

QUARK SMART DATASHEETS SOLUTION

IT'S TIME TO AUTOMATE

Datasheets are an essential sales tool; however, producing thousands of unique datasheets that sell and differentiate your products and brand can be labor intensive, error prone, and costly. The Quark Smart Datasheets Solution allows your company to:

- Automate the production of print and digital product datasheets
- Reduce the time and cost of creating derivative datasheets by up to 85%
- Eliminate duplicate datasheet translations
- Bring datasheets to life with rich interactivity on the latest digital devices
- Accelerate time to market
- Drive brand consistency and reduce data errors

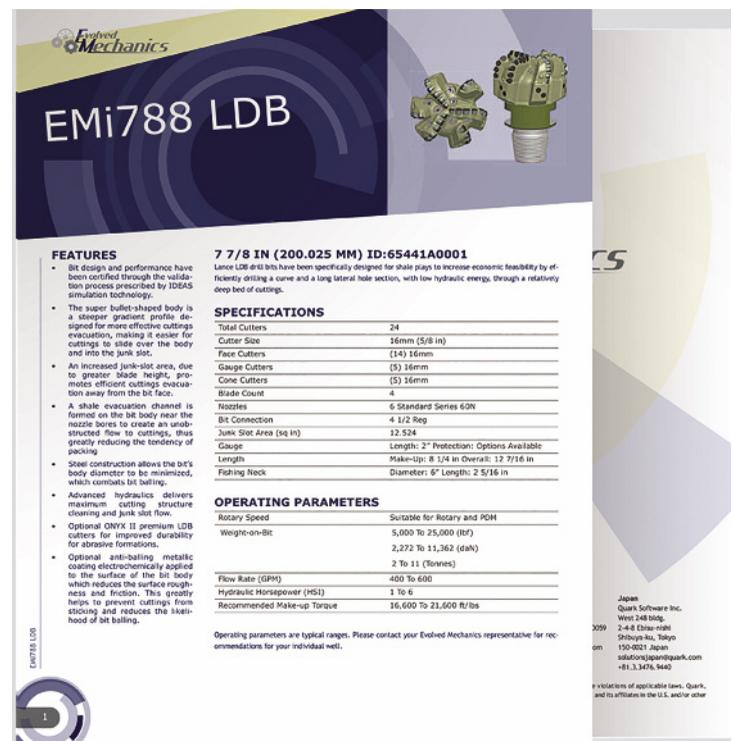
SOLUTION HIGHLIGHTS

Automate the Production of Print and Digital Datasheets

The Smart Datasheets Solution enables manufacturers to fully automate the production of product datasheets into a variety of formats and media types including PDFs, HTML, XML, mobile apps and HTML5 Web apps — all from the same structured content.

Deep Integration with Microsoft Word

Quark XML Author for Microsoft Word allows subject matter experts, such as product managers, to create reusable, media-independent components of information through a guided authoring experience in software they already know. These components feed directly into Quark Publishing



Evolved Mechanics
EMI788 LDB

7 7/8 IN (200.025 MM) ID:65441A0001
Lance LDB drill bits have been specifically designed for shale plays to increase economic feasibility by efficiently drilling a curve and a long lateral hole section, with low hydraulic energy, through a relatively deep bed of cuttings.

FEATURES

- Bit design and performance have been certified through the validation process prescribed by ISO/AS simulation technology.
- The super bullet-shaped body is a steeper gradient profile designed for more effective cuttings evacuation, making it easier for cuttings to slide over the body and into the junk slot.
- An increased junk-slot area, due to greater blade height, promotes efficient cuttings evacuation away from the bit face.
- A shale evacuation channel is formed on the bit body near the nozzle bores to create an unobstructed flow to cuttings, thus greatly reducing the tendency of packing.
- Steel construction allows the bit's body diameter to be minimized, which combats bit balling.
- Advanced hydraulics delivers maximum cutting structure clearing and junk slot flow.
- Optional ONYX II premium LDB cutters for improved durability for abrasive formations.
- Optional anti-balling metallic coating electrochemically applied to the surface of the bit body which reduces the surface roughness and friction. This greatly helps to prevent cuttings from piling up and reduces the likelihood of bit balling.

SPECIFICATIONS

Total Cutters	24
Cutter Size	16mm (5/8 in)
Face Cutters	(14) 16mm
Gauge Cutters	(5) 16mm
Cone Cutters	(5) 16mm
Blade Count	4
Nozzles	6 Standard Series 60N
Bit Connection	4 1/2 Reg
Junk Slot Area (sq in)	12.524
Gauge	Length: 2" Protection: Options Available
Length	Make-Up: 8 1/4 in Overall: 12 7/16 in
Fishing Neck	Diameter: 6" Length: 2 5/16 in

OPERATING PARAMETERS

Rotary Speed	Suitable for Rotary and PDM
Weight-on-Bit	5,000 To 25,000 lbf
	2,273 To 11,362 (dash)
	2 To 11 (Tonnes)
Flow Rate (GPM)	400 To 600
Hydraulic Horsepower (HHP)	1 To 6
Recommended Make-up Torque	16,000 To 21,600 ft/lb

Operating parameters are typical ranges. Please contact your Evolved Mechanics representative for recommendations for your individual well.

