

INTRODUCING  
**FLARE**  
VERSION



A True Global Technical Authoring Solution

# Information. Anytime, Anywhere.

The Leading Authoring and Publishing Solution for Print, Online, Desktop and Mobile Documentation

“ I have worked with a number of tools in the past 28.5 years. Now, I am using Flare and it's like driving a speed boat instead of riding a barge, in terms of content-to-multiple-outputs.”

Mark Metcalfe | Ektron



Whether you need to create technical documentation for online Help, software documentation, policy & procedure manuals, knowledge bases or user guides, MadCap Flare allows you to create, manage and publish content to a variety of formats, including print, online, desktop and mobile.

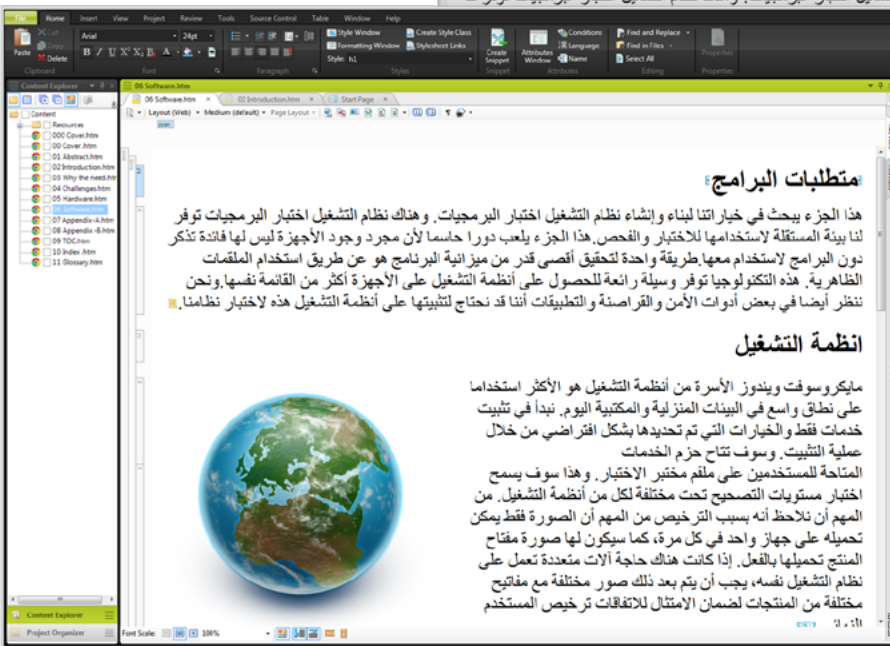
## New Flare 9 Features:

- Native Right-to-Left Language Support, including Arabic, Hebrew, and Persian
- Socially-enabled Output and Collaboration
- Advanced Print Improvements, including CMYK Support
- Plug-in API
- New File Support, including Office® 365 and FrameMaker® 11
- Mobile Publishing, including EPUB 3 Support
- Enhanced Split-view XML Editor with Syntax Coloring
- Plus Dozens of Other New Features and Enhancements

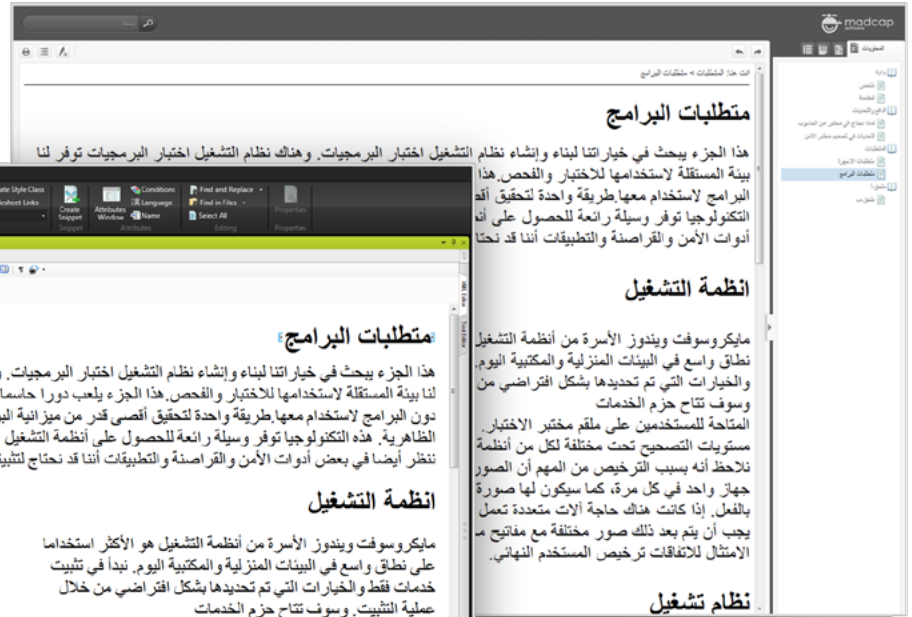
# A True Global Solution.

