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Chapter 1: Introducing CyberPress

Introduction

The CyberPress XTension provides a streamlined method for converting the contents of QuarkXPress documents to HTML files. The XTension works by displaying the contents of a document as a list of elements in a palette. By manipulating the elements in the list, you specify precisely what is exported and how it should look on the Web page.

CyberPress lets you select and rearrange contents, add custom HTML tags, create links and apply styles to text and images — all without affecting the QuarkXPress document. If you edit text or images in the document, the changes are reflected the next time you export the article.

Using CyberPress Preferences, you can customize the export of each article. You can set up default formatting for images, lists, tables and articles.

System and Software Requirements

To use CyberPress, you need the following software:
- Apple® Macintosh® System 7.1.1 or later
- QuarkXPress 3.32 or later

Installation

Before installing, turn off any anti-virus software and extensions, except for your CD-ROM extensions (if installing from CD-ROM). Then restart your computer.

1. **Insert the disk that came with your product.**
   If you received a CD-ROM version, you will notice that other Extensis products are available for you to install. These products are full working versions of Extensis products that you can run in Demo mode.
2. **Double-click the CyberPress installer icon.**
   The introduction dialog box appears.
3. **Click the Continue button.**
   The Welcome dialog box appears. Release notes and special instructions are displayed in this window. It is important that you read these release notes since they contain information not included in the manual. You should save or print these release notes before continuing the installation.
4. **Click the Continue button.**
   The installation dialog box appears.
5. **Click the Install button.**
   The disk selection dialog box appears. The dialog box requests that you select the disk on which you want CyberPress installed.

6. **Select a disk.**
   Once a disk has been selected, you will need to locate the copy of QuarkXPress for which you want to install CyberPress.
7. **Click the Select button.**
   Once installation is complete, the successful installation dialog appears.

Registration

It is important to register your copy of CyberPress so we can provide you with service. Registered users of CyberPress are eligible for technical support, information regarding new versions, products and discounts and special offers on new products.

CyberPress includes electronic registration, so registering has never been easier! The first time QuarkXPress is launched, after CyberPress is installed, the CyberPress Personalize dialog box appears. To personalize CyberPress, type your name, company and CyberPress registration number. Your product registration number is located on your CyberPress manual. If you choose not to personalize your copy, CyberPress will run in a 30 day demonstration mode.

Once you have personalized CyberPress, a dialog box appears, asking if you would like to register. To register CyberPress, click the Register Now button and an electronic registration screen appears. After you've completed the registration screen, a Market Research screen and a System Configuration screen will follow. The Market Research screen asks basic questions which enable us to better understand your needs. The System Configuration screen provides a "snapshot" of your system configuration, which enables Extensis to support you more effectively. Sending the Market Research and System Configuration information is optional, if you don't want to send this information to Extensis, you may check the checkbox at the bottom of these screens.

If you have a modem connected to your computer, you can register toll-free by modem. If you do not have a modem, you can print the registration sheet and register either by faxing it to (503) 274-0530 or drop it in the mail in the postage-paid envelope provided. If you don't have access to a modem or printer, you can still register by filling out a registration sheet located at the end of this manual.

Technical Support

For questions regarding CyberPress, please first refer to this manual, which describes the features and basic operations. If you have a question or problem that is not addressed in the manual, technical support is available at **(503) 274-7030**, Monday through Friday, between the hours of 8:00 a.m to 5:00 p.m. Pacific time.

When calling technical support, please be at your Macintosh and have the following information available: your CyberPress registration number, your Macintosh configuration and your question or a description of the difficulty you're experiencing—what specifically occurs and when. Take note of any displayed error numbers or messages and any other information you think may be relevant.

Suggestions

We'd love to hear your comments about CyberPress, ideas for new XTensions, or improvements on existing XTensions. A suggestion sheet is included at the end of this manual. Please fax or mail your comments and suggestions to Extensis.

More About CyberPress

CyberPress automates many steps involved in exporting the contents of a QuarkXPress document to an HTML file. Generally, you'll perform a combination of the following tasks to export an article:

- Set up preferences for export such as font size mapping, text colors, table and list formatting, image formatting and default file formats.
- Generate a list of the contents of the document. Then rearrange, delete and add new items as necessary.
- Fine tune text by applying other HTML styles and using options to export text as a list, table and image.
- Link text and images to URLs.
- Use image formatting options to scale, specify alignment and change file format of images.
- Format the article by selecting a background color, choosing colors for text and adding headers and footers.
- Export the article to your preferred browser.

