



**SILICON  
DESIGNER**

## The Secret Sauce of Web-to-Print

The new Silicon Designer offers a white label online editing experience second to none. With unparalleled customization, Designer brings standards-based modularity to another level. Merging the power of Adobe InDesign Server with HTML5, Designer delivers one of the most powerful online editing experiences available today.

### Key Features

- ✓ Easy template setup is accomplished via a powerful InDesign plugin, which lets template designers define editable areas in the document and indicate how constrained or freeform the editing experience will be for each page item.
- ✓ Customization of the user interface is easy thanks to standards-based approaches familiar to modern web developers.
- ✓ Silicon Designer leverages Adobe InDesign Server to provide extremely high quality print output that plays nicely with prepress and production workflows.
- ✓ Restful web services as well as a JavaScript API enable integration with systems such as shopping carts and workflow management tools.

Silicon Designer de-couples the look & feel of the application from its core functionality. For example: one client might choose a slider to change font sizes, while another prefers a dropdown. With Designer, both are easily accommodated, and this flexibility applies across all components of the interface. No two Silicon Designer implementations look the same, because it is so easy to customize.

Silicon Designer comprises an extensible set of standards-based solutions covering template setup, administration, online editing, and page composition.

### How It Works

The two core technologies central to Silicon Designer are Adobe InDesign Server, the highest-quality tool for rendering print output, and HTML5, the global standard for web content.

By managing a document's round trip between these two powerful, but also vastly different forms of rendition, Silicon Designer ensures that when the InDesign template is loaded into a browser, it appears just as designed.

Then, when a print-ready PDF is generated after your edits are complete, Designer ensures that it too is rendered to output exactly as it appeared on-screen during the editing session.

To learn more, visit us at [siliconpublishing.com](http://siliconpublishing.com) or call us at (925) 935-3899