

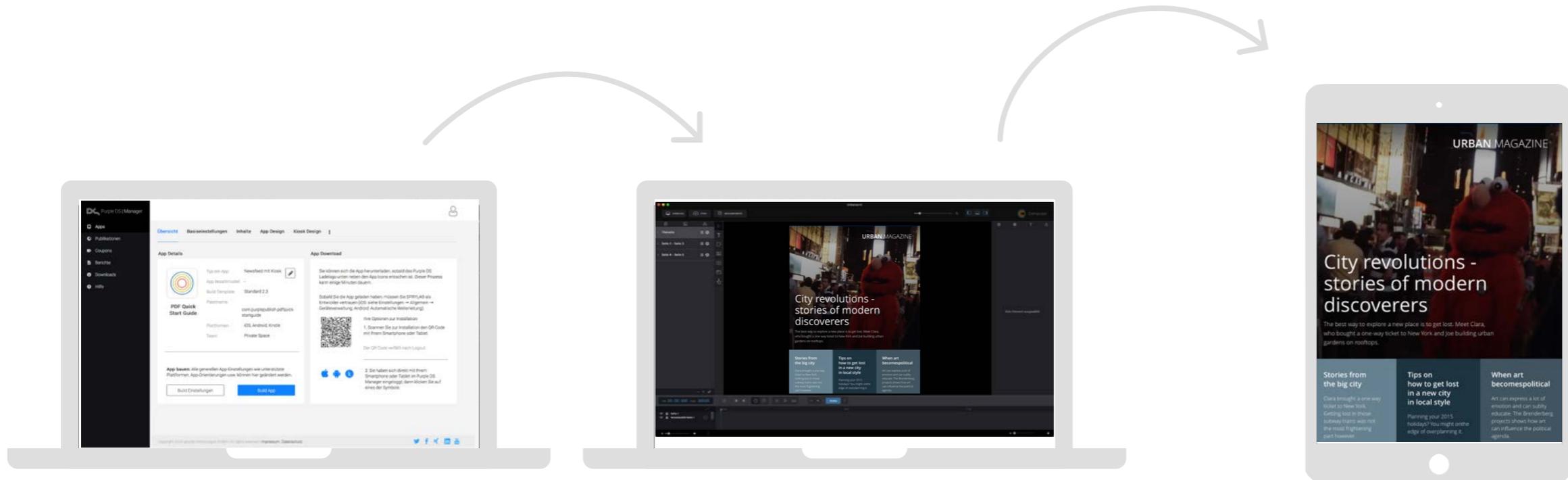
SPRYLAB | Purple DS



Purple DS Quick Start Guide

a universal app from Adobe® InDesign® document

From InDesign® to your own mobile app



Build your app in Purple DS Manager

- Create a native app in 4 steps
- Manage your apps
- Get reports about the app performance
- Create Push events

Create content in Purple DS Composer

- All levels of your InDesign® file are ready for processing
- Enrich your file with dynamic content (animation, videos, etc.)

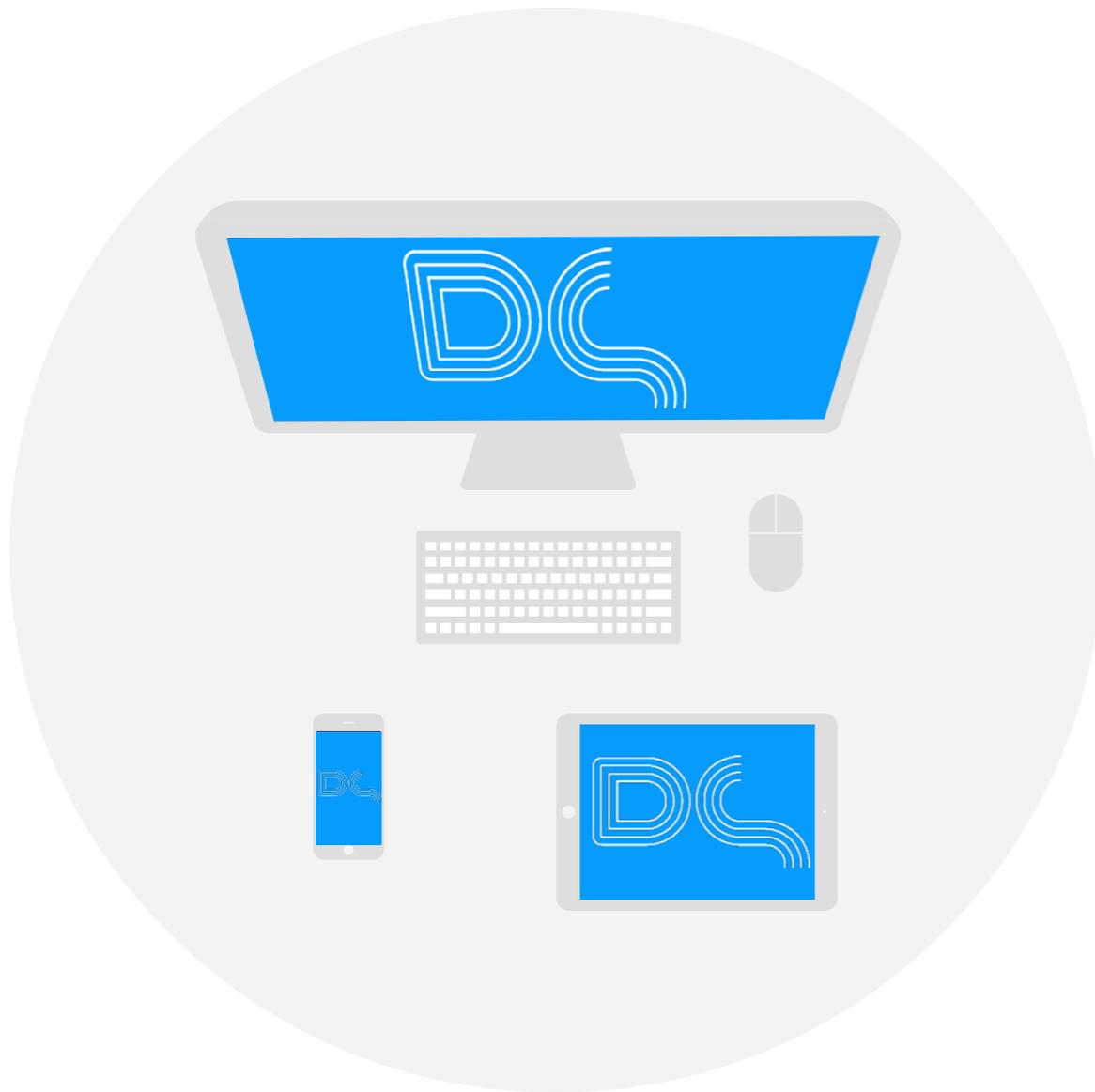
Your App

- Your native app for iOS or Android, for tablets or phones
- Can be updated anytime
- Always know what the user is doing
- Always communicate with the user

What you need for building an app

It is easy to build apps with Purple DS - all you need is:

1. a Mac with OSX 10.10 (Yosemite) or higher
2. an iOS or Android device
3. a Purple DS [account](#)
4. a QR code reader on one of the devices for easy installation (e.g. [QR Code Reader](#)).
5. our Purple DS Composer
6. our demo file folder „InDesign Sample“
↳ You will find all necessary files in our [Starter Kit](#)



