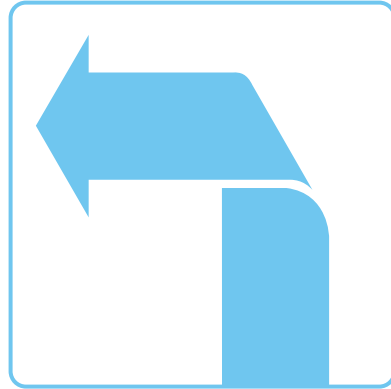




SERVICES & SUPPORT



PROCESSES & INITIATIVES

Arbortext®

SOFTWARE PRODUCTS



INDUSTRY SOLUTIONS



Product Information Delivery Software



Arbortext

Accelerate Business Success with High-Quality Product Information Delivery



In today's global marketplace – where businesses are operating across borders and time zones, your customers demand that accurate, relevant product information be delivered in real-time. In order to be competitive, product development organizations are being forced to reevaluate the delivery of information to support their products throughout their lifecycle.

During this process, many industry leaders are discovering that product information has evolved from a low-level, functional task of traditional technical publishing, to a critical, strategic, interactive information delivery program that has the power to accelerate or delay product availability, adoption and performance.

Today, it's essential to product and organizational success that your product information processes keep pace with the real-time demands of new product launch schedules, after-market services and support, and evolving customer requirements. It's time to determine whether your product information delivery processes pass or fail. At PTC, we understand how organizations are struggling to keep up with these and other product information challenges every day:

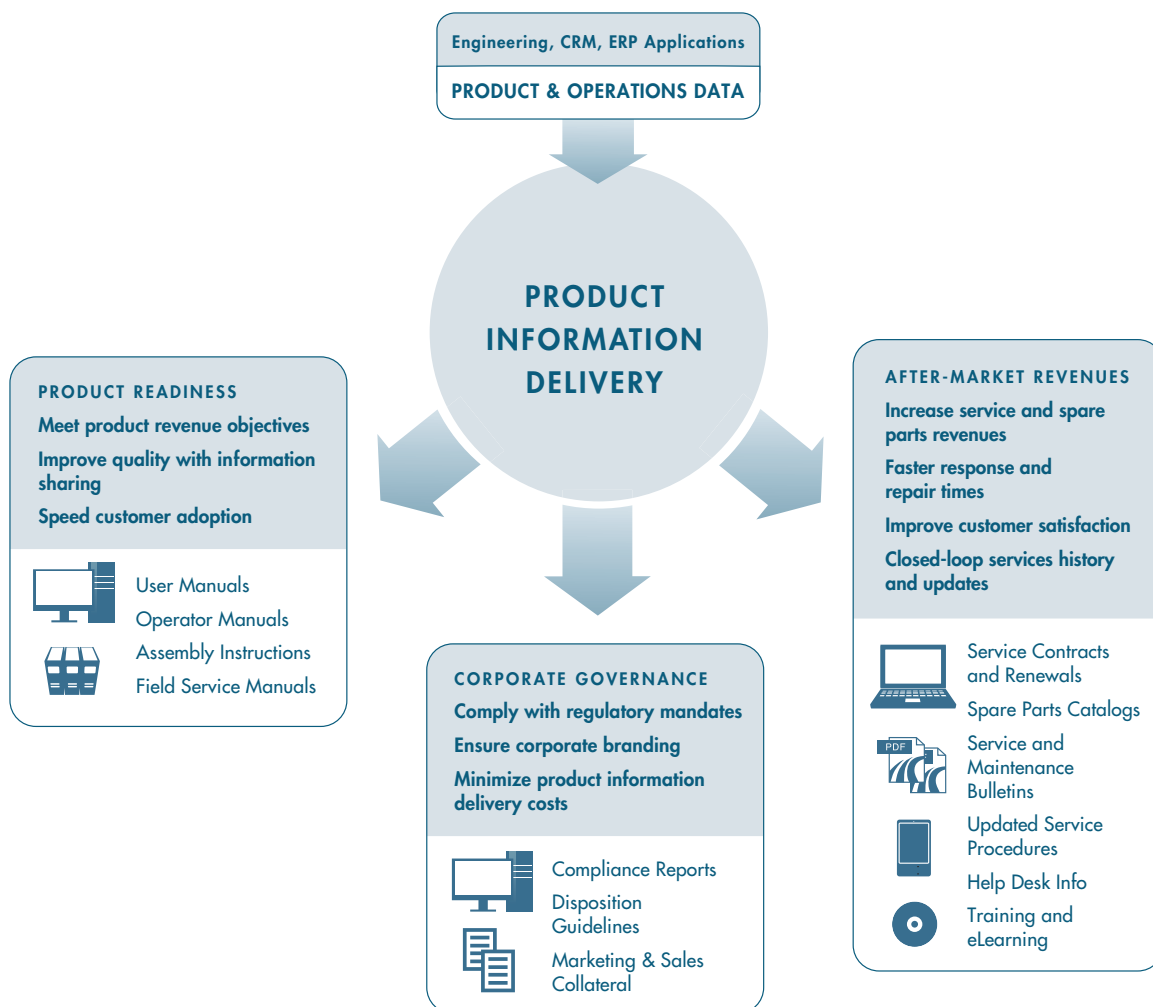
- › How can I produce reliable, consistent product information when my technical writers, engineers, production lines, and support operations are globally distributed?
- › How can I repurpose original CAD data for use in my assembly instructions, service manuals, and parts catalogs, so I can speed product information processes and reduce manual rework?
- › How can I ensure that explicit operator and service information is accurate and available to complete necessary tasks that support my products throughout their lifecycle?
- › How can I increase the use of technical illustrations, so I can speed content creation and easily convey technical product or services instructions without creating more work for my engineers?
- › How can I accommodate the growing volumes of product information within shorter timeframes and with less budget, yet still maintain high quality?
- › How can I make sure that we're following corporate documentation and branding guidelines designed to minimize liabilities and mitigate regulatory compliance risks?