Everything you need to accomplish these tasks is in the the CyberPress palette (View menu: Show CyberPress) and the CyberPress Preferences dialog box (Edit menu: Preferences submenu: CyberPress option).
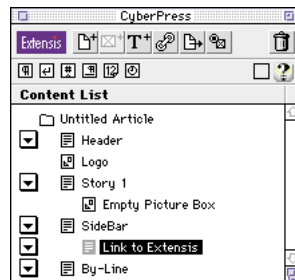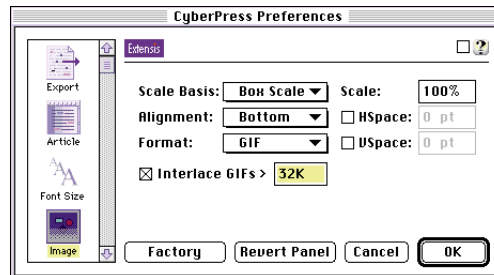
The CyberPress Preferences dialog box includes 6 panels, one for each preference category. The top portion of the CyberPress palette provides buttons for manipulating content and icons for adding new items to an article. The lower portion contains the Content List — a modifiable list of all the content elements and additional items you want to export.

CyberPress Terms

This manual uses the following terms to describe CyberPress features:

- **Article:** A group of elements from a QuarkXPress document that you want to export as an individual Web page.
- **Content List:** A list of text chains, text ranges, images, master elements and anchored boxes in a document, displayed with icons in the CyberPress palette.
- **Content Element:** An item in the Content List — a text chain, text selection, image or anchored box.
- **Modify Element pop-up menu:** ⊟ The pop-up menu displayed to the left of a content element that allows you to change how you export the item.
- **Master Elements:** An item you add to the Content List. Master elements are useful for adding spaces, line breaks, rules, etc. to your article.

CyberPress Preferences

CyberPress Preferences are contained in one multi-paneled dialog box in which each panel contains a different set of preferences (for example, Export, Image and Table). You can set all your initial Preferences at once, then go back to specific panels as needed.

Using the CyberPress Preferences Dialog Box

Open the CyberPress Preferences dialog box by clicking the

Preferences icon ▨ on the CyberPress palette or choosing Edit menu: Preferences submenu: CyberPress option. The CyberPress Preferences dialog box has the following characteristics:

- Clicking an icon in the left column specifies which of the 6 panels of preferences you want to modify.

- The Revert Panel button resets the current panel to the state it was in before you began editing.

- The Factory button resets the current panel to the default settings.

- The OK and Cancel buttons accept or reject changes made to all panels in the entire CyberPress Preferences dialog box.

- Checking the Help box in the upper right corner displays Balloon Help to guide you through the preferences panels.

Browser Limitations

Test the Web pages you produce with any browser that a significant number of your readers are likely to use. Not all browsers support all the HTML tags that CyberPress generates.

Features that some browsers may not support include: colored text; background colors; Left, Right and Centered image and/or table alignments; HSpace and VSpace image tags and extremely long pathnames. The latest versions of Netscape Navigator and Microsoft Internet Explorer do support all of the HTML tags generated by CyberPress.

About This Manual

This manual shows you how to use the CyberPress XTension to export QuarkXPress documents to HTML format. This manual is not intended to teach you the HTML language, how to set up a Web site or how to use QuarkXPress.

HTML Resources

For information about HTML, creating Web pages and setting up Web sites, try the following resources:
- The Beginner's Guide to HTML provides a brief look at the basics of HTML.
  (http://www.ncsa.uiuc.edu/General/Internet/WWW/HTMLPrimer.html)
- The World Wide Web home page of the W3 Consortium (http://www.w3.org/) provides access to more advanced information. In the Technical Details section, use the HTML Format hypertext link to jump to a page that discusses the HTML language. From that page, you can access many other pages with information about HTML and the Web ranging from philosophical to technical details.

QuarkXPress Resources

This manual assumes that you know the basics of QuarkXPress. To learn QuarkXPress, use the Tutorial Guide included in your QuarkXPress box.

Chapter 2: Arranging Document Contents

The layout of a QuarkXPress page doesn't always translate well to a linear HTML format. For example, a headline may span the bottom of a two-page spread. But you wouldn't want the headline after the article in the Web page. QuarkXPress documents may also contain a variety of elements that you don't want to export, such as local advertisements and design elements that aren't integral to the story content. On top of all this, QuarkXPress documents often contain more than one story.

CyberPress lets you create articles for export by choosing the elements you want, rearranging them and modifying them. You can then enhance your article with custom elements that make sense on the Web, but don't make sense to QuarkXPress. Most of these tasks are accomplished using the CyberPress palette.