Purple DS Quick Start Guide - 3 Parts



Part 1

Set up an account and build your first app



Part 2

Install plug-in for InDesign[®] and import content to Purple DS Composer



Part 3

Enhance your content and upload it in your app

Part 1 - Set up an account and build your first app



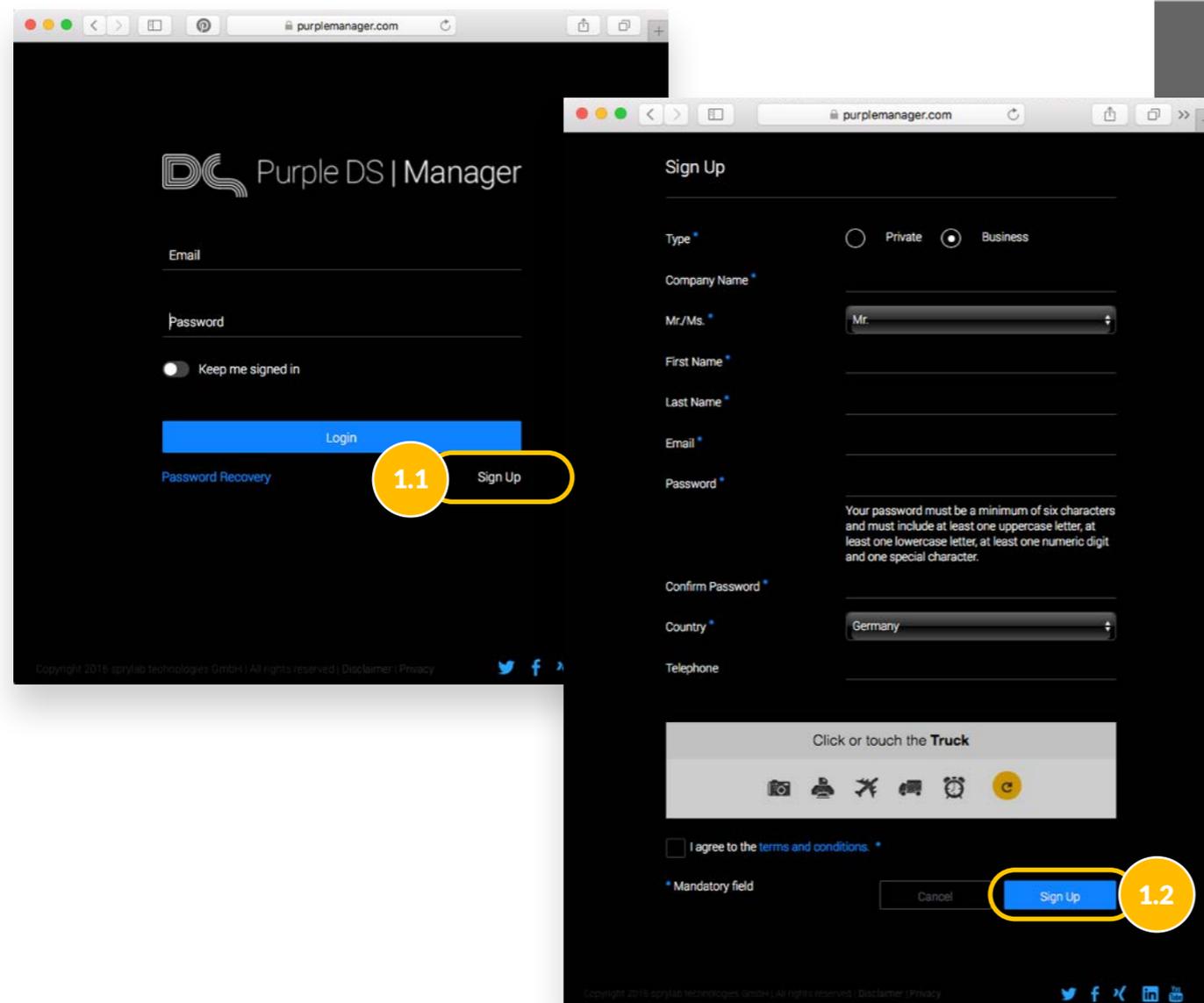
In this section you will learn how to:

- create a Purple DS account
- how to create an app
- about Purple DS Manager
- download the Starter Kit and Purple DS Composer

At the end of the chapter you can start enhancing your content!

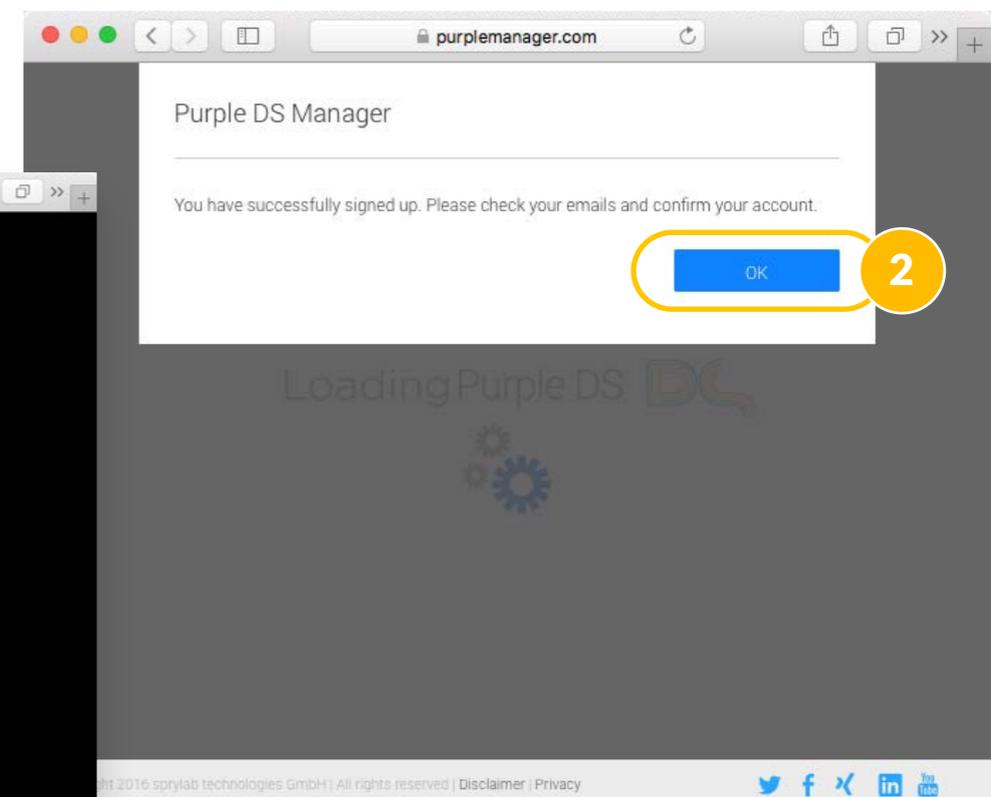
Step 1

Register at
www.purplemanager.com.



Step 2

Click „OK“ to go to the login window.

