

# MadeToTag

*Making Content Accessible*

**Tagged PDF – fast and reliable**

*from within Adobe InDesign*



axaio

**axaio MadeToTag is an Adobe InDesign plug-in to properly prepare and export InDesign documents as accessible and tagged PDF files – easier, faster and reliable.**

Although it is possible to export to a tagged PDF using Adobe InDesign's built-in features, MadeToTag provides important additional features that simplify, secure and accelerate the preparation and creation process. Time-consuming post-processing in Adobe Acrobat is no longer necessary. MadeToTag also ensures that the legal requirements for an accessible PDF, based on the PDF/UA ISO standard, are met. MadeToTag performs a series of own processing steps and corrects various critical errors that are crucial for PDF/UA compliance.

## Key Features

- Quick assignment of export tags by keyboard shortcuts and control by color highlighting
- Repair functions for common problems, as incorrectly formatted lists, empty paragraphs, layout tables, etc.
- Practical preview to check the correct tagging order (callas pdfGoHTML)
- Correct tagging of links, tables of content, lists
- Overview for adding and editing missing or insufficient alternate texts and metadata
- Control over the assigned languages in the document, for a correct speech output
- Easy solution to tag complex tables, for a logical representation of the table cell affiliation
- Comfortable handling of interactive form fields
- Footnote linking for better navigation in the document
- Export to PDF/UA standard (Universal Accessibility) or PDF/A-2a (accessible and long-term archivable)

## Target Groups

- Public administrations and government authorities
- Associations and institutions
- Ad agencies, insurance companies, media service providers
- Universities, colleges and other educational institutions

Paragraph styles are color highlighted, according to the assigned document export tags, for a quick verification:

<h1>PDF/UA's requirements</h1>	
<p>The PDF/UA standard defines technical requirements for universally-accessible PDF documents by identifying a set of relevant PDF functions (including text content, images, form fields, comments, bookmarks and metadata) based on ISO 32000-1 (PDF 1.7) and specifies how they should be used in PDF/UA-compliant documents. It does not address elements which have no direct impact on accessibility, such as the compression</p>	<p>are used, a role assignment entry must record which standard tag each one represents.</p> <ul style="list-style-type: none"><li>Information may not be conveyed using visual means alone (e.g. contrast, colour or position on the page).</li><li>No flickering, blinking or flashing content is permitted, either as effects controlled by JavaScript or as part of any</li></ul>

**Highlight export tags by color**

<p>programs and assistive technology. PDF/UA therefore also specifies requirements for these. A brief selection of the main requirements is shown below:</p> <h3>File format requirements</h3> <ul style="list-style-type: none"><li>Content is categorised in one of two ways: meaningful content, and artefacts such as decorative page elements. All meaningful content must be tagged and</li></ul>	<p>title (rather than the file name) appears in the window title.</p> <ul style="list-style-type: none"><li>The language of all content must be noted, and changes of language must be explicitly marked as such.</li></ul>
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Display of all document images with missing alternate texts and optional editing function:

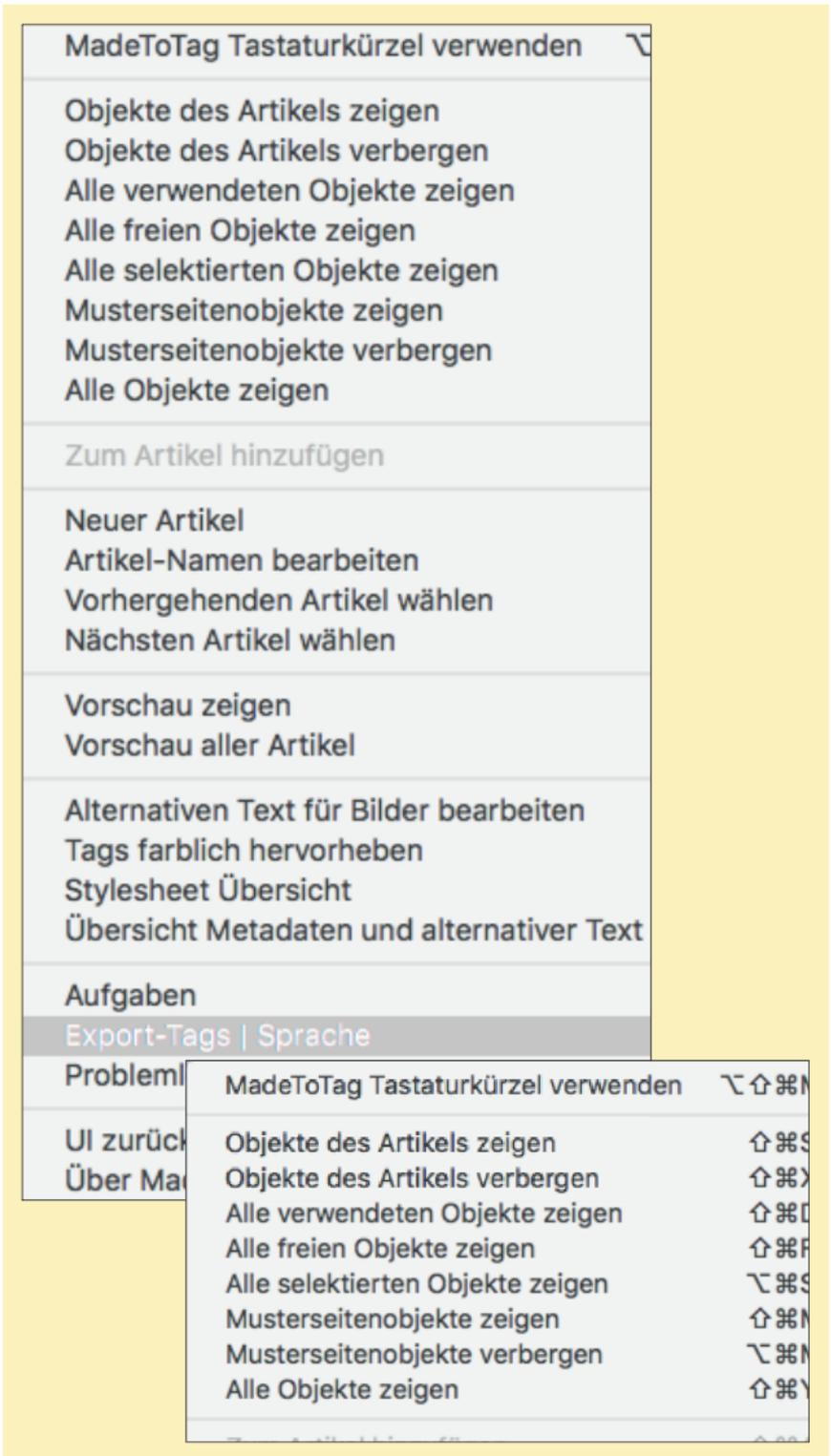
Review alternate text for images

- symbolic image - numerous language names arrange in spiral form  
Symbolbild -
- symbolic image - metallic surface with braille lettering "PDF for universal access"  
Illustration - PDF 7 (16)
- screen shot of the overview dialog of the PDF Accessibility Checker application  
Screenshot - PDF
- generic display of a tablet computer  
Illustration - iPad

Also show images outside of articles  
 Only show images without alternate text  
 Go to current image

Close

All important MadeToTag features can be used via keyboard shortcuts, allowing a fast and secure editing, e.g. fast creation of articles for a correct reading order:



## General

- Plug-In for Adobe InDesign
- For Mac and Windows

The “Language highlighting” feature determines intuitively and quickly whether the language settings used in the InDesign document are correct and set for all included languages:

**Task 5: Language**

Previous Instructions... Next

**Primary language**

English: UK 90.65 %  
48101

Further languages

English: USA 9.29 %  
4927

German: 2006 Reform 0.07 %  
35

Other languages 0 %  
0

Highlight languages by color

**Language for text selection**

English: USA

**Locate potential problems**

Locate hard returns Execute

Use MadeToTag shortcut set

- Locate faux hyphens
- Locate images without alternate text
- Locate objects not assigned to any article
- Locate paragraph styles without role
- Locate uses of basic paragraph style
- Locate empty paragraphs
- Locate faux bullet lists
- Locate faux numbered lists
- Locate paragraphs without style
- Locate insufficient visual contrast
- Set export tag as prefix to paragraph style
- Meta data and alternate text review
- Sample\_JavaScript

In MadeToTag you can assign tags for table structures very differentiated: If the “Smart Headers Editing Mode“ is selected, complex assignments can be defined from a selected table cell, which are clearly recognizable with the help of colored backgrounds:

The screenshot shows the 'Smart Headers' control panel with the following options:

- Smart Headers
- Activate Smart Headers edit mode
- Highlight table cells

Below the controls is a table with the following structure:

	Date	Single Room	Double Room
Category A	21.05. – 30.09. 23.12. – 05.01.	€139,-	€169,-
	01.03. – 30.04. 01.10. – 31.10.	Special Rate €111,-	€145,-
	06.01. – 28.02. 01.11. – 22.12.	€139,-	€139,-
Category B	21.05. – 30.09. 23.12. – 05.01.	€109,-	€135,-
	01.03. – 30.04. 01.10. – 31.10.	€89,-	€119,-
	06.01. – 28.02. 01.11. – 22.12.	€75,-	€99,-

The 'Special Rate' cell is highlighted with a green background and a dashed yellow border.

The “Optimize form fields“ option can be used to customize forms in PDF files. You can use MadeToTag to open a previously created form in Adobe Acrobat. When exporting, the form field settings of that template, such as font type, validation scripts, colors and interactive values, are imported into the PDF for export. These templates are saved and can be re-used in future projects:

The screenshot shows the 'Image Handling' settings panel with the following options:

- Compression: JPEG (Lossy)
- JPEG Quality: Medium
- Resolution (ppi): 150
- Optimize form fields

The 'Optimize form fields' dropdown menu is open, showing the following options:

- Form A38
- Form B12
- 
- Manage

## Tagged PDF in 7 guided steps

- 1 Define and review export tags for paragraph styles used in the document
- 2 Tag content into articles and review reading order
- 3 Display and edit alternate texts for images and graphics
- 4 Review and adjust document metadata
- 5 Adjust and review languages used in the document
- 6 Tagging of complex table contents
- 7 Create tagged and accessible PDF/UA files

## Benefits

- Faultless generation of tagged PDF documents from within Adobe InDesign
- Accessible PDF documents in a few easy steps
- Reliable results through built-in control features
- Comprehensive tagging of different document contents in a short amount of time
- Consideration of PDF/UA relevant document elements for the creation of accessible PDF files
- Short product training period due to the easy and intuitive user interface
- Provides support for legal requirements for physically impaired people and for accessibility in information technology (such as described in the German BGG, BITV and EU Mandate 376)

## Pricing

- Multi user pricing upon request: [sales@axaio.com](mailto:sales@axaio.com)

1 user license:

**599Euro**  
(excl. VAT)



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## About axaio software

axaio software optimizes and standardizes output automation processes and content correction workflows for Adobe InDesign/InDesign Server, InCopy, Illustrator and QuarkXPress environments. axaio MadeToPrint vastly enhances reliability in PDF creation and automated export to different other file formats. MadeToPrint seamlessly integrates into editorial environments based on vjoon K4, WoodWing Enterprise, Van Gennep PlanSystem4 and Quark Publishing Platform, for a status-based output.

Another topic axaio software is focusing on is the generation of accessible PDF documents from within Adobe InDesign, for which the axaio solution MadeToTag was developed.

Products from axaio software are used worldwide in publishing and printering houses, agencies, by prepress service providers, public authorities, insurance companies and in packaging industry.