Improve Business Performance with Precise, Real-time Product Information Delivery

Adopt an Integral, Process-driven Approach to Delivering Product Information – Quickly. Reliably. Globally.

For thousands of successful companies worldwide, the solution to these challenges is Arbortext, PTC's product information delivery software. Arbortext provides the capability to define, author, illustrate, manage and deliver dynamic product information – in the user's preferred language and format – on demand. Through a comprehensive set of software solutions that can be deployed either collectively or in parallel with your existing information technologies, Arbortext helps you overcome the challenges of your traditional, outdated product documentation practices.



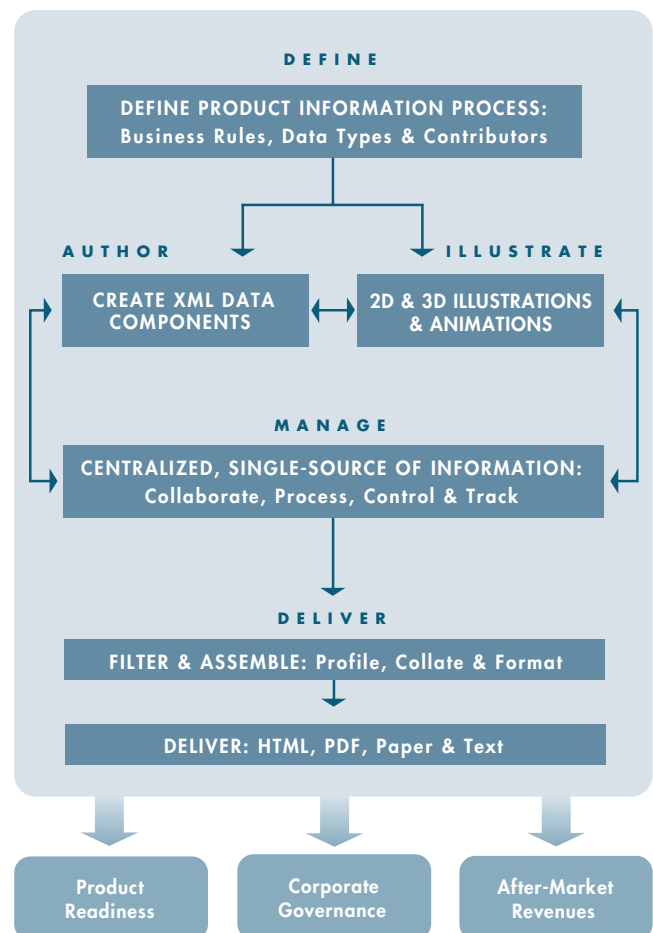
PTC's Arbortext product information delivery software enables companies to repurpose product design and business operations data to automatically deliver product-specific information to improve the operation and support of products at every point in their lifecycle.

