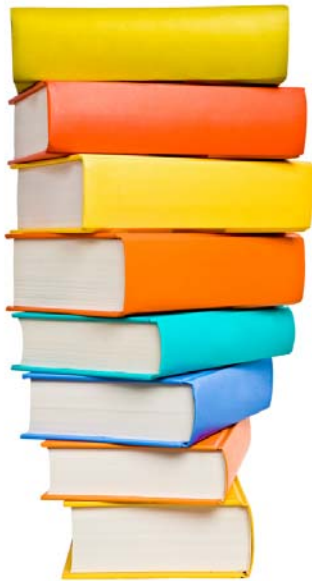


What we can do for you

We provide consultancy and development in the areas of multimedia and XML.

The driving force behind Appleby Multimedia is excellence and quality in the delivery of products and services.



As dedicated and experienced professionals who understand *your* needs and requirements we can provide fast, robust and cost-effective solutions. Our areas of expertise include:

- Multimedia publishing
- XML and related technologies
- Web design and development
- Microsoft Office development
- Data capture and conversion
- SGML

If you have a requirement in any of the above areas or in any related areas contact us - we will be happy to discuss your needs.

Multimedia Publishing

We specialise in the production of *multi-channel* publications - that is publications that are produced in print, CD and on the web. And not only one format for CD or web - either may involve HTML, PDF, Microsoft Word or any number of other formats simultaneously.

Detailed planning and careful implementation is needed for multi-channel publications - whether it is for a completely new product or the upgrading of an existing one. We can provide a complete service - taking you from concept through to finished product. Some of the services we provide are:

- Feasibility studies
- Document/information/workflow analysis
- XML DTD/schema creation
- Data capture/conversion
- Data editing environments
- Website design/Webpage templates/CSS development
- CD design/development/replication
- XSLT development (HTML output)
- XSLFO development (PDF/PostScript)
- Typesetting
- E-Book generation

XML

Our expertise covers all aspects of XML based structured information and documents: DTDs/Schemas, XSL (XSLT and FO), XLink, XPointer, SVG, MathML, Unicode, metadata, etc. We can provide consultancy and/or development across the whole spectrum of XML and its related technologies, whether it is the creation of a schema or the implementation of a complete XML publishing workflow.



Web Design and Development

Whether it is a single Web page or a full website we can cater for your requirements. Consultancy and/or

development can be provided for everything from site design and creation to content management and site maintenance. We specialise in sites with XML-based content or delivery.

Microsoft Office Development

Many authors/companies/organisations insist on being able to use Microsoft Office for data creation and maintenance. We provide full development for Word, Access and Excel: everything from Word template creation to fully integrated Office applications. We are specialists at providing 'Office to XML' and 'XML to Office' solutions.

Data Capture and Conversion

Vast amounts of information are contained in legacy systems or in formats that are of little use for repurposing. We can provide the expertise or advise to convert that data into a format that is useful to you: HTML (XHTML), XML, SGML, PDF, Word, Electronic Book, etc.

SGML

Although not as popular as a few years ago due to the rise of XML, many companies still use SGML to store structured information and documents. We can work natively with SGML or can provide the technology and services to migrate to an XML environment - everything from document/information analysis to SGML typesetting.

About Appleby Multimedia

We are based in Hingham, in the county of Norfolk, on the East coast of England. The company was started by Paul Appleby and has been in existence for 5 years. Paul has over seventeen years experience in computing and publishing (including STM and legal) and has worked for a variety of companies.



Case Study: Nature Magazine

Nature magazine is a world-famous publication. Nature Publishing Group (NPG) is the scientific publishing arm of Macmillan Publishers Ltd.

We have completed 9 projects for Nature magazine thus far, working on various portals that they provide for specialist areas of science. These include:

Cancer@nature.com
(www.nature.com/cancer)

drug discovery@nature.com
(www.nature.com/drugdisc)

Materials Update

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