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* In violation of applicable laws, Quark, and its affiliates in the U.S. and/or other

Platform, which automatically combines them into richly designed datasheets for a variety of media.

Build Master Templates For Product Variant Datasheets

A typical product family has content shared across products (e.g. description, features, logos) and content specific to each product (e.g. capacity, size, flow rate, horsepower). A master datasheet template with variable placeholders can be used to create datasheets for every product variant saving manual production time and translation costs.

Create Datasheet Apps for Smartphones and Tablets

Customers using mobile devices expect engaging, interactive content that takes full advantage of the device capabilities.

ties. With the Smart Datasheets Solution, you can create datasheet templates that include video, slideshows and other interactive features. These datasheets are then delivered to smartphones and tablets in your own branded app.

Exclusive Web Apps Work in Any Modern Browser

Web apps deliver the same interactive experience customers have come to expect on their mobile devices, directly inside any modern computer Web browser. Using HTML5 as the content format allows you to leverage the same app content created for native tablet and smartphone apps and deploy it into a Web app without any additional design or production.

Add Links to Data Sources

Datasheets typically contain a combination of narrative and data, so the Smart Datasheets Solution connects to data feeds, Microsoft Excel worksheets and databases including Microsoft Access, Microsoft SQL Server, Oracle and others. This integration enables placement of specific variable data within narrative text and also automatically builds tables and charts.

Dynamic Charting and Tables

Technical data and charts within datasheets help customers choose the most appropriate product. The Smart Datasheets Solution supports the automated layout of tables and charts, saving time and increasing technical accuracy. On tablet devices, users can manipulate interactive charts to see how a product will function in their specific environment.

On-Demand Datasheet Design Previews

On-demand rich previews enable subject matter experts to see how product information will look in the final design without involving a graphic designer. Choosing from a variety of templates, authors can see content in different media such as an app or a PDF. Everyone in the review and approval process can access the same rich previews through a Web browser.

Centralized storage, management, review and approval

The Smart Datasheet Solutions can store and centrally manage templates with fully configurable user access, version control, and review and approval workflows. For broader content management and workflow capabilities, you can also integrate with third-party systems such as Microsoft SharePoint and IBM Content Foundation.

Professional Design Capabilities

Create datasheet design templates using all the rich functionality of award-winning professional page layout software. Take advantage of the WYSIWYG design tools, precision typography, advanced color management and interactive features for adding slideshows, video, and more to enhance your digital datasheets.

Support for Datasheet Localization

Avoid translating the same content multiple times, by using Quark Smart Datasheets Solutions to integrate with existing translation services and creating master templates for each language and product family. Layout the datasheet template once for each product family then each product variant datasheet is produced automatically in available languages.

BENEFITS

Cost Savings

Automate the production process and reduce the time and cost of generating derivative datasheets by more than 85%. Cut translation costs by eliminating duplicate translations.

Customer Retention

Present product information with professional design and a consistent brand. What's more, deliver datasheets when, where and how customers want them in print, PDF and interactive format on the latest digital devices.

New Revenue Streams

The reduced cost and time to create localized product datasheets make it more cost effective to enter new geographical markets. Explore new business approaches with real-time, on-demand datasheets, customized for a specific customer or partner.

Time to Market

Product datasheets no longer need to be a gating factor in taking a new product or product derivative to market. Take product information from the subject matter expert to final datasheets in minutes.

Reduce Errors

Eliminate copy and paste and rekeying of product information. Ensure there are no longer conflicts between documentation, datasheets and other collateral by reusing the exact same content in multiple locations.

Compliance

With major and minor versioning, user logs and content reuse, you can be confident that the latest content is being used across your datasheets. Easily incorporate legal and other departments into the review and approval processes for tracked signoff.

For more information visit www.quark.com/datasheets.

ABOUT QUARK SOFTWARE INC.

Quark's software enables organizations of all sizes to meet customer demand for engaging, relevant communications when, where and how they want them. Our solutions combine the power of XML with flexible layout and design to automate the delivery of customer communications to print, Web, and interactive experiences on the latest digital devices. Financial services firms, manufacturers, and governments around the world rely on Quark solutions to elevate customer communications to new levels, reduce time to market, and lower costs.

To find out more about Quark Enterprise Solutions visit www.quark.com/enterprise or contact us at www.quark.com/contact

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