## Today's Most Versatile Technical Authoring Application Now Supports Native Authoring and Publishing for Right-to-Left Languages

### • Authoring



### • Publishing



Industry-first native right-to-left language support for both authoring and publishing provides companies with a true global solution.

### Language Support Now Includes:

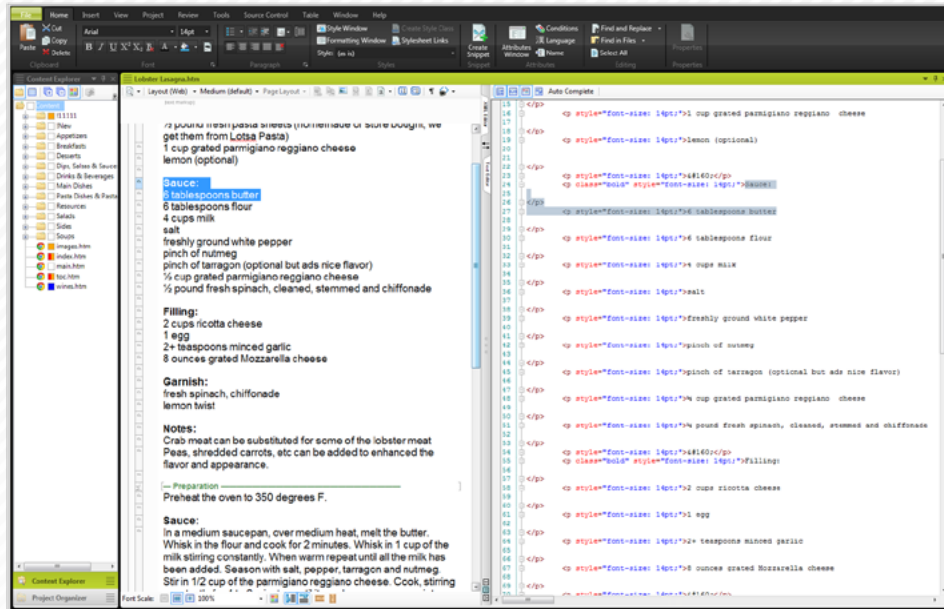
- Arabic
- Hebrew
- Persian

“ I am thrilled that a major content authoring tool has finally made the move to support right-to-left-reading languages. MadCap Flare 9 generates PDFs and online Help systems in languages such as Hebrew and Arabic, and allows users the option to invert or 'mirror' styles, layouts, and images from MadCap Capture. These key features allow flexibility and ease of use, as much of the process is done automatically for the user.”

Jennifer Schudel | **Advanced Language Translation Inc.**

# Enhancements for Improved Usability.

## Split-view XML Editor



A split-view editor setting allows you to see editing in both the XML code and the WYSIWYG editor in real time, plus other topic editor enhancements, including:

- Syntax Coloring
- Auto Complete
- Horizontal and Vertical Orientation

## Advanced Print

New print enhancements give added control to print-based outputs, including:



- Page Layout Editor Enhancements
- CMYK Support
- Crop and Registration Marks
- Create First Pages on Left or Right Side

# Documentation Meets Social Collaboration.

Add a Social Layer to Your Documentation to Improve Customer Engagement, Build Communities and Foster the Sharing of Information