Additionally, when Arbortext is combined with other PTC product development solutions, you can achieve an integral product development system that realizes the true power of product information delivery. The result: greater product knowledge-sharing, increased process automation, and lower operating costs. Best of all, these integrated software components are built to work together 'out of the box'. Every component is tested together, deployed together, and upgraded together, dramatically lowering your deployment risk and cost.

Delivering quality product information today is no longer a single, isolated task within a product development environment. Instead, it involves multiple touch points within the organization that contribute throughout the entire product information lifecycle. Today, it's essential to your product's success that you adopt a process-centric methodology in delivering product information, whether your approach is a single-step improvement in the process, or a fully integrated end-to-end solution. Whichever approach you choose, you can gain immediate benefits from adopting industry best practices throughout the process map:

- **Define** – Establish profiles of your audience, product and data; set up data conversion rules; configure the process flow and publishing parameters to accommodate both global audiences and corporate governance mandates
- **Author** – Create structured, reusable content components, either from scratch or from existing data sources, to produce consistent, accurate product information simultaneously with one or multiple authors
- **Illustrate** – Produce 2D and 3D technical illustrations and animations directly from CAD models, which enables you to more easily convey complex tasks and identify spare parts by using images rather than text
- **Manage** – Provide a centralized, single-source of information with access, configuration and version controls at a data level in order to streamline your information creation and delivery processes
- **Deliver** – Profile, assemble and format product information automatically from a single source of information to deliver configuration- and language-specific product information in one or multiple media, including page-based, interactive and Web formats

With Arbortext, your organization can optimize product information delivery processes as you generate product manuals, service documentation, and eLearning courseware that conform to industry publishing standards such as S1000D and DITA, among others. Whether it fulfills one or multiple steps within the process, Arbortext provides proven capabilities to improve product shipment schedules, increase after-market service efficiencies, reduce costs, and ensure data accuracy.



Arbortext Benefits and Business Value

- Speed product time-to-market
 - Realize revenue objectives faster with new products
 - Increase customer adoption and capture greater market share
 - Reduce penalties resulting from product shipment delays
- Increase after-market service efficiencies
 - Improve service response time and increase first-time fix rate
 - Grow after-market service and spare parts revenues
 - Contribute to future product quality with closed-loop service feedback
- Streamline processes through automation
 - Increase productivity and lower manual labor costs and errors
 - Minimize production costs related to printing and translation
- Comply with corporate governance and regulatory mandates
 - Mitigate liabilities, while reducing legal and regulatory penalties

Define

To successfully deliver timely, targeted product information, it is essential to define, up front, the business rules and information process flows that will dictate the automated assembly, profiling and delivery of product information. Without defining and applying integrated processes that link information with the specific product, audience and document requirements, an organization cannot achieve either the best practices or business gains associated with product information delivery.

To ensure rapid success, PTC provides the resources to assess your existing environment and define your organization's process methodology related to product information delivery automation. Skilled solution architects apply PTC's industry expertise and proven, unique, process-oriented approach, to realize maximum value with minimal disruption to your organization.

Author

Arbortext Editor™

Arbortext Editor provides the capability to author reusable, structured content components, so you can improve the timeliness, accuracy and consistency of your information and reduce costs.