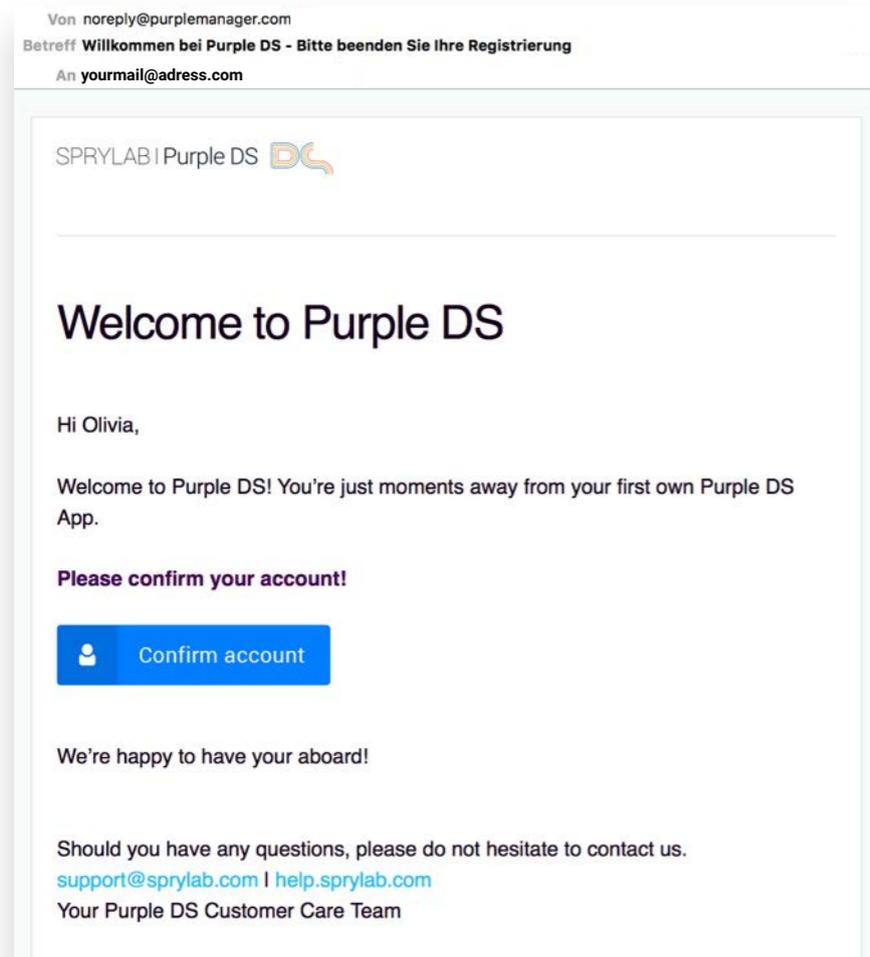


Set up an account and build your first app

Login to Purple DS Manager

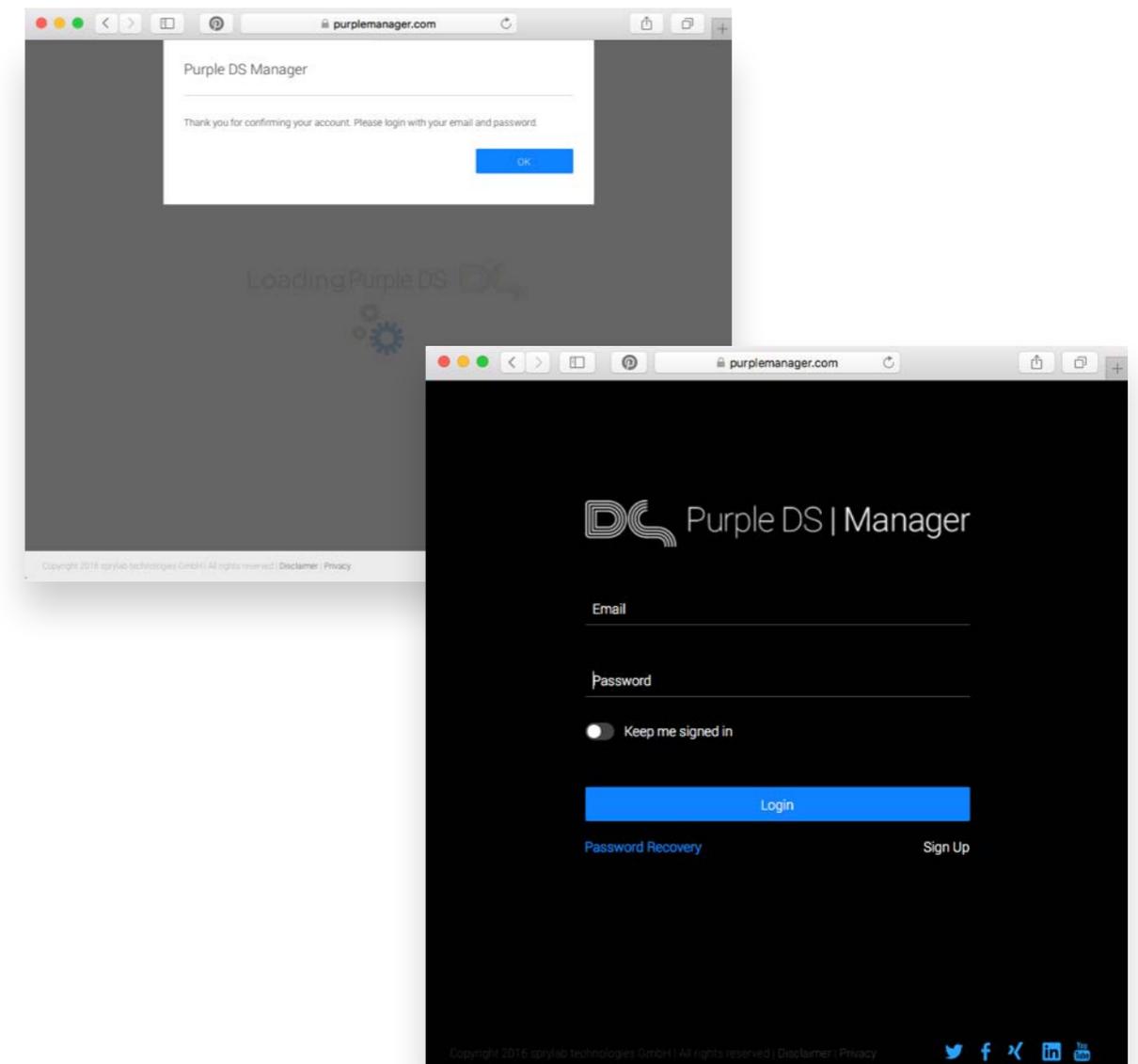
Step 1

Activate your account by clicking on the link in your email.



Step 2

After you have activated your account, log in to Purple DS Manager.

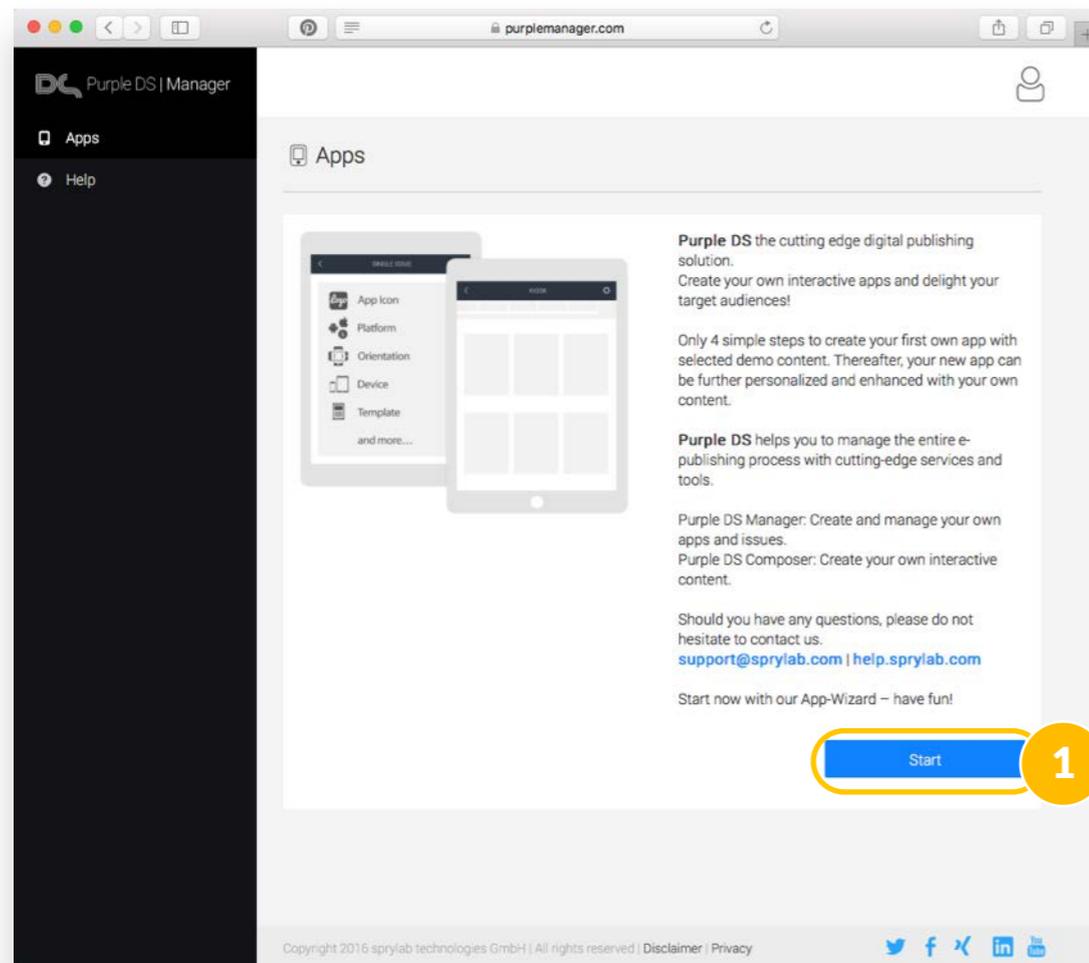


Set up an account and build your first app

App build in 4 steps

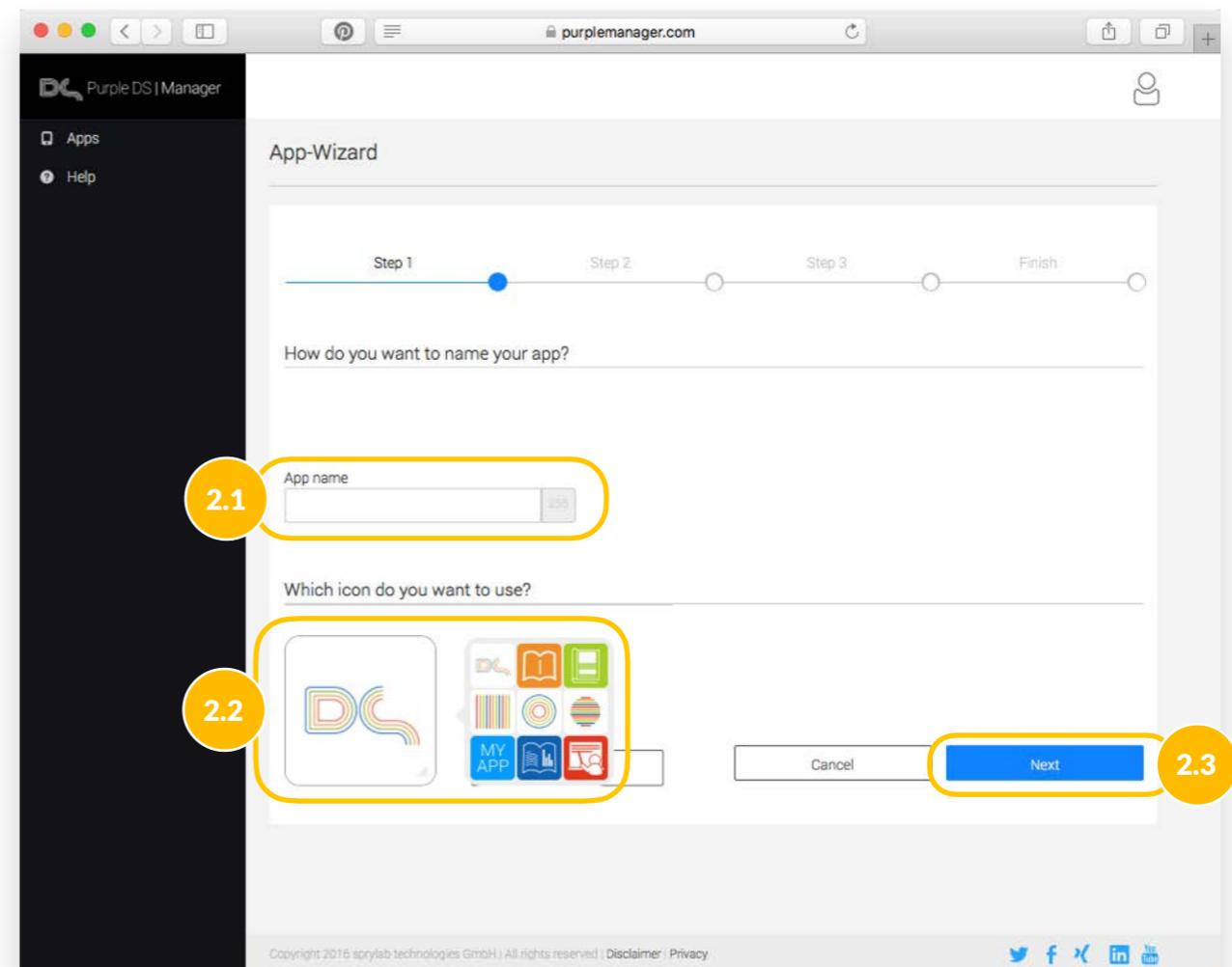
Step 1

Start building your first app.