Using the CyberPress Palette

Press Command-Option-C to display the CyberPress palette (View menu). You can resize the palette by dragging the lower right corner or by clicking the Zoom box.
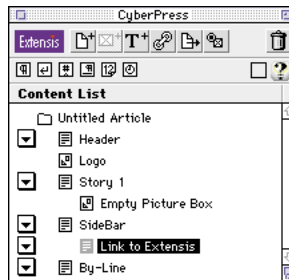
CyberPress Buttons

Click this icon	To
List Document	Add all content elements in a document to an Article
Add Items	Add selected boxes in the document to an Article
Add Text	Add highlighted text (and its box) to an Article; create a Text Range
Link	Create, edit or delete a hyperlink within a document or to a URL
Export	Export the selected Article to the preferred browser
Preferences	Display the CyberPress Preferences dialog box
Delete	Delete the selected Article or element from the document's Content List

Content List Icons

Element icon	Meaning
Article	Contains elements
Text Chain	Text from linked boxes
Text Range	Text isolated from a chain
Anchored Text	Text box anchored in text
Table	Text formatted as a Table
List	Text formatted as a List
Images	Image
Anchored Image	Image anchored in text

Master Element Icons

Drag this icon	To
Paragraph	Insert a paragraph return (Return in QuarkXPress, <P> in HTML)
Line Break	Insert a line break (Shift-Return in QuarkXPress, in HTML)
Space	Insert a space
H. Rule	Insert a horizontal rule
Date	Insert the export date
Time	Insert the export time

Working With the Content List

When the CyberPress palette is the active window, a gray border surrounds the Content List and the following keyboard commands are in effect:

Keyboard Command	Result in Content List
⌘ A	Selects all items
Shift-click or click and drag	Selects multiple items so you can rearrange, anchor or delete them
Up arrow	Selects previous item
Down arrow	Selects next item
Delete	Deletes selected items
Page Up and Page Down	Scrolls the list up and down
Tab	Returns to document

Rearranging Elements

To rearrange elements in an Article, drag the icons:

- Text Chains ▤ , Images ▣ and master elements (▣ ▣ ▣ ▣ ▣ ▣) can be rearranged and dragged on top of Text Chains ▤ (to anchor the elements in text). Tables ▦ and Lists ▤ that are not part of a larger Text Chain can also be rearranged.

- Text Ranges ▤ , Anchored Text ▤ and Anchored Images ▣ are displayed in gray because they cannot be moved using the palette. To change the position of these elements, the original content must be rearranged in the document. Tables ▦ and Lists ▤ that are part of a larger Text Chain cannot be moved.

Renaming Elements

To rename an element in the Content List, click on the text to highlight it, then enter a new name. Here's how elements are named by default:

- Articles are named "Untitled Article" until you rename them.
- Image elements are named according to the image file's path and name. If an image was pasted into the QuarkXPress document, the image element is named "No Disk File."
- Empty boxes are named "Empty Text Box" or "Empty Picture Box."
- Text elements are named according to the leading text of the text block.

Navigating the Document

Double-click an element in the Content List to jump to it in the document. If an item in the document has been entered into the Content List, select the item in the document to select it in the list.

Creating a Content List

You have two options for creating a Content List. You can either have CyberPress list the entire contents of a document automatically, or you can choose the items you want to export and add them to the Content List.

Listing Document Contents Automatically

If you want to export all or most of a document's content, have CyberPress create the Content List for you. To do this, click List Document 🖺 on the CyberPress palette. If there are a few items you don't want to export, you can delete them.

Notes on Importing

CyberPress does not automatically import empty text or picture boxes. CyberPress will import grouped elements individually.

Choosing Items for Export

If your document contains a variety of extraneous text and images, create the Content List manually. To do this, use the QuarkXPress Item tool to select multiple items in the order you want them to be listed. (Shift-click to select multiple items.) After selecting the items, click Add Items 🖾 on the CyberPress palette.

Editing the QuarkXPress Document After Creating the Content List

- If you delete a content element from the QuarkXPress document, the element is deleted from the Content List as well. Choosing Undo to restore the item to the document will not re-add it to the Content List. You need to add the item to the Content List manually.
- If you Cut a content element from the QuarkXPress document, the element is deleted from the Content List. Pasting the item in another location will not re-add it to the Content List. You need to add the item to the Content List manually.
- The Undo command in the QuarkXPress Edit menu has no effect on the CyberPress palette. You cannot Undo operations performed within the palette or the Content List.
- If you add content elements to the QuarkXPress document after using the List Document feature, the new elements must be added to the Content List manually. This includes new text boxes, picture boxes and anchored boxes.

Anchoring Text, Images and Master Elements

If you have images and text associated with a story, but not anchored in the text, you can anchor them manually.