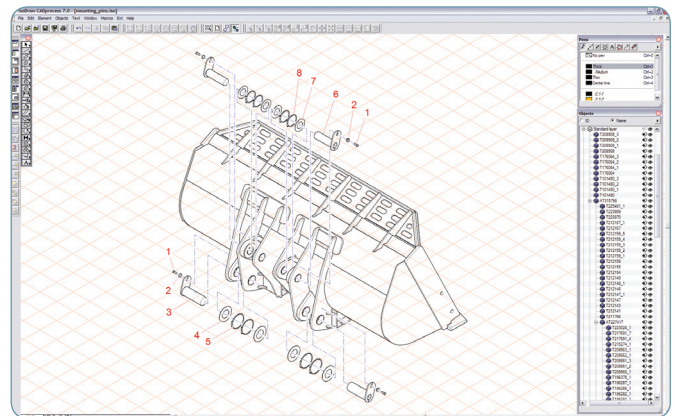
- Content Authoring – Create and edit XML components, and convert legacy information to XML.
- Business Application Integration – Incorporate business data by linking it to its original source, such as engineering CAD drawings, database records, content management files and other business systems.
- Word Processing Interface – Increase author productivity through the use of a familiar interface that supports change tracking, spell check, drag and drop, and common toolbars.
- Global Collaboration – Support more than 25 languages in content, character sets and spelling dictionaries.

Illustrate

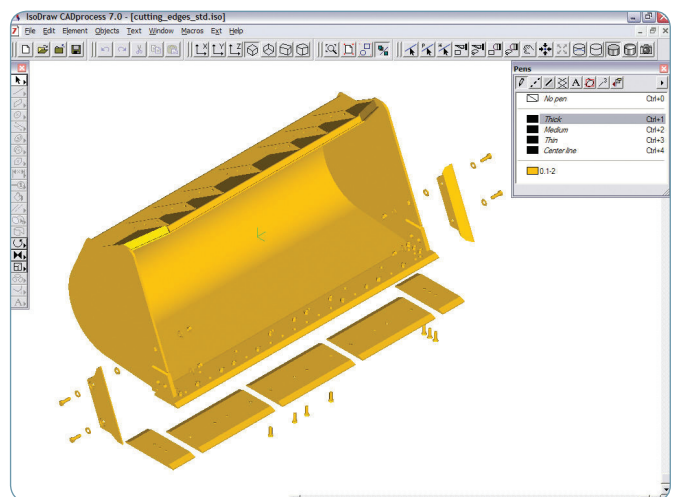
Arbortext IsoDraw®

Arbortext IsoDraw automates the creation of high-quality 2D and 3D technical illustrations and animations directly from CAD data or from scratch, in order to convey intricate product details for easier comprehension.

- 2D and 3D Illustrations from CAD Data – Provide illustrators with an intuitive tool to reuse CAD models when creating high-quality illustrations, and to explode 3D files into individual part illustrations.
- 2D and 3D Animations – Create 2D, 3D or a mix of 2D and 3D animations, and update your existing animations using a single software tool.
- Hotspots – Insert hotspots within illustrations and animations to link online content directly to desired illustrative details.
- Illustration Updates – Ensure associativity with original CAD models, so you can easily track and apply updates to illustrations and animations as engineering data changes, anytime throughout the product information lifecycle.
- Drawing in Perspective – Work with all the tools you need to create high-quality 2D and 3D technical illustrations, either when working from scratch, or by reusing existing data such as scans or digital photos.



Arbortext IsoDraw ensures associativity to original CAD models to easily track and apply updates to illustrations and animations when engineering data changes.



Arbortext IsoDraw automates the creation of high-quality 2D and 3D technical illustrations and animations.

Manage

Arbortext Content Manager™

Arbortext Content Manager, built with proven PTC Windchill® technology, manages a single source of structured content and facilitates data reuse to increase accuracy and author productivity.

- **Collaboration** – Leverage its Web-based architecture to support collaboration between geographically dispersed teams.
- **Dynamic Content** – Manage multiple types of content, including text, graphics, illustrations, links and multimedia objects.
- **Workflow Capabilities** – Enable users to easily model processes that are unique to individual business needs.
- **Information Management** – Configure your product information deliverables based on document lifecycle state and information type.

Windchill PDMLink®

Windchill PDMLink provides discrete manufacturers with all the features of Arbortext Content Manager, along with the following additional capabilities:

- **Configuration Management** – Manage the evolution of product configurations over time using out-of-the-box lifecycle templates that can be modified and reused. Also, track customer-specific product variations based on a defined set of available options.
- **Associativity** – Monitor and maintain associativity between product information and engineering content, such as CAD files, technical documentation and illustrations, to facilitate impact analysis and updates as product designs change.
- **Illustration Lifecycle Management** – Enable users to easily manage the complete associative illustration lifecycle, from original CAD model to final illustration delivery, entirely within the Windchill user interface.
- **Automated Engineering Processes** – Simultaneously manage engineering CAD data, BOMs (bills-of-material), change management processes, and technical publications.

