

Crex

Crex is a software framework specifically designed for anyone who needs to organise, index and publish a large body of mixed content such as text, images, illustrations, video clips, sounds, etc.

Using the intuitive tools in Crex it is easy to create a navigational structure for your content—a hierarchical 'table of contents'—that you can use to organise your content and that enables your users to find their way around. You can even create multiple navigational structures for the same content: perhaps for different types of user or to expose the content in alternative ways.

This navigational structure is mapped to an underlying physical storage structure comprising folders, for example on your hard disk, or on DVD-ROM or even on a web server or on a combination thereof. More permanent off-line content can be merged seamlessly with dynamic online content.

Adding your content to the structure is simply a matter of dragging files and dropping them into the appropriate place in the structure you have created: you can do this within Crex or directly into the physical folders on your hard disk.

Increasingly media files are tagged with metadata which describes the contents: a photo caption for example, or the title of an HTML page. Crex can pick up such metadata in a variety of popular formats, and use it to build searchable indexes for your content.

Editing facilities are provided within Crex both to add new metadata and to edit existing metadata. Wherever possible, Crex stores metadata in a standards-based RDF format.

Crex accepts textual content in standard XHTML and XML formats. A full-text index is generated that allows quick and powerful searching of all words in the text. Content can be grouped into multiple indexes to facilitate searching. Hyperlinking and glossary facilities are available.

Visual content such as images, video clips or animations can be accepted in an extensive variety of formats. Where appropriate, Crex will automatically generate a thumbnail representation of a file to facilitate rapid browsing. In some cases such as with JPEG images and some video clips, a thumbnail image may already exist in the file: Crex is smart enough to pick these up and use them.

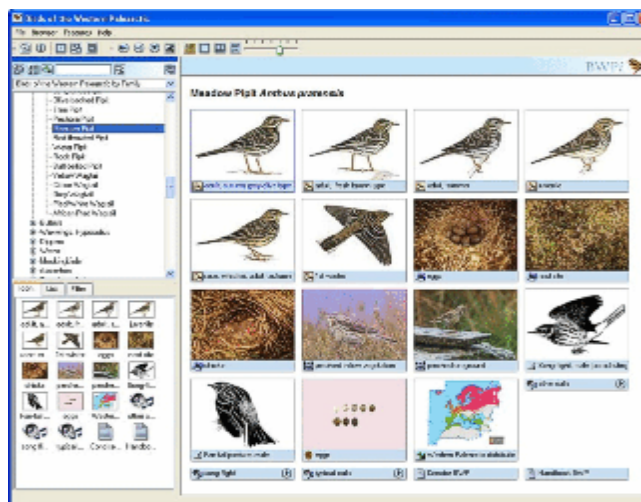
Once all the content is assembled and checked, publishing it on DVD-ROM, for example, is a straightforward process of creating a disk image from the hard disk folder structure, including a Crex installer, and then burning the disk.



The end-user can make use of the navigation structure to browse the content, or the search facility to extract, for example, all photographs taken in *Wales* or all articles by *Smyth* that mention *Minsky*. Visual content may be rapidly browsed in thumbnail format.

Crex is entirely Unicode-based and will accommodate content in most languages. The navigational structure can be in multiple languages: you could provide a table of contents in English, French and Russian, for example. The metadata editor is also language-aware so that, for example, photographs could be captioned in both Czech and German.

Crex is fully cross-platform and runs on Windows XP, 2000, Me and 98 as well as on Mac OS X.



Applications:

- Consumer reference titles
- Scientific, medical and technical publishing
- Archive management: photo, video and sound libraries
- In-house reference and technical manuals

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Case Study: BirdGuides (BWPI)

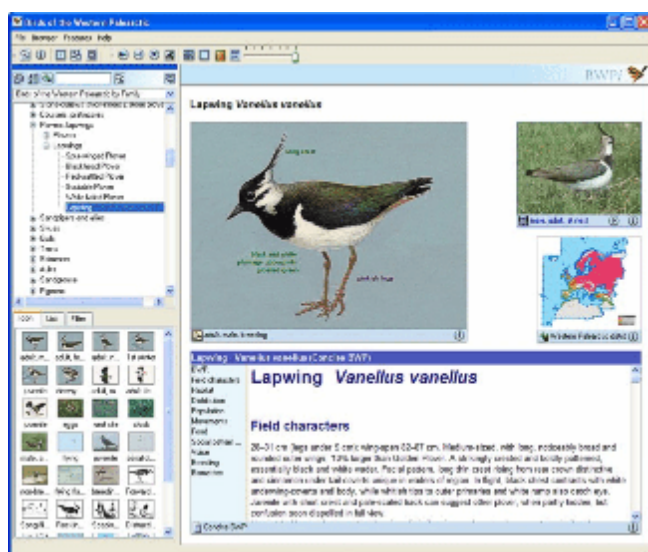
BirdGuides is the leading publisher in Europe of DVD-ROM reference titles for birdwatchers.

In collaboration with Oxford University Press, BirdGuides had ambitious plans to publish the ultimate interactive reference guide to the birds of Europe, North Africa and the Middle East. Covering over 953 species, this DVD-ROM would comprise over 6 million words of fully searchable text together with thousands of annotated illustrations, photographs, maps, video clips and sound recordings. While the text would be primarily in English, species navigation was to be in 16 different languages.

Once Crex was selected as the platform for this exciting new product, BirdGuides and Skylark collaborated closely to ensure that Crex delivered the usability and performance that would be expected of such a premier product. The result was **Birds of the Western Palearctic (BWPI)** which went on sale in Q3 2004, selling at £199.



Reviews have been excellent with many commenting on the speed and easy-of-use of the software.



BirdGuides has now also released its best-selling DVD-ROM Guides to British Birds also on the Crex platform.

<http://www.birdguides.com/bwpi/>

<http://www.birdguides.com/products/reviews.asp>