1. **Drag the Text Chain ▤, Image ▣ or master element you want to anchor over the Text Chain ▤ containing the body of the story.**

2. **The Anchor Item in Text Chain dialog box prompts you to specify a place in the story to anchor the image or text.**
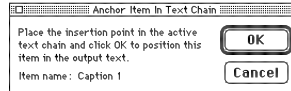
3. **Place the text insertion point where you want to anchor the Text Chain ▤ or Image ▣ or Master Element, and then click OK.**

You may want to anchor boxes at the beginning or end of paragraphs so they don't disrupt line spacing. After you've anchored a box, you might want to insert a Paragraph Return ▣ before and after it in the Content List.

Viewing Anchored Text Chains, Images and Master Elements

Anchored Text Chains ▤, Images ▣ and master elements are marked in the document text with small, non-printing boxes framed in magenta.

Adding New Elements to an Article

You may find that the initial components of the Content List — text and images in the QuarkXPress document — are not adequate for your Web page. You might need to add new boxes that you add to the QuarkXPress document or that you create on the pasteboard for export only. You may want to export parts of a story as an image, a list or a table. And, you may need to add HTML items that don't have counterparts in QuarkXPress. CyberPress has methods for adding all the things you need in an article to the Content List.

Adding a New Box

If you create new text boxes, picture boxes or anchored boxes in a document, they are not added to the Content List automatically. You need to add these new items to the Content List.

1. **Select the box in the QuarkXPress document.**

2. **Choose a position for the new item by selecting the Article folder ☐ in the Content List or selecting the Text Chain ▤ or Image ▦ to place the new item after.**

3. **Click Add Items ✉ to place the item in the Content List.**

The new item can be moved, anchored in text, formatted, etc. using the CyberPress palette.

Adding a Text Selection

When you highlight text in the document and add it to the Content List, that entire story is added as a Text Chain ▤. However, the part you high-lighted is entered under the Text Chain as a Text Range ▤ . What you have done is added all the text, with a portion of it isolated.

The advantage of having Text Ranges is that they can be treated differently from the rest of a story — for example, you can convert them to lists or convert them to images. You can have multiple Text Ranges under an existing Text Chain. To create a Text Range:

1. **Highlight the text in the QuarkXPress document.**

2. **Click Add Text ⊤ .**

3. **Use the options in the Modify Element pop-up menu to specify how the Text Range ▤ should be treated.**

Adding Master Elements

To add a default master element to the Content List, drag its icon
(⊞ ⊟ ⊞ ⊞ ⊞ or ⊚) into position in the list.

Adding Text as an Image

You can convert any Text Chain to an image to maintain its typography and box background. If the text in the document is edited, the text converted to an image will be updated automatically.

1. **Select a Text Chain ▤ or Anchored Text ▤ in the Content List.**

    In general, select a text element that contains only a few words, not an entire story. (You can't convert a Text Range to an image.)

2. **Click the Modify element pop-up menu and choose As Image.**

Note: If you change your mind and want to convert the image back to text, click the Modify Element pop-up menu and choose As Text.

Deleting Elements

CyberPress lets you selectively remove elements from the Content List.

Removing an Element From the Content List

•   **To remove any element from the Content List, select it and click Delete ▤ on the CyberPress palette.**

    Be careful — you cannot Undo this action. You can shift-click to select multiple elements for deletion. An alert asks you to confirm a multiple-element deletion.

Chapter 3: Formatting Text

CyberPress can automatically convert much of your QuarkXPress text formatting. The XTension automatically maintains paragraph alignments and bold, italic, superscript and subscript styles. Special characters, including many in the Symbol font, are converted automatically.

Default Text Formatting

CyberPress converts some text formatting automatically; other conversion options can be enabled in Article Preferences.

Automatic Text Formatting

The following attributes are converted automatically by CyberPress:
- Paragraph alignment (Left, Center and Right)
- Bold and italic type styles
- Superscript and subscript type styles
- Many accented and special characters
- Many characters in the Symbol font

Setting Preferences for Text Formatting

Article Preferences let you choose colors for text and links.

1. **Open Article Preferences by clicking Preferences** ⌨ **on the CyberPress palette, and then clicking Article.**

2. **To override the text colors specified by the browser, check any of the options:**

- **Text Color:** Specifies the default color for all unlinked text in a Web page.
- **Link Color:** Specifies the color for link source text and for the border of link source images.
- **Visited Link Color:** Specifies the color for link source text and for the border of link source images that have already been clicked on.
- **Active Link Color:** Specifies the color of a text or image link as it's being clicked on.
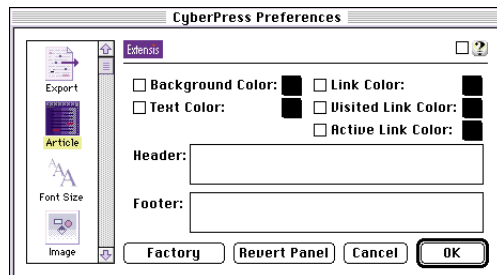
3. **To choose a color for any of the checked options, click the color button to access the Apple Color Picker.**

4. **Click OK to close CyberPress Preferences.**

Mapping Font Sizes

Font size preferences let you specify the HTML style that will be applied to each range of font sizes.