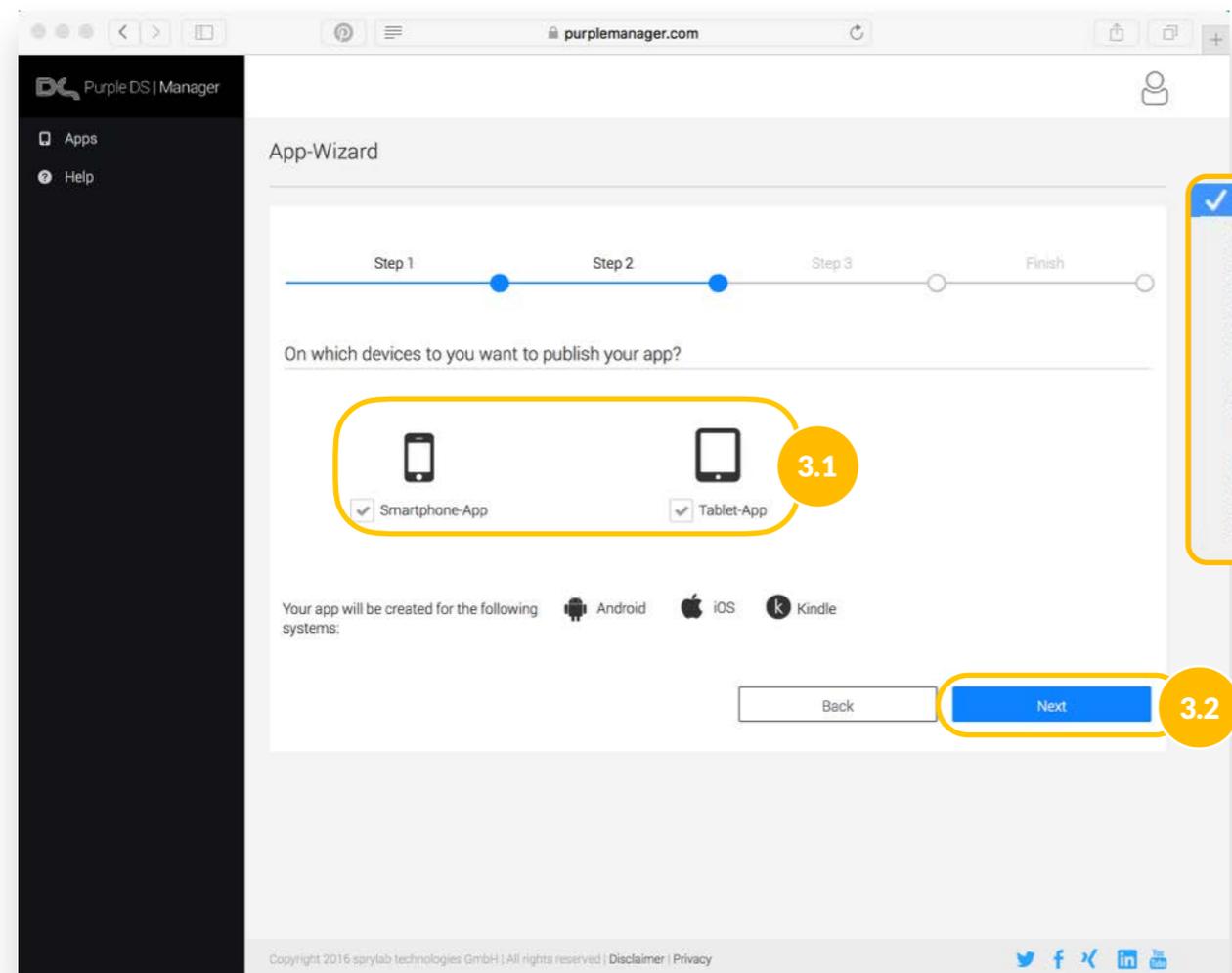
Step 2

First you create an app name. Then click the picture and choose one of our standard app icons. Click „next“ to proceed.



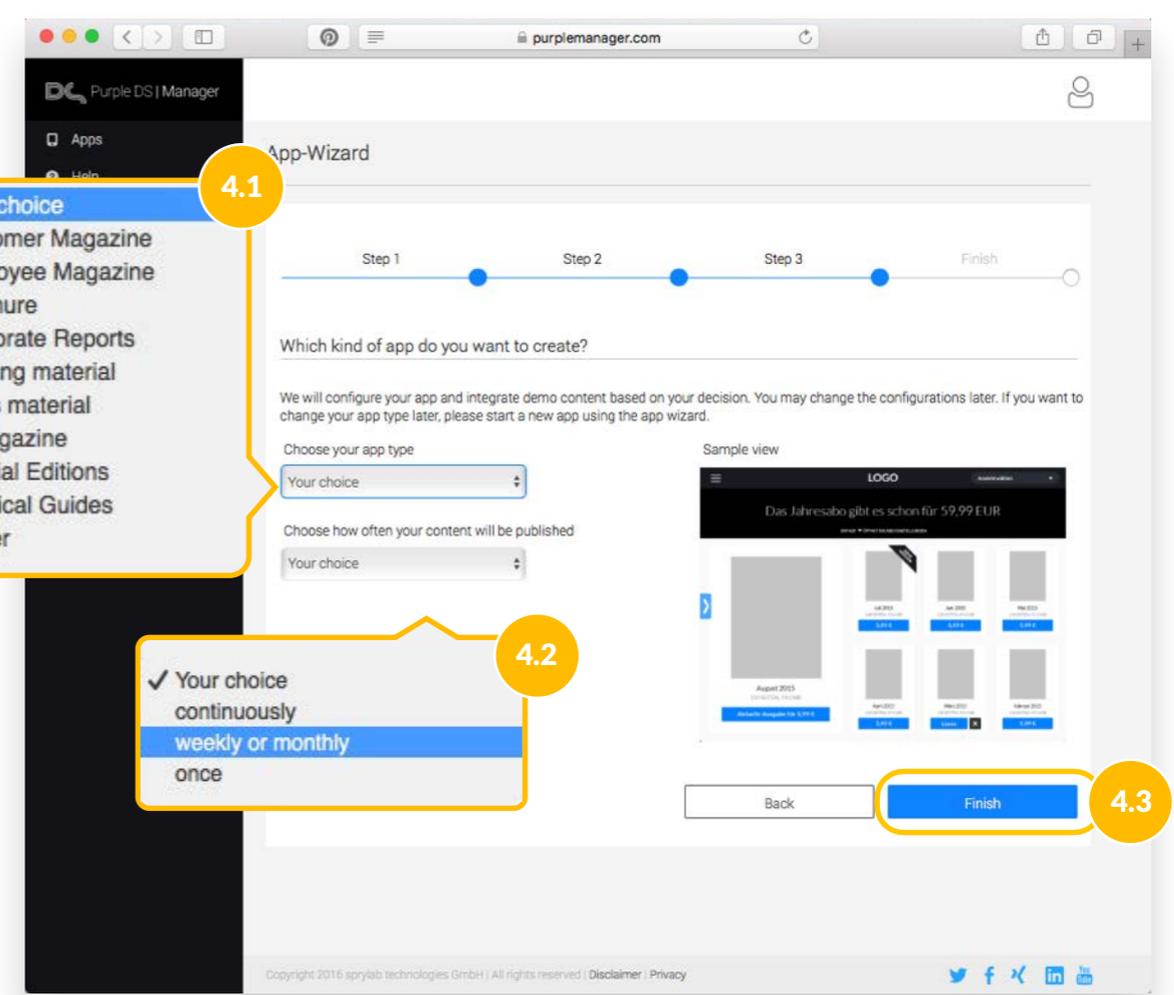
Step 3

Choose the device formats you wish to make available.



Step 4

Choose which type of content you want to publish. Next choose how often your content is to be published. Please choose „weekly or monthly“ and click „Finish“.