Arbortext Adapters for Alternate Content Management Systems

Arbortext Adapters

Arbortext Adapters provide an interface between Arbortext software and the industry's most common content management systems. PTC provides adapters to EMC Documentum®, IBM® DB2 Document Manager, and Oracle®, so users can create, reuse, publish and deliver technical product information using Arbortext product information delivery software, automatically, to multiple formats and languages.

Deliver

Arbortext Publishing Engine™

Arbortext Publishing Engine provides a single, customizable publishing environment that automatically converts, assembles, filters and delivers dynamic product information based on a specific user's geographic location, language and product configuration.

- **Aggregate Content** – Assemble content components based on intended audience profiles, and seamlessly merge specified data from other business applications.
- **Data Conversion** – Import and export data from external content sources and convert it to XML. Data sources include RTF, MS Word®, FrameMaker®, HTML and PDF.
- **Multi-channel Delivery** – Process and format data components, automatically, for dynamic delivery to Web, print, PDF, MS Word, HTML Help, and wireless devices, with no human intervention.
- **Professional Print Publishing** – Enable fast, flexible formatting of printed documents that include multiple columns, white space balancing, widow and orphan controls, indexes, and multi-level tables of content.
- **Multi-language Support** – Manage requirements for multiple languages, including Chinese, Japanese, Korean, Arabic, Hebrew and Thai, as well as all western European alphabets.
- **System Administration** – Leverage web-based administration capabilities to monitor and configure tasks, including a test console and a multi-process manager, to customize document processing and assembly.

Arbortext Styler™

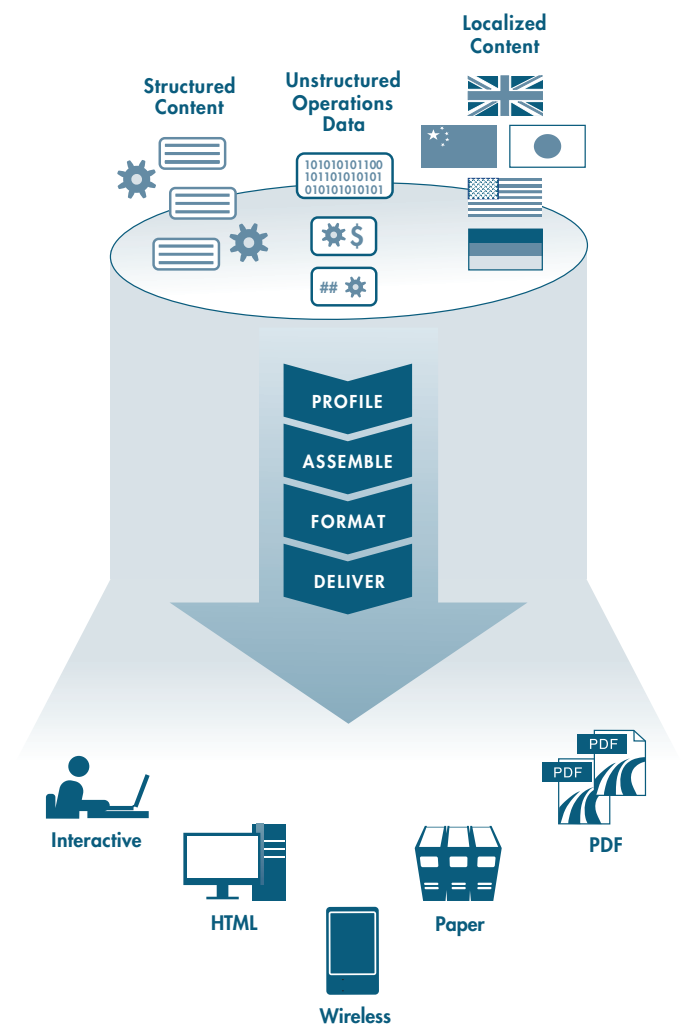
Arbortext Styler enables publishers to configure stylesheets for automated publishing, using a single source of style while supporting one or several output media—without any programming, to improve the quality of your product information output.