1. **Open Font Size Preferences by clicking Preferences on the CyberPress palette and then clicking Font Size.**
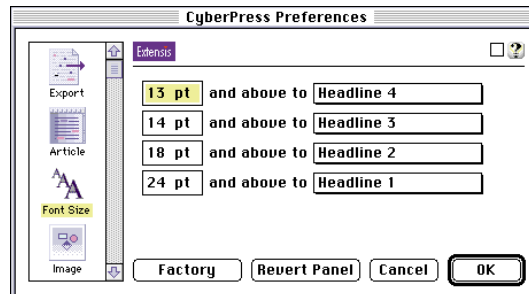
2. **Enter the font size and the HTML style to which it should be mapped.**

   CyberPress will map a range of font sizes from the value you enter up to the next higher point size.

3. **Click OK to close Font Size Preferences and save changes.**

Chapter 4: Creating Tables and Lists

You can automatically convert text in QuarkXPress to HTML tables and lists using the CyberPress palette.

Table Preferences and List Preferences specify the default formatting of tables and lists. You then use the CyberPress palette to convert a text element to a table or list.

Specifying Formatting for Tables

Table Preferences let you customize table formatting. The alignment of text within the cell reflects the alignment of the tab stop in QuarkXPress. If you don't change any of the default Table Preferences, text exported as a table is formatted according to the browser's preferences.

1. **Open Table Preferences by clicking Preferences 🔲 on the CyberPress palette and then clicking Table.**
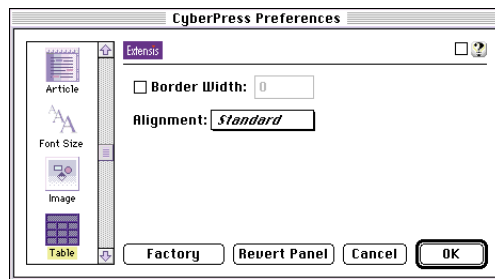
2. **To override the default settings of no border, check the box on the left and change the value in the field.**

    Border Width is the width (in pixels) of the frame around each cell and the entire table.

3. **To change the alignment of the table in relation to surrounding text, choose an option from the Alignment pop-up menu.**

    If you choose Standard, tables align according to the browser's preferences.

4. **Click OK to close Table Preferences and save changes.**

Converting Text to a Table

- **Select any text element in the Content List and choose As Table from the Modify Element pop-up menu.**
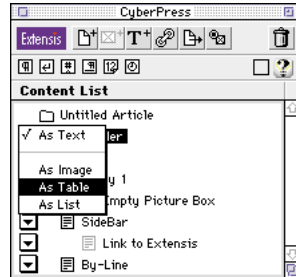
Note: You may want to isolate a range of text to format it as a table. To do so, highlight the text in the QuarkXPress document. Click Add Text [T]. If the text box wasn't already in the Content List, the entire contents of the box is listed as a Text Chain [▤]. The range of text you highlighted is displayed as a Text Range [▤] under the parent Text Chain.

Specifying Formatting for Lists

List Preferences let you customize list formatting. If you don't change any of the default List Preferences, text exported as a list is formatted according to the browser's preferences.

1. **Open List Preferences by clicking Preferences [▦] on the CyberPress palette and then clicking List.**
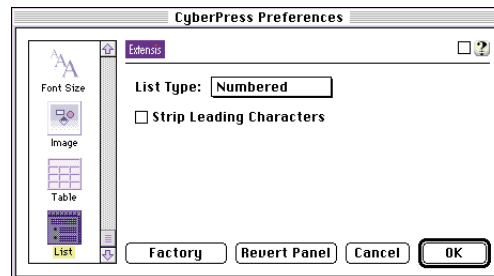
2. **Choose a List Type from the pop-up menu.**

   The following are descriptions of each option.

- **Numbered:** Consecutive numbers followed by periods are added to each paragraph.

   Example:

   1. Angola

   2. Botswana

   3. Congo

   4. Zimbabwe

- **Bullet:** Bullets are added to each paragraph.

  Example:

  • Angola

  • Botswana

  • Congo

  • Zimbabwe

- **Menu:** The amount of space between paragraphs is condensed.

- **Directory:** The amount of space between paragraphs is condensed and the list may be displayed in columns.