Set up an account and build your first app

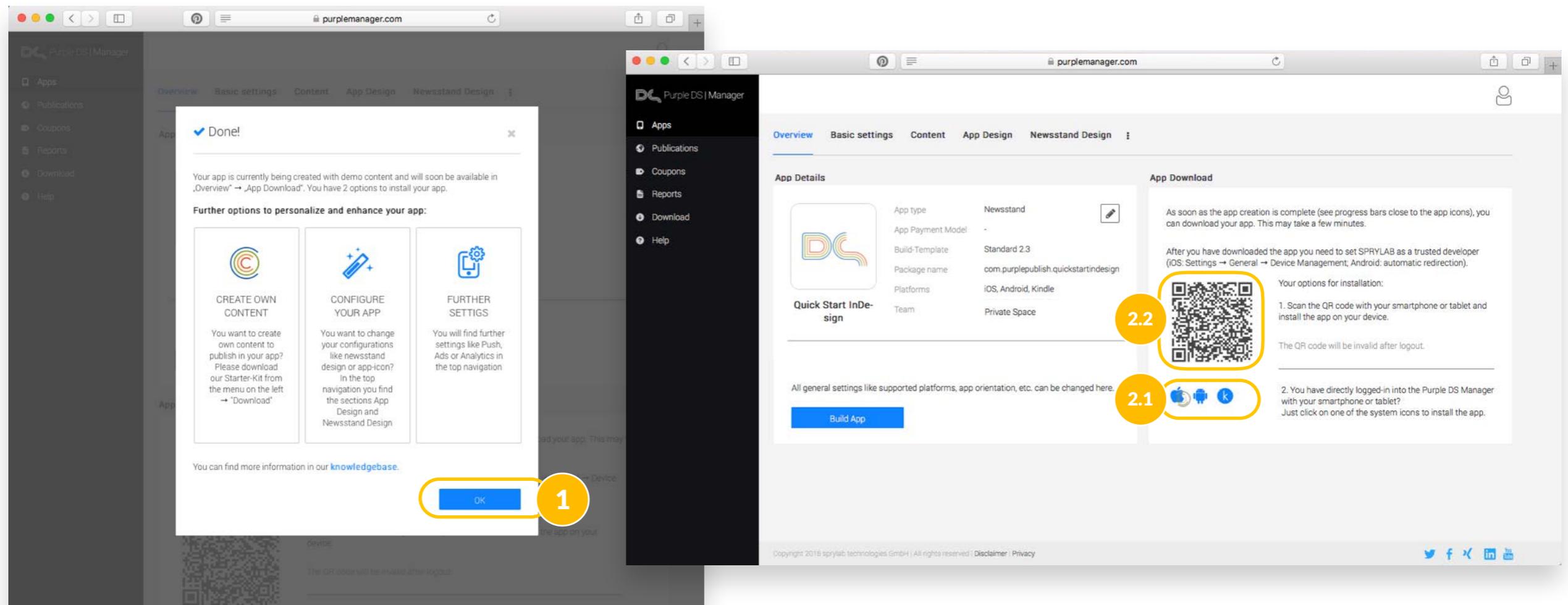
App build - Finish

Step 1

Your app will be built in the background while you get an overview of the possibilities offered by Purple DS Manager.

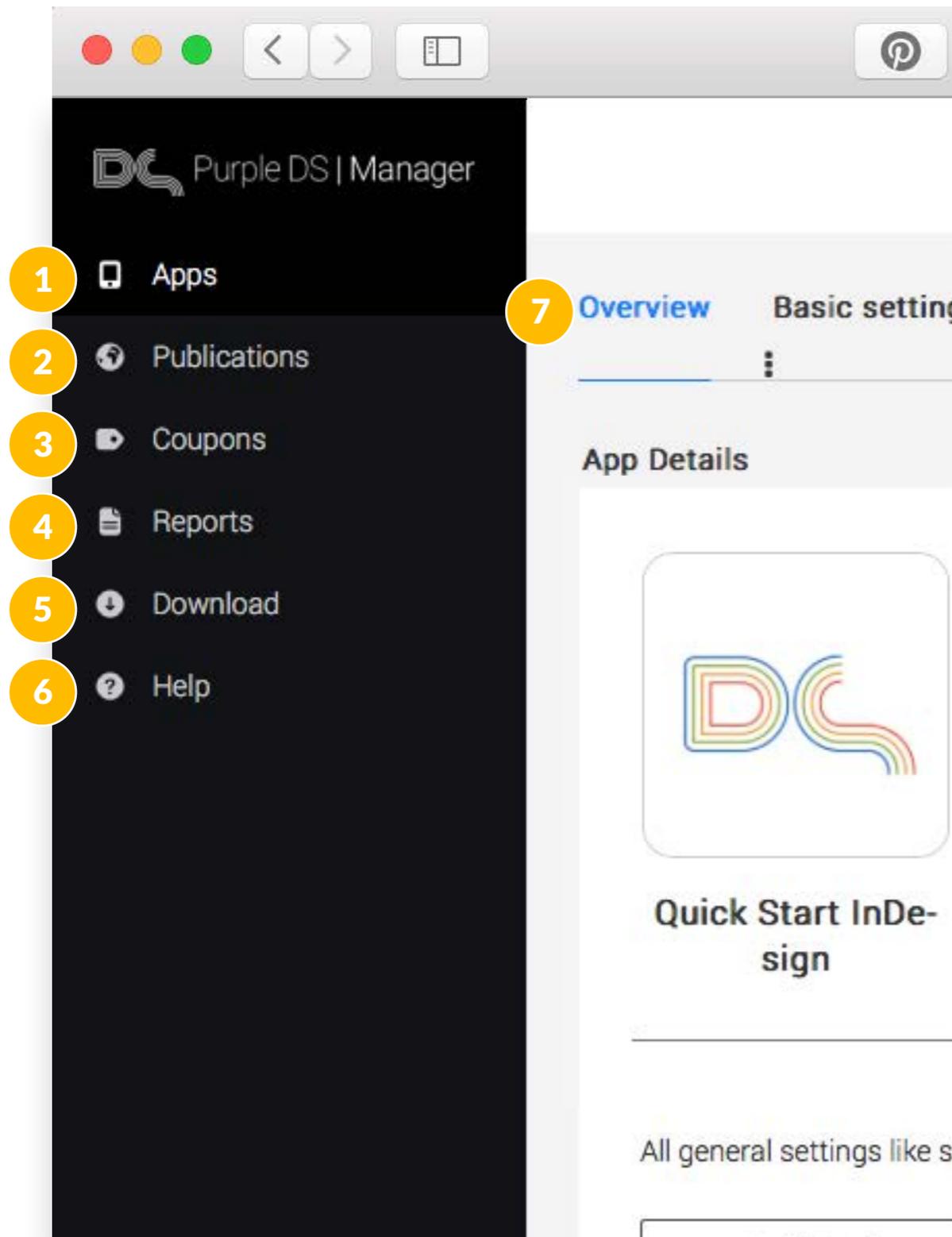
Step 2

When the app build is finished (step 2.1) you can download the app and explore our demo content.



NOTE: If you use a device with iOS 9+ you will get a note that the app is from an untrusted developer because the app isn't from the official app store. Please open the settings menu on your device and change to General/Profiles & Device Management and confirm that you trust the developer.

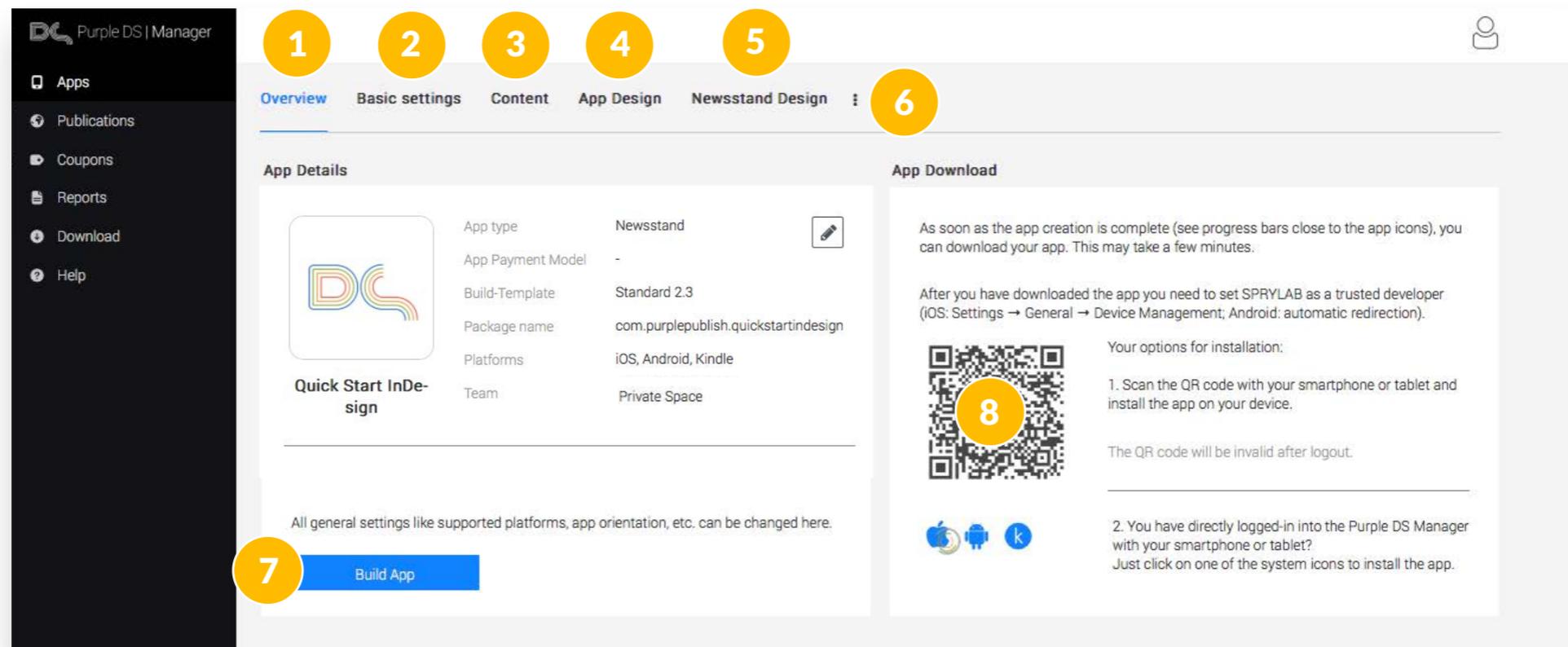
Overview Purple DS Manager



Purple DS Manager helps you to:

1. create new apps and manage existing apps (including your audio and video files)
2. create new publications, assign these to your apps or manage older publications
3. create coupons and assign these to your apps/publications/issues
4. retrieve user behavior reports
5. load current versions of Purple DS Composer and the plugin for Adobe® InDesign® CC2015 and Purple DS Starter Kit
6. use our Knowledge base and helpdesk
7. navigate a menu for all settings of a chosen app (see more on the [following page](#))