- **Stylesheet Creation** – Create XML-based stylesheets to automate publishing, without the programming.
- **Multi-channel Support** – Enable multiple information delivery formats, such as Web, print, PDF, Microsoft Word and HTML Help, in a single stylesheet configuration.

Arbortext Digital Media Publisher™

Arbortext Digital Media Publisher assembles and delivers—via Web or CD/DVD—structured product information and interactive files, so you can create browser-based and searchable product information online, such as Help Info systems and knowledge databases.

- **“Update Now” Feature** – Provide incremental updates via the Internet when content changes.
- **Customizable Interface** – Enable a customized look-and-feel, using logos, color schemes, page layouts, and a custom-search results page.

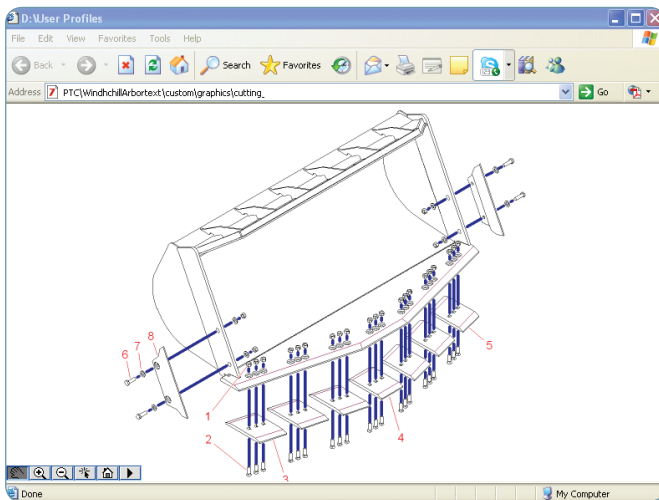


The Arbortext Publishing Engine is a server-based, single system that provides the end-to-end capability to identify valid XML and unstructured data from content management systems and other business applications. It automatically publishes to one or multiple media, including page-based, Web, wireless and XML formats.

Arbortext IsoView®

Arbortext IsoView delivers an interactive Web interface that displays 2D and 3D technical illustrations and animations created either by Arbortext IsoDraw or other illustration tools, enabling readers to zoom, rotate or otherwise manipulate illustrated content.

- Single Viewer – Work within a single interface for all graphic content, including vector and raster illustrations, plus 2D and 3D illustrations or animations, while allowing readers to interact with graphics.
- Annotations – Enable users to insert comments into graphics, and export the information into a documentation workflow.
- Interactive Documents – View and distribute, either via CD or over the Internet, high-quality technical illustrations and animations within interactive electronic documents, such as spare part catalogs or maintenance manuals.
- ActiveX Control – Use ActiveX Controls either within Internet Explorer® or Visual Basic applications, which can also be customized and integrated with external applications.



Arbortext IsoView allows users to view and distribute, either via CD or over the Internet, high-quality technical illustrations and animations within interactive electronic documents.

Localization

“Localization” is the process of adapting a product, product information, or a service program to a particular language, culture and desired regional “look-and-feel”. Having the ability to quickly and efficiently localize information will positively influence your market share, product profits, and quality of service. PTC solutions help you to deliver high-quality source content, reduce excessive and redundant translation costs, and improve your customer’s experience throughout the product lifecycle. With Arbortext, you have the power to:

- Optimize the quality, reuse and delivery of localized product information with component-based authoring, centralized information management, and automated targeted publishing.
- Improve customer interaction in all geographies and languages with the use of illustrations in place of text, to convey complex product and service procedures.

Arbortext Product Information Delivery for Aerospace & Defense

Enable S1000D, S2000M and SCORM Compliance

Arbortext software provides the capability to configure, author, illustrate, manage and deliver complex product information to comply with the Aerospace & Defense industry's S1000D, S2000M and SCORM specifications. Through its integral, out-of-the-box approach, Arbortext solutions can be deployed either collectively or in parallel with your existing information management technologies.