3. **To remove any tabs, numbers, bullets or other characters preceding the text in a list, check Strip Leading Characters.**

   Note: Uncheck Strip Leading Characters if the text you're converting to a list isn't preceded by tabs, numbers, bullets, etc. If you don't, parts of words may be cut off in the converted text.

4. **Click OK to close the List Preferences dialog box.**

Converting Text to a List

- **Select any text element in the Content List and choose As List from the Modify Element pop-up menu.**
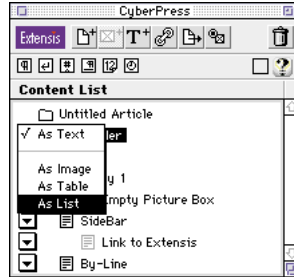
Note: You may want to isolate a range of text to format it as a list. To do so, highlight the text in the QuarkXPress document. Click Add Text ⊤⁺. If the text box wasn't already in the Content List, the entire contents of the box is listed as a Text Chain ▤. The range of text you highlighted is displayed as a Text Range ▤ under the parent Text Chain.

Chapter 5: Formatting Articles

Although much of the look of a Web page comes from the text and images, you can enhance the page further with a distinctive background color. For example, you may have a specific color you prefer to use for all your articles. Article Preferences let you specify the background.

Article Preferences also let you add a header and footer to an article. These are generally used to contain information about the publication and the time and date the article was exported.

Choosing a Background Color

Articles can have a background color.

1. **Open Article Preferences by clicking Preferences 🔲 on the CyberPress palette and then clicking Article.**
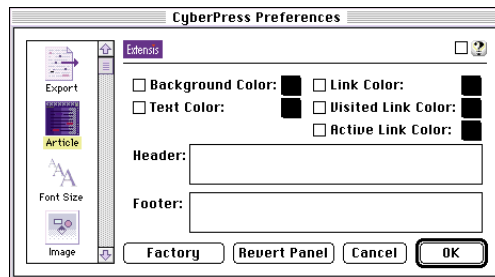
2. **To specify a background color, click the color button to access an Apple Color Picker.**

3. **Select the desired color and click OK.**

4. **Click OK to close Article Preferences and save changes.**

Adding Headers and Footers

Headers and footers repeat information at the top and bottom of a Web page.

1. **Open Article Preferences by clicking Preferences** 🖼 **on the CyberPress palette and then clicking Article.**
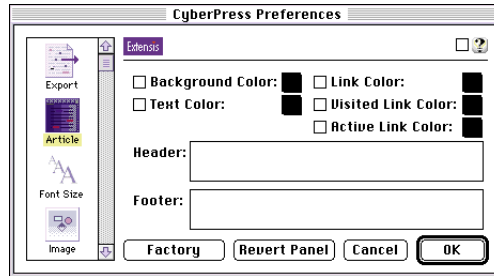
2. **Enter your text into the text edit fields.**

3. **Click OK to close Article Preferences and save changes.**

Note: If you are familiar with HTML, you can enter tags into the header and footer. For example, entering the following into the footer box results in the hypertext "Send me mail" to be added to the bottom of your web document:

<A HREF="mailto:someone@company.com">Send me mail</A>

Chapter 6: Working With Images

CyberPress lets you control everything from image file formats to the way images flow with text. You can specify the interlacing of GIF files.

CyberPress provides precise control over the scale of images. When you export a document, CyberPress creates image files from the picture previews in QuarkXPress.

When converting images to GIFs, CyberPress will use the Macintosh's System Palette to map colors.

Specifying Image Preferences

You can set preferences for the file format, interlacing and alignment of exported image files.

Specifying Image File Format and Interlacing Preferences

1. **Open the Image Preferences dialog box by clicking Preferences ▣ on the CyberPress palette and then clicking Image ▣.**
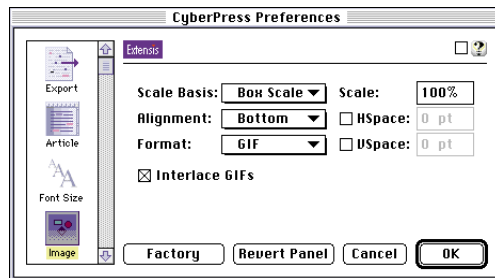
2. **To specify the default file format for exported images, choose GIF or JPEG from the Format pop-up menu.**

• Choose GIF if most of your images are diagrams, line art or con-verted text. The GIF format is lossless for 8-bit color images and it maintains sharp edges and blocks of color better than the JPEG format.

• Choose JPEG if most of your images are photographs. The JPEG format retains true 24-bit color and generally produces a smaller file than the GIF format.