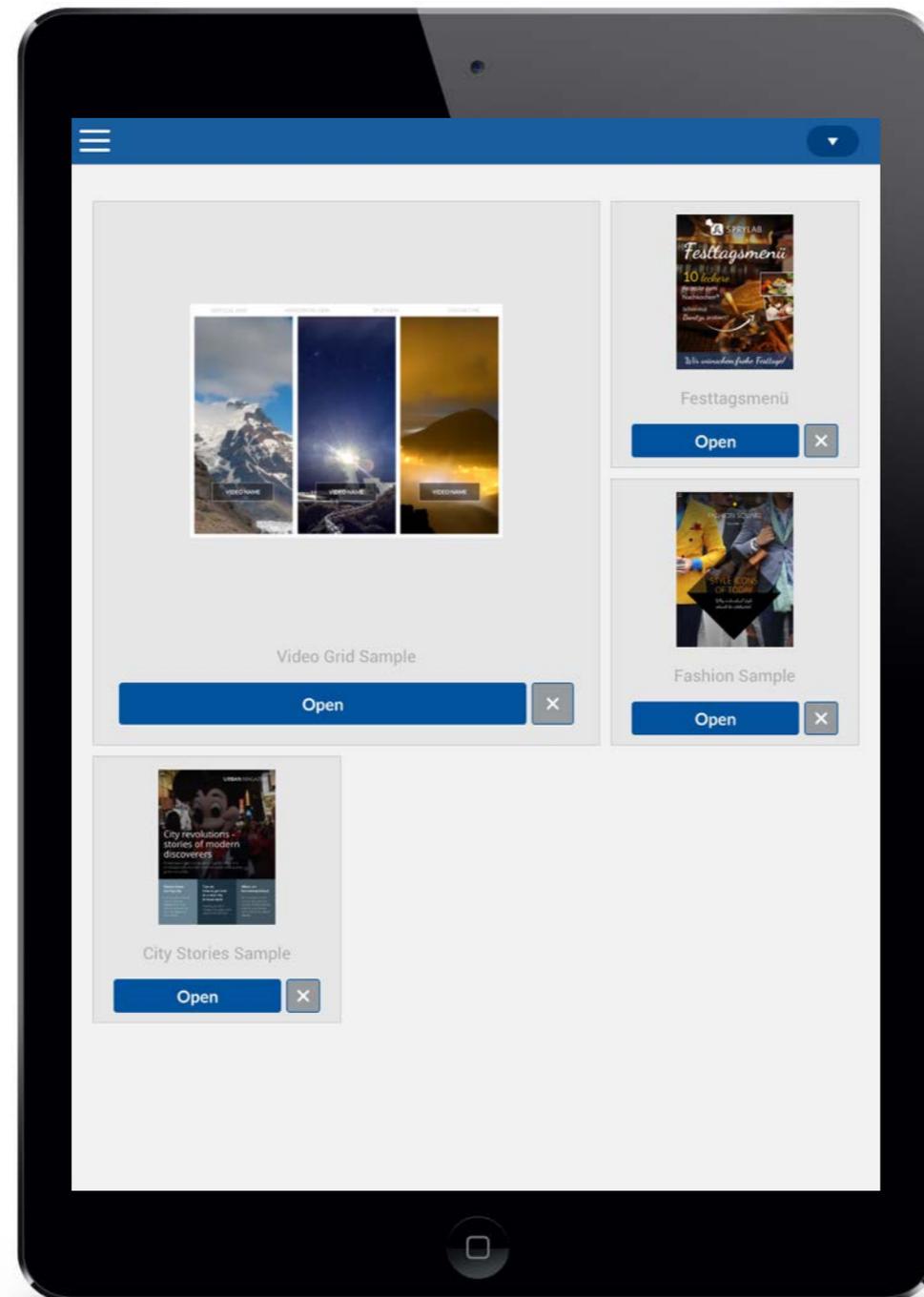
Purple DS Manager - Overview app details



1. App Details like app icon, app name, technical details
2. Customization of technical details like Page Orientation, Content Fit strategy, feedback e-mail etc.
3. Index and management of publications and issues in the app
4. Customization of the app icon, upload of your own font types (*only* .ttf), sharing and color settings
5. Customization of the app newsstand, e.g. indication of information about issues or publications, search settings and more color settings
6. Extended menu for sharing, dynamic app content, push, ads, analytics und transactions
7. Start App Build, to implement settings changes you've made to the app or newsstand design
8. QR Code to download the app on your mobile device so that you can easily view and test your content

Explorer our demo content

You can open the app on your device and discover our samples for digital magazines.



Part 2 - Install plug-in for InDesign® and import content to Purple DS Composer



In this section you will learn:

- how to install Purple DS Composer
- how to install Purple DS InDesign® Plug-in for CC 20215 or CS 6
- how to import content in Purple DS Composer

At the end of the chapter you will start to create the content for your first app!

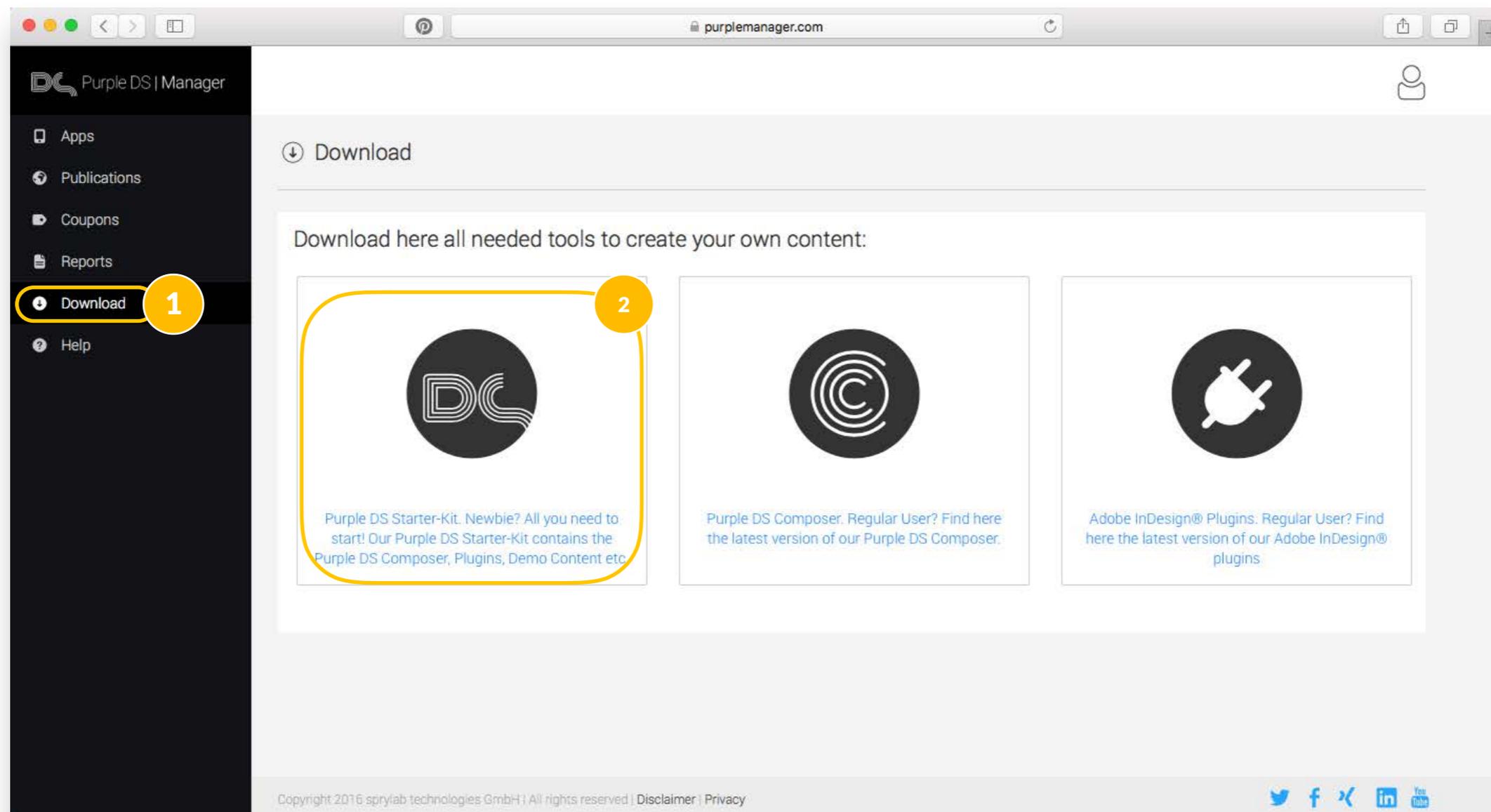
Download Purple DS Composer

Step 1

Please select „Downloads“.

Step 2

Please download Purple DS Starter Kit which includes Purple DS Composer and the demo content.