S1000D

Arbortext Common Source Database (CSDB) for S1000D®

Arbortext Common Source Database (CSDB) for S1000D is a complete technical Content Management Solution that supports the S1000D international technical publications specification for the global A&D industry. Arbortext CSDB for S1000D offers full integration with the following Arbortext products, fulfilling an end-to-end S1000D-compliant product information delivery solution for A&D:

- Arbortext Editor
- Arbortext IsoDraw
- Arbortext Publisher for S1000D®

Arbortext Interactive Electronic Technical Publications (IETP) Viewer for S1000D®

Arbortext Interactive Electronic Technical Publications (IETP) Viewer for S1000D delivers technical data in a fully interactive, browser-based environment.

Arbortext Parts Catalog Manager for S1000D®

Arbortext Parts Catalog Manager for S1000D enables the creation, delivery, receipt and review of illustrated parts data in accordance with S1000D.

Arbortext LSA Interface for S1000D®

Arbortext LSA Interface for S1000D is a Logistic Support Analysis Record (LSAR) application interface that enables the transfer of LSAR data to PTC's Arbortext product information delivery software for A&D. This solution enables users to compile initial provisioning figure and parts data, and to create illustrated parts data modules for S1000D compliance.

SCORM

Arbortext Learning Content Manager for S1000D®

Arbortext Learning Content Manager for S1000D automates the creation, assembly and delivery of SCORM-compliant eLearning content packages directly from data modules within Arbortext CSDB for S1000D.

S2000M

Arbortext Provisioning Manager™

Arbortext Provisioning Manager allows you to create, deliver, receive and review initial provisioning data and illustrated parts catalogs in accordance with the Aerospace & Defense (ASD) Specification S2000M standards, while accommodating either independent provisioning projects or achieving S2000M Chapter 1 compliance. Arbortext Provisioning Manager is completely integrated with Arbortext for S1000D software.



Arbortext provides the industry's only integrated, out-of-the-box software solution for S1000D, to quickly configure, deploy and manage all aspects of your S1000D, S2000M and SCORM projects.

The Power of PTC

PTC provides leading Product Lifecycle Management (PLM) solutions to more than 50,000 customers worldwide.

Software Products

- Broadest integral suite of solutions that enable companies to:
 - Create product information
 - Collaborate in a globally distributed environment
 - Control product development processes
 - Configure product content
 - Communicate product information to multiple systems and audiences
- Rigorous testing to ensure that products work together – and work for you
- Designed for incremental deployment to ensure successful adoption

Product Development Processes and Initiatives

- Unique process-oriented approach to product development to deliver maximum value
- Technology-enabled process optimization to advance defined customer business initiatives
- Product Development System supports end-to-end processes to accelerate deployment time and reduce cost

Industry Solutions

- Extensive expertise across a broad range of industries
- Demonstrated customer success in providing tailored solutions for specific industry needs
- Solutions support industry-specific business processes both within the enterprise and across the supply chain

Services & Support

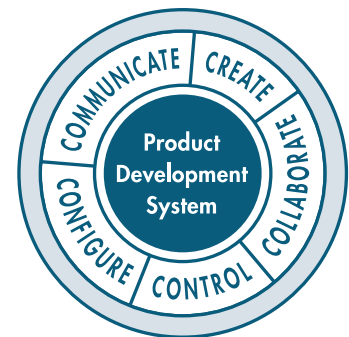
- Product development consulting to define and develop best-in-class processes
- Assessments and implementation services to deploy technology with minimum disruption
- Education curricula to accelerate adoption and boost productivity
- Global maintenance support that delivers the right team, tools and technology – available anytime, anywhere you need them for product development success

To learn how Arbortext Product Information Delivery software and the PTC Product Development System can help your company create and deliver high-quality product information, please visit our website at:

www.PTC.com/go/arbortext

Complete Product Development System

PTC's integral Product Development System delivers the key capabilities manufacturers need to realize more value from product development. And our proven, incremental implementation approach can help companies of any size accelerate adoption, minimize risk, and speed time-to-value.



Pro/ENGINEER®

Integrated 3D CAD/CAM/CAE Software

Windchill®

Content and Process Management Software

Arbortext®

Product Information Delivery Software

Mathcad®

Engineering Calculation Software

ProductView™

Visual Collaboration Software

CoCreate®

Explicit CAD, PDM & Collaboration Software



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