3. **If you want GIF images above a specific file size to be exported in interlaced format, check Interlace and enter a file size in the > field.**

Images in interlace format draw quickly in low resolution, then redraw in a higher resolution.

If a picture box has a background of None in the QuarkXPress document, CyberPress makes white pixels in the GIF image transparent by default.

Controlling Size and Scale

CyberPress gives you control over the default scale of images and allows you to resize and scale.

<u>Specifying Image Scale Preferences</u>

1. **Open the Image Preferences dialog box by clicking Preferences ▣ on the CyberPress palette and then clicking Image.**
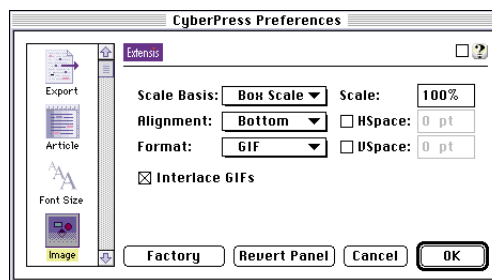
2. **To specify the default size of exported images, choose an option from the Scale Basis pop-up menu.**

• Choose Box Scale to start with images that are scaled as they are in the QuarkXPress document.

• Choose Unscaled to start with the unscaled image.

3. **To scale images up or down from the Scale Basis size, enter a value between 1 and 400 percent in the Scale field.**

    This value determines the scale applied to images when they are added to the Content List.

4. **Click OK to close Image Preferences and save changes.**

1. **Open the Image Preferences dialog box by clicking Preferences** ⬚ **on the CyberPress palette and then clicking Image.**
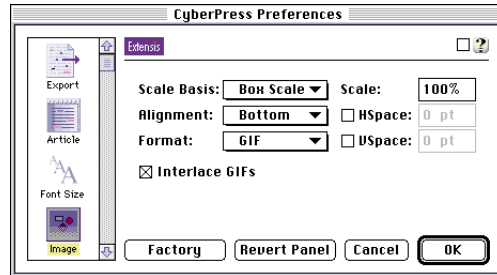
2. **To specify how images align with text by default, choose an option from the Alignment pop-up menu.**

   The following examples show an image aligned using each option in Netscape Navigator 2.0:
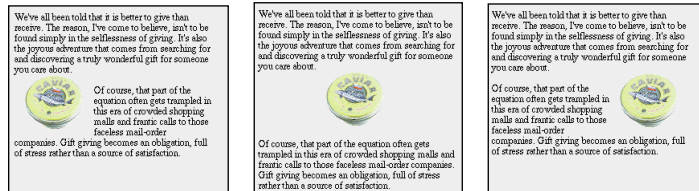
| Top | Middle | Bottom |

| Left | Center | Right |

3. **To specify the default text outset for images, check the HSpace and VSpace boxes and enter values in any measurement system in the fields.**

   These values determine the text outset applied to images when they are added to the Content List.

4. **Click OK to close Image Preferences and save changes.**

Chapter 7: Creating Hyperlinks

Since QuarkXPress documents don't include hyperlinks, CyberPress provides a variety of features that let you add them. You can link text and images to any other address on the Web. Links from text are marked in the QuarkXPress document for easy reference.

Viewing Hyperlinks

After you create a link, the Link Source text is underlined in magenta in the QuarkXPress document. The underline is for display only — it will not print.

What You Can Expect to Pay		
Gift	*Source*	*Price*
Russian Molassol Caviar	European Mart	$35 to $45
Ceramic Rice Bowls	Kobun-Sha	$55
Oaxacan Clay Masks	Casa de Sante Fe	$25 to $40
Gift Basket	House of Windsor	$45 to $85

This example shows the Link Destination text for links created from images.

Preparing Articles for Linking

There are two types of links: relative links and direct links.

- In a **relative link**, the path to the file you are linking to is relative to the location of the source file.
- In a **direct link**, the path to the file you are linking to is simply another URL.

Generally, you use relative links when you're creating links among your own Web pages and direct links when you're linking to other Web sites.

CyberPress will treat each link as relative unless you enter a complete URL (such as: "http://www.extensis.com/index.html"). Note that you must include the server type ("http:") to be sure that the URL will work properly with all browsers.

Chapter 8: Exporting

When you are ready to convert your article to HTML, you can export the document and all its images. This can also be a useful intermediate step to check any fine-tuning you are doing.

Setting Preferences for Exporting

The Export Preferences dialog box includes options for exporting Articles.