The image displays a collage of screenshots from the MadCap Pulse community platform. The main screenshot shows a user profile for Carlos Hernandez with 17 updates, 99 followers, and 50 following. The profile includes a navigation menu with options like Updates, Links, Images, Files, Questions, Articles, Tasks, and Profile. The main content area displays a 'Tour of the Workspace' article with a ribbon view of the software interface. A 'Comments' section below the article shows a comment from Carlos Hernandez and a reply from Adam Ashraf. To the left, a 'Questions' section shows a question about HTML Canvas with 5 votes and a top answer by Adam Ashraf with 10 votes. To the right, a 'File Sharing' dialog box shows a document titled 'Framemaker to Flare.pdf' with a 'Share File' button. At the bottom right, an 'Account login' form includes fields for Email Address and Password, a 'Keep me signed in' checkbox, a 'Forgot your password?' link, and buttons for 'Login' and 'Register'.

MadCap Pulse includes advanced features to help you maximize the value of social collaboration and enhance the quality of your documentation, including:

- User Profiles
- Activity Feed
- Commenting and “Likes”
- Tagging
- Topic Rating
- Advanced Reporting and User Statistics
- Following
- File Sharing
- Notifications
- Comment Ranking
- And much more!

# The Ultimate Technical Communication Suite.

The MadPak Suite Offers a Fully Integrated Toolset For All of Your Technical Communication Needs

“ I really see Flare as the shining light in documentation authoring. Adding MadCap Lingo, Contributor and Analyzer into that mix has given us a powerful suite of tools for bringing a superior documentation experience to our users.”

Alex Johnson | **Fitness First Group**



With six fully integrated technical communication applications, the MadPak Suite offers a superior workflow and a versatile toolset for authoring & publishing, analysis & reporting, translation management and multimedia enhancements.

## MadPak Includes:



Flare: Authoring and Publishing for Print, Online, Desktop and Mobile Documentation



MadCap Lingo: Your Complete Translation Management Solution



Contributor: Document Contribution and Review



Mimic: Create Fully Interactive Demos, Videos, Tutorials and Software Simulations



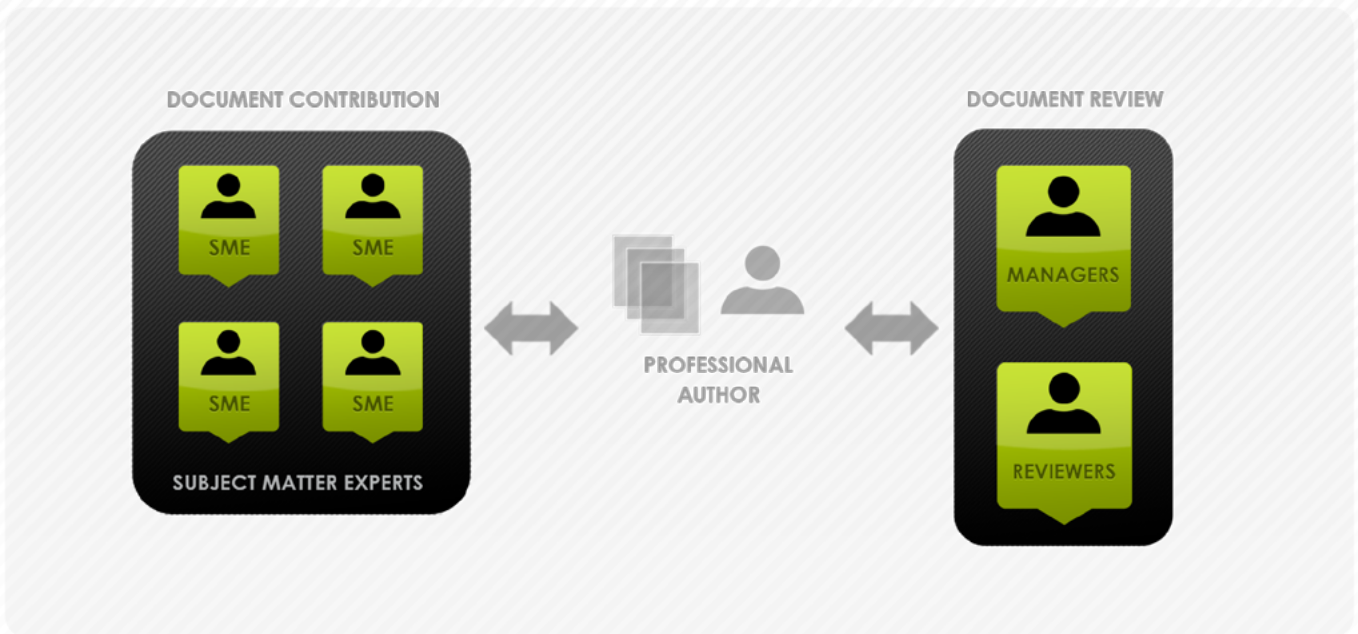
Analyzer: Analyze, Report and Improve Your Project Content