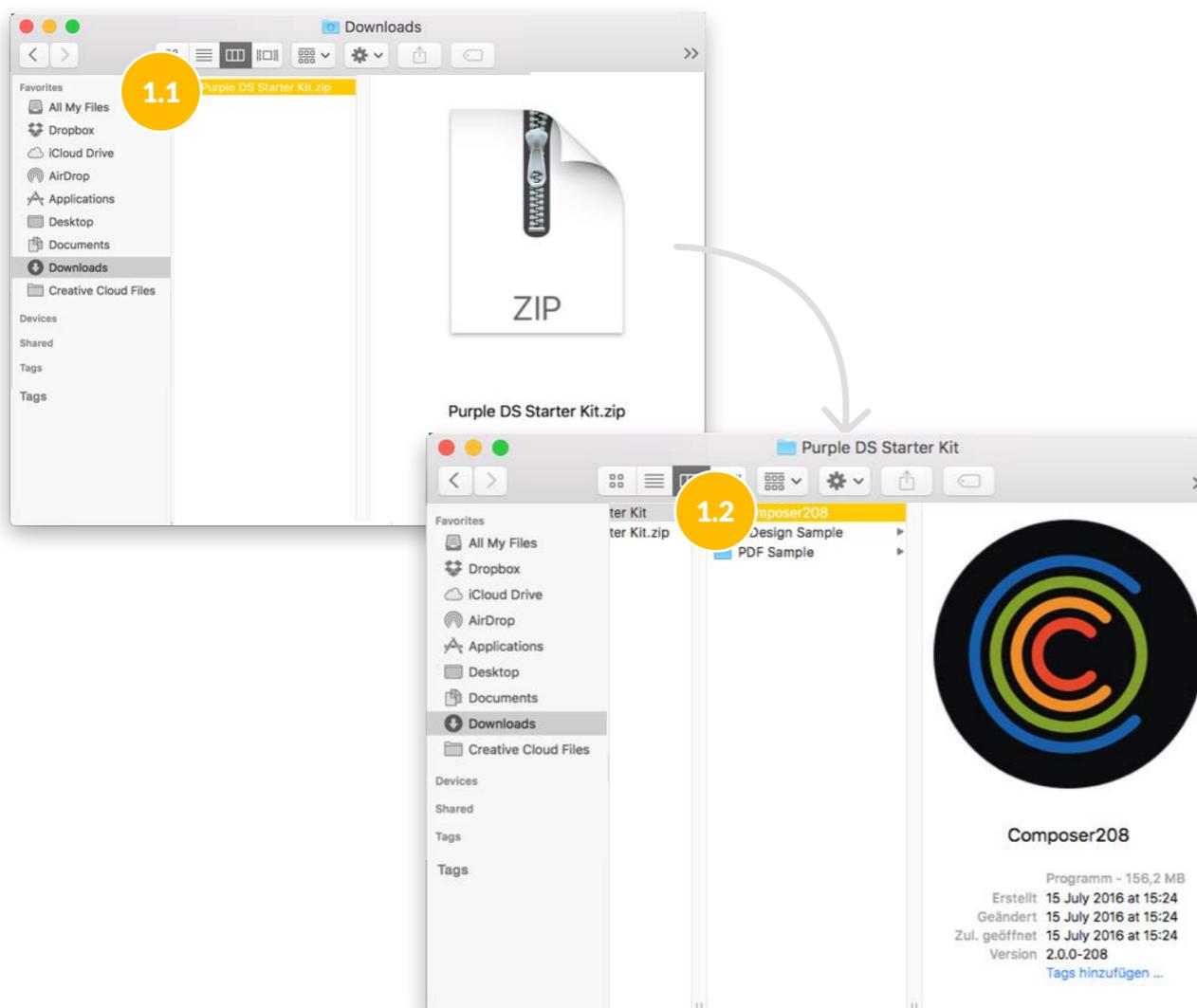


Install / Open Purple DS Composer

Step 1

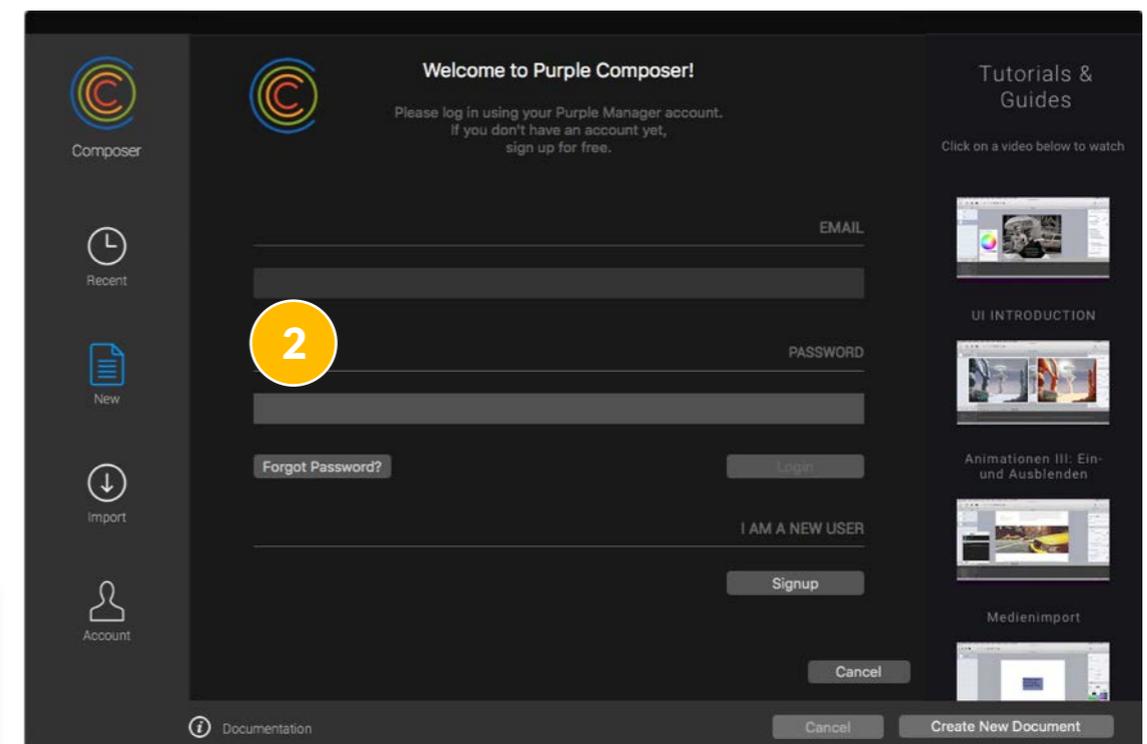
After downloading Purple DS Starter Kit, you will find it in your Downloads folder.

Double-click on the Purple DS Starter Kit.zip file and open Purple DS Composer by right-clicking on the file.



Step 2

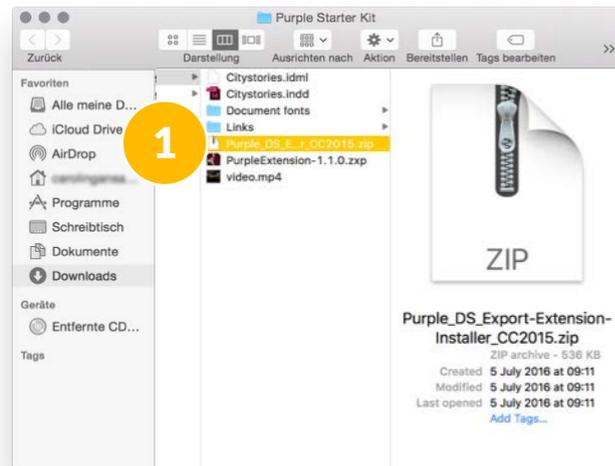
Please log-in with the same data you used before (see page 6).



Purple DS Plug-in for Adobe® InDesign® CC2015 - Unpack the installer

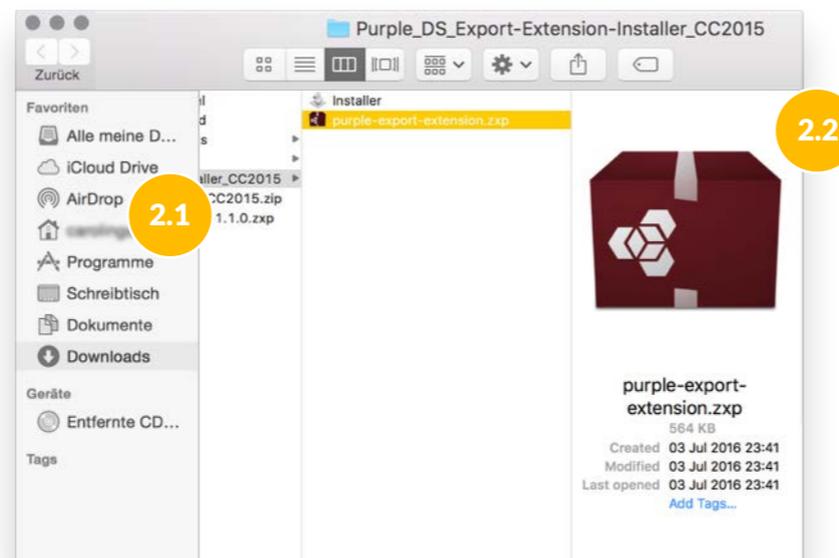
Step 1

Unpack the file
„Purple_DS_Export-Extension-
Installer_CC2015.zip“.



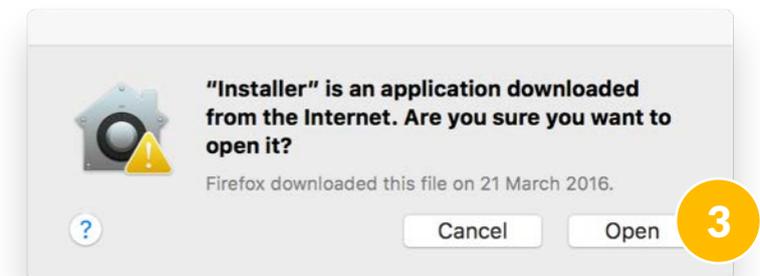
Step 2

Change to the folder and select
„Installer“. Open it with a right
click.



