



Tansa

**DESIG-
NED TO
CORR-
ECT MIS-
TAKES**

“When we started using Tansa, it was as if someone switched on the lights in the editorial office. We simply don’t have any typos anymore.

Bergens Tidende

HOW IS TANSA DIFFERENT?

- 1 Software analyzes text by looking at words in context
- 2 Custom dictionaries are tailored for each installation
- 3 Central, server-based system is used by all content creators and editors

Tansa cleans up your mistakes

Tansa corrects spelling, usage (style), punctuation, and hyphenation errors

TO ERR IS HUMAN, but even seemingly small errors can damage the credibility of your printed or digital content. You want your text to be professional and consistent.

Typographic errors and incorrect use of language can affect your company’s reputation. A casual attitude toward orthography may arouse suspicions of lack of competence in other areas.

To put it another way: If your employees can’t spell, what else are they getting wrong? Wouldn’t it be nice if a software application could help correct misspelled names, style violations, and identify inappropriate language?

The problem with the simple “spell-checkers” that most people use today is that they are only capable of finding basic mistakes. A more advanced kind of text proofing application is needed to help content creators and editors do

their jobs more efficiently. That is why the Tansa Text Proofing System was created. Unlike any other spell-checker you’ve ever worked with, Tansa proof-reads your content by looking at the words in context, making it capable of checking not only the spelling of words but also the usage of words and the style of your writing.



“Tansa has given us the ability to streamline the workflow, we don’t have to triple-check anymore.

Bay Area News Group

Fewer errors

Tansa users have reduced their published copy editing errors by as much as 90 percent

TANSA PROVIDES QUALITY ASSURANCE for all the content published by your company.

No matter if it’s a 30-inch news story, a letter to an advertiser, a report for the board, an email to your boss, or text for the website. No matter if you have ten, or ten thousand, employees. No matter how busy your people are, or how unsure they are of their spelling, Tansa provides error-free text in seconds.

Tansa’s unique abilities enable it to effectively check not only the spelling of proper names but the style and consistency of your writing as well.

Tansa is a server-based solution. This has several advantages over client-based spell checkers:

- 1) Tansa takes advantage of the substantial processing power available in server hardware to analyze the text in sophisticated ways.
- 2) Everyone in the company uses the same centralized proofreader application. All of your employees use the same dictionary, the same spelling rules, and the same terminology. This helps ensure that everybody follows the company’s editing guidelines.

Because of this, our customers have documented substantial reductions in the number of errors that appear in their publications.

Tansa’s unique abilities enable it to effectively check, not only the spelling of proper names, but the style and consistency of your writing as well.

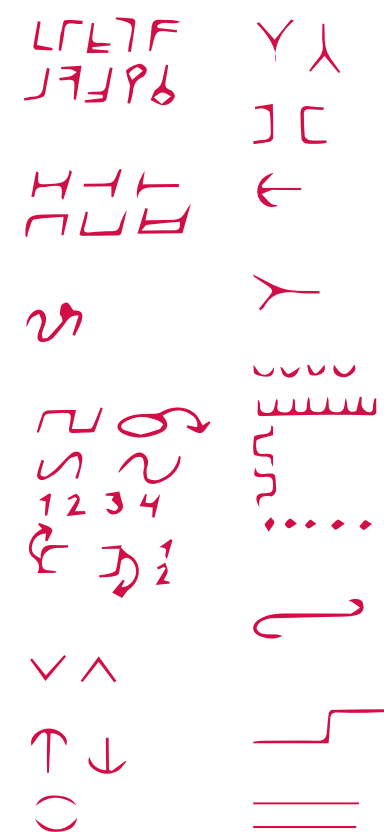
HAVE YOU EVER CONSIDERED THE AMOUNT of time you and your colleagues spend proofreading and correcting text errors? Or the time you waste looking up words, searching for names or asking a co-worker for help?

These things take more time than you think, which is time you often don’t have — whether it’s because you are short on resources, or because you’re working on a tight deadline.

This is a well-known problem for print publishers, web companies and others that produce large bodies of text. Because of increasing workloads and a lack of time available for training, these companies face an eternal battle against often embarrassing errors.

Tansa’s ability to check text in multi-word phrases allows the system to correct a wide variety of spelling, usage (style), and punctuation errors. Think of it as an electronic editing assistant.

Because the software can automatically catch so many different kinds of mistakes, it actually reduces the amount of time your employees spend manually cleaning up errors in text. With Tansa performing so many of the basic correction tasks, your employees are able to focus on the substance of the content.



Third-Party Stylebooks

Some third-party stylebooks and spelling references can be licensed for use within a custom Tansa dictionary.

Please contact a Tansa representative to find out if your preferred reference source can be purchased and used as part of a Tansa solution.