Capture: Screen Captures Made Easy

## MadCap Contributor

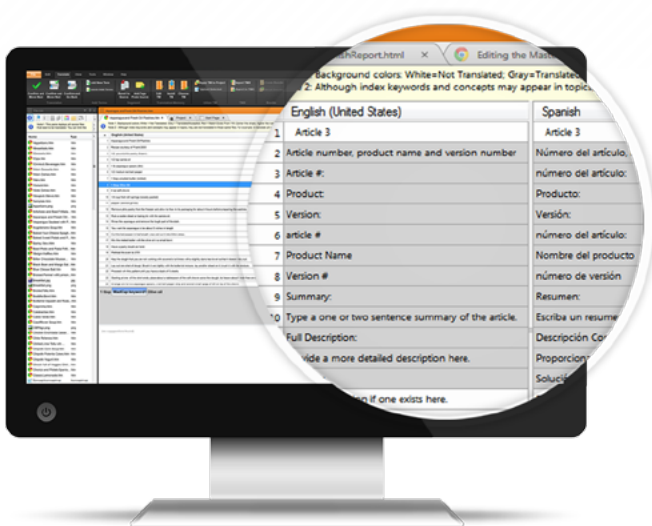
MadCap Contributor makes it easy for anyone in your organization to review and contribute content to your documentation.



“ Within a couple months everyone was using Contributor. Since then, Contributor has allowed us to complete roughly twice the amount of work with the same number of technical writers; we couldn't have kept up with the increased workflow without it.”

Peggy Spencer | **athenahealth, Inc.**

## MadCap Lingo



MadCap Lingo is a translation management solution designed to assist technical writers, documentation specialists and professional translators in the translation and localization process.

- Full TMX Support
- Termbase Management
- Import for Word, PowerPoint®, Indesign®, FrameMaker®, and More

# Maximize Your Return on Investment (ROI).

Customers Who Switched to MadCap Software Increased Productivity, Reduced Costs and Improved Overall Customer Satisfaction

“MadCap Flare is giving us state-of-the-art capabilities while offering the lowest cost of ownership of any authoring software we've seen on the market.”

Harold Gross | **Caradigm**  
(a Microsoft/GE Healthcare company)



## llumina

llumina, a Leading Life Sciences Company, Uses MadCap Flare and Microsoft Team Foundation Server to Cut Project Time for Print, Web, and Mobile Content Up to 80%; MadCap Lingo Speeds Content Translation



Reduced Project Time

“Flare and Microsoft Team Foundation Server basically do everything we need, so we don't need to spend all that money on a traditional content management server.”

Lynn Carrier | **Senior Manager, Technical Publications**

## Compressus

Compressus Adopts MadCap Flare to Cut Production of Print Manuals and Online Help from Two Months to One Week, Easily Add QR Codes, and Ensure Government Healthcare Compliance



Increased Production Speed

“MadCap Software has provided our technical documentation team with flexible tools and the ability to accurately manage our operations while maintaining compliance with standards and regulations.”

Laszlo Gasztonyi | **Chief Technology Officer**

**Read More Case Studies  
& Download A Free 30-Day Trial Today at [MadCapSoftware.com](http://MadCapSoftware.com)**