon K4, WoodWing Enterprise, Van Gennep PlanSystem4 and Quark Publishing Platform, for a status-based output.

Another topic axaio software is focusing on is the generation of accessible PDF documents from within Adobe InDesign, with its tool MadeToTag.

axaio solutions are in use by publishing houses, advertisement agencies, prepress service providers, public agencies and packaging companies all over the world.



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