✉ sales@tansa.com



Save time and money

Tansa customers have seen dramatic increases in copy editing productivity, with employees working as much as 40 percent faster

TANSA CAN PROCESS VIRTUALLY UNLIMITED AMOUNTS of text and correct thousands of words a second. All you have to do is press a key, and the text is corrected almost instantly.

Valuable time is saved. Frustration is reduced. And the result is nearly perfect. Our users have documented dramatic increases in productivity, with copy editors working as much as 40 percent faster than before.

In addition, Tansa is not just a tool for editorial users. Mistakes in classified and display advertising are not only embarrassing, they have an impact

on a publication's bottom line. To help prevent that, advertising departments can use Tansa to correct basic errors in ad copy.

And, the longer you use Tansa, the more the system learns about your unique writing style and the better the software gets at spotting errors and suggesting corrections.

How Tansa works

Tansa is a server-based solution that integrates with your existing content creation, editing and layout tools

TANSA IS AN ADVANCED text proofing system that can process thousands of words per second. Not only will it correct nearly all spelling, usage (style), punctuation and hyphenation errors in the blink of an eye, it also ensures that everyone in your organization follows a common set of rules.

TANSA IS AN OPEN SYSTEM, enabling it to work with most of the word processors, database managers, layout programs and content management systems (CMS) in use today. It is easy to use, requires almost no training and can usually be installed without modifications to your current system setup or workflow.

Tansa is perfectly adapted to a world where parallel publishing on several platforms is becoming the norm. It works equally well with print, web and electronic publishing and can be customized for any technology.

THE DICTIONARY IS CUSTOMIZED for every customer. Prior to installation, we analyze a large volume of your company's published text. This helps us compile a custom-made dictionary incorporating specialized terminology, proper names, a particular language style, etc. And over time this custom dictionary is frequently updated by language experts at Tansa Systems — and by your company's Tansa dictionary manager.

THE TANSA TEXT PROOFING SYSTEM is made up of several server and client software components.

THE TANSA SERVER is the application that processes all Tansa proofing requests. All communication between the server and the client applications is based on a Web Service.

THE TANSA ADMINISTRATOR is the system management tool used to maintain and modify the installation's custom dictionaries, as well as to keep track of software and dictionary updates.

THE TANSA CLIENTS are tools that allow Tansa to “plug in” to the editing and layout applications that you already know and trust. The Tansa Clients work from within these applications to send your text to the Tansa Server and then provide you with an interface to view and edit Tansa's results.

Tansa Systems supplies the plug-ins/extensions needed to use Tansa with the most widely used content creation and editing applications. Other third-party plug-ins are also available.

TANSA STATISTICS maintains detailed accounts of usage: most common errors and words that are ignored, problematic words, phrases and style issues. All of this information can be reviewed at any time through your Tansa Statistics Module.

System Integration & System Availability



SYSTEM INTEGRATION

Tansa is being used with many different editorial workflow systems, including:

- **Adobe Systems**
- **AP ENPS**
- **Aptoma/DrPublish**
- **Atex/Polopoly**
- **CCI Europe**
- **EidosMedia**
- **Escenic**
- **Infopress**
- **Infomaker**
- **Newsycle Solutions**
- **PagePlanner Solutions**
- **Quark**
- **vjoon**
- **Woodwing**

In addition, most content management systems that use the editing and page layout applications listed on the right ("System Availability") are compatible with our solutions.

SYSTEM AVAILABILITY

Tansa Server:

- **Microsoft Windows Server 2008™ and newer**

Tansa System Clients:

- **Adobe InCopy™**
(Windows, Mac OS X)
- **Adobe InDesign™**
(Windows, Mac OS X)
- **Apple Safari™**
(Mac OS X) available 2014
- **AP ENPS™**
(Windows)
- **Google Chrome™**
(Windows, Mac OS X)
- **Microsoft Internet Explorer™**
(Windows)
- **Microsoft Outlook™**
(Windows)
- **Microsoft PowerPoint™**
(Windows)
- **Microsoft Word™**
(Windows, Mac OS X)
- **Mozilla Firefox™**
(Windows, Mac OS X)
- **QuarkCopyDesk™**
(Windows, Mac OS X)
- **QuarkXPress™**
(Windows, Mac OS X)

Tansa Java and Web Clients:

- **CKEditor™**
- **MediumEditor™**
- **TinyMCE™**
- **RadEditor™**

AVAILABLE LANGUAGES

- **Danish**
- **Dutch**
- **English**
(Australia, Canada, UK, USA)
- **French**
(Canada, France)
- **German**
(Austria, Germany, Switzerland)
- **Norwegian**
(Bokmål, Nynorsk)
- **Portuguese**
(Brazilian)
- **Spanish**
(South America, Spain, USA)
- **Swedish**

SDK

Developers of third-party Windows, Mac OS X or Java client applications can integrate Tansa into their software by using the Tansa Software Development Kit (SDK).

The SDK comes with full documentation, a complete overview of the user interface, and platform native libraries which make development significantly easier.

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