Step 3

Confirm the following pop-up
with „Open“.



! If there is another pop-up displayed please check the steps on the following page.

Note: If you use Adobe® InDesign® in the version CS 6 please follow the steps on [page 19](#).

Purple DS Plug-in for Adobe® InDesign® CC2015 - Security request



If you get a warning dialog because of an app of an unidentified developer please follow [these steps provided by Apple](#).

If you try to open an app that is not registered with Apple by an identified developer you get a warning dialog. This doesn't necessarily mean that something's wrong with the app.

To override your security settings and open the app anyway:

- 1. In the Finder, locate the app you want to open.
(Don't use Launchpad to do this. Launchpad doesn't allow you to access the shortcut menu.)*
- 2. Press the Control key and click the app icon, then choose Open from the shortcut menu.*
- 3. Click Open.*
- 4. The app is saved as an exception to your security settings, and you can open it in the future by double-clicking it just as you can any registered app.*

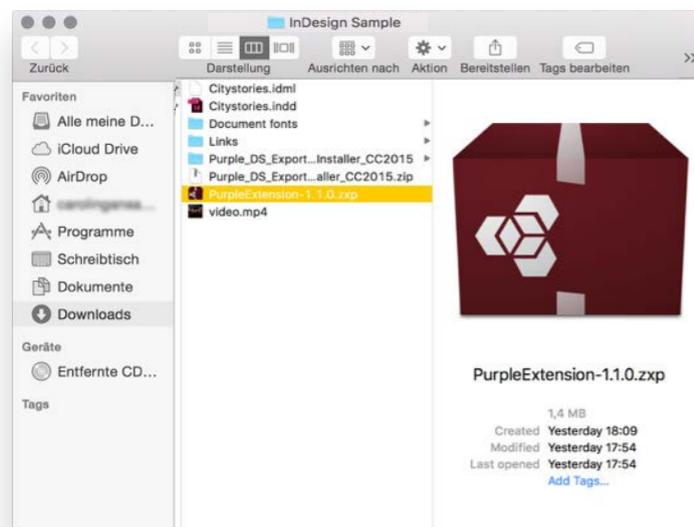
Note: Another way to grant an exception for a blocked app is to click the "Open Anyway" button on the Security pane of System Preferences. This button is available for about an hour after you try to open the app.

To open this pane, choose Apple menu > System Preferences, then click Security & Privacy.

Purple DS Plug-in for Adobe® InDesign® CS 6 - Installation

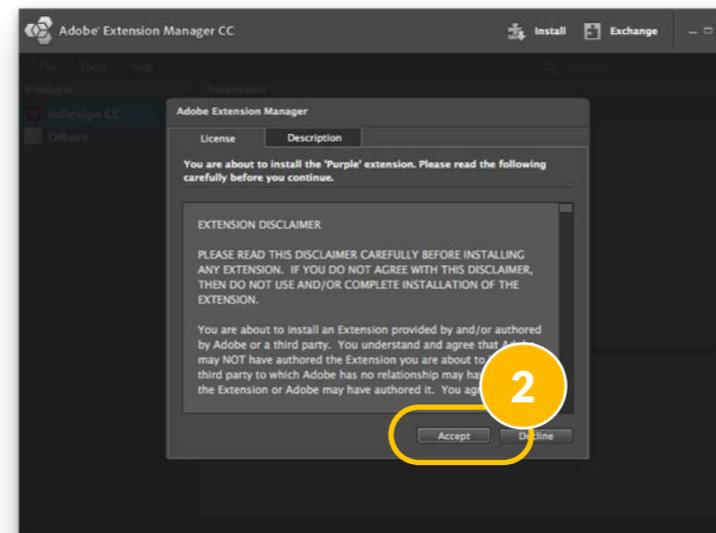
Step 1

Unpack the file „PurpleExtension-1.1.0.zxp“.



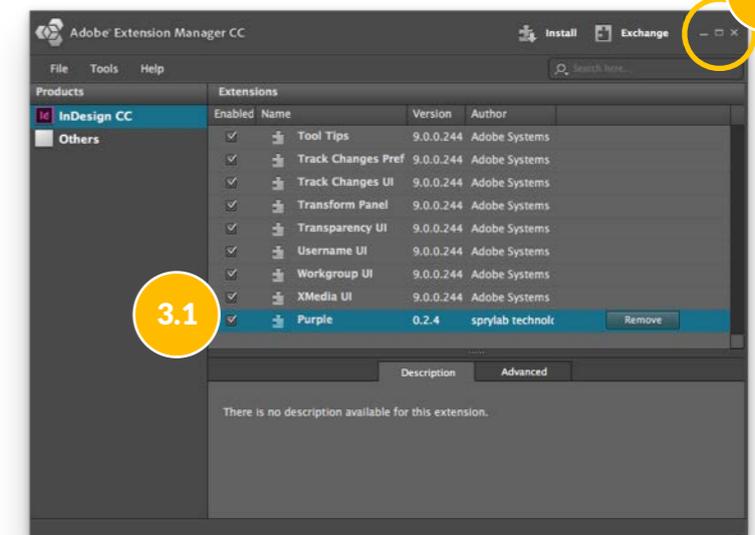
Step 2

Follow the instructions in the Adobe® Extension Manager setup dialog box.



Step 3

The installed Purple Extension for InDesign® CS 6. Close the windows after the installation.

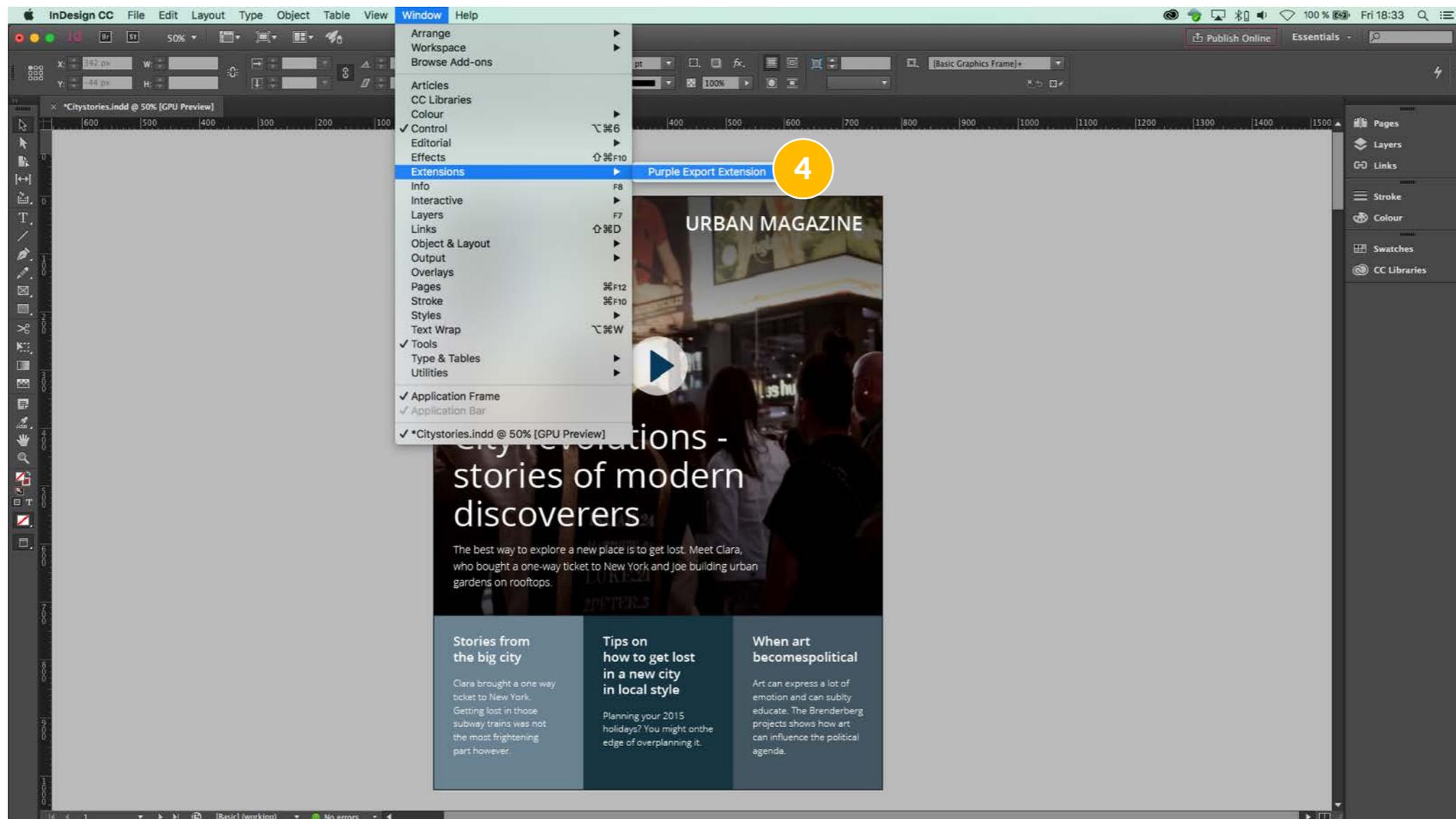


Note: If you use Adobe® InDesign® in the version CC2015 please follow the steps on [page 17](#).

Purple DS Plug-in for Adobe® InDesign® - Open the Purple Extension in InDesign®

Step 4

You will find „Purple Export Extension“ in the menu „Window/Extensions“