1. **Open the Export Preferences dialog box by clicking**

    Preferences ▣ on the CyberPress palette and then clicking Export.
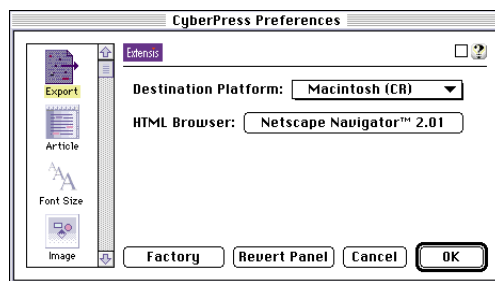
2. **Choose the platform you will be using the file on in the Destination Platform pop-up menu.**

   This ensures that suggested file names and file extensions comply with the platform's standards (Macintosh, DOS/Win, or UNIX).

3. **To specify the browser you want to view your exported document with, click the HTML Browser button to display a directory dialog box. Locate and select your preferred browser, then click Open.**

4. **Click OK to close Export Preferences.**

Exporting an Article

When you're ready to export your document, you can export an Article as an HTML file and the associated image files. To export an Article:

1. **Select an item ▭ in the Content List and choose the Export icon ⊞.**

2. **If you want to change the default name of the file, enter a new name in the Export HTML text as: field.**

   Be sure to leave the ".html" extension.
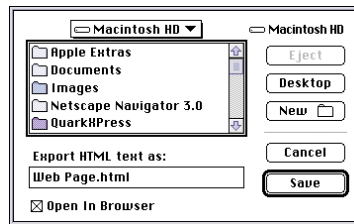
3. **Use the directory dialog box to specify a location for the exported HTML file.**

   Note: If your document contains images, it is usually a good idea to create a new folder when exporting, since the converted images will be placed in the same folder as the HTML document itself.

4. **To view the exported Article immediately, check Open in Browser.**

   Your preferred HTML browser will display the HTML file as soon as it is exported.

5. **Click Save.**

Appendix: Character Mapping Table

CyberPress provides mappings for many characters outside the basic ASCII character set. Any special characters that have corresponding HTML codes, including the copyright © and registered trademark ™ symbols, the degree ° sign and most accented vowels will be converted to that code. The characters are mapped to their equivalent representation in the ISO 8859-1 (Latin-1) character set.

This table gives you an idea of the types of characters that CyberPress converts, but it is not a complete list.

These characters are mapped to one or more "plain-ASCII" characters:

Character	Name	Mapped To
"	Typesetter's left double quote	"
"	Typesetter's right double quote	"
'	Typesetter's left single quote	'
'	Typesetter's right single quote	'
•	Bullet (decimal 165)	*
…	Ellipses character	... (three separate periods)

QuarkXPress special characters are converted as follows:

Character	Name	Mapped To
New Box	Enter	<P>
New Column	Shift-Enter	<P>
Line Break	Shift-Return	
All types of spaces	Option-space, etc.	plain spaces

Upgrading to BeyondPress

CyberPress provides fast and easy export of QuarkXPress content to HTML format, but advanced users don't have to stop there. Registered users of CyberPress can upgrade to Astrobyte's BeyondPress, the preeminent HTML conversion tool, for significantly less than the retail price of BeyondPress (call Extensis at 1-800-796-9798 for details).

BeyondPress offers content conversion and HTML authoring, all within QuarkXPress. Because all authoring is done in the QuarkXPress environment, there is no post-processing necessary. Users can just re-export a web page to include any changes made to the QuarkXPress document.

BeyondPress also provides these important additions to the CyberPress feature set:

Precise Image Controls

- Convert any group of items to an image

- Reimport images at highest resolution

- Format each image individually

- Specify border width, alternative text and extra image HTML

- Antialias text and lines in images for a smooth, professional result

- Create an optimal color palette for each image or import a color palette for all images to use

- Control JPEG quality and create progressive JPEGs

- Share images between web pages

HTML Authoring

- Create multiple articles from one QuarkXPress document

- Paste an image to create a tiled web page background

- Quickly re-export or preview web pages

- Create and reuse custom HTML elements

- Insert automated date and time stamps

- Import GIF images for use in QuarkXPress documents and web pages

- Optionally include GIFs and JPEGs without conversion

- Share documents in a workgroup, using document-based and application-based preferences

Powerful Text Conversion

- Apply HTML styles to text, including custom HTML styles

- Break a text chain into multiple parts

- Format lists and tables individually, including definition lists

- Convert colored text

Advanced Linking Tools

- Create client-side and server-side image maps

- Click to create links within a web page

- Link to the current browser page or to any page on your site

- Choose from a list of URLs you use most

Automation Features

- Map style sheets to HTML styles

- Write Apple Events scripts to automate BeyondPress

- Launch scripts from the built-in Scripts menu

- Use sample scripts to convert word processor files to HTML and automatically create links

To purchase your upgrade to BeyondPress, contact Extensis at 1-800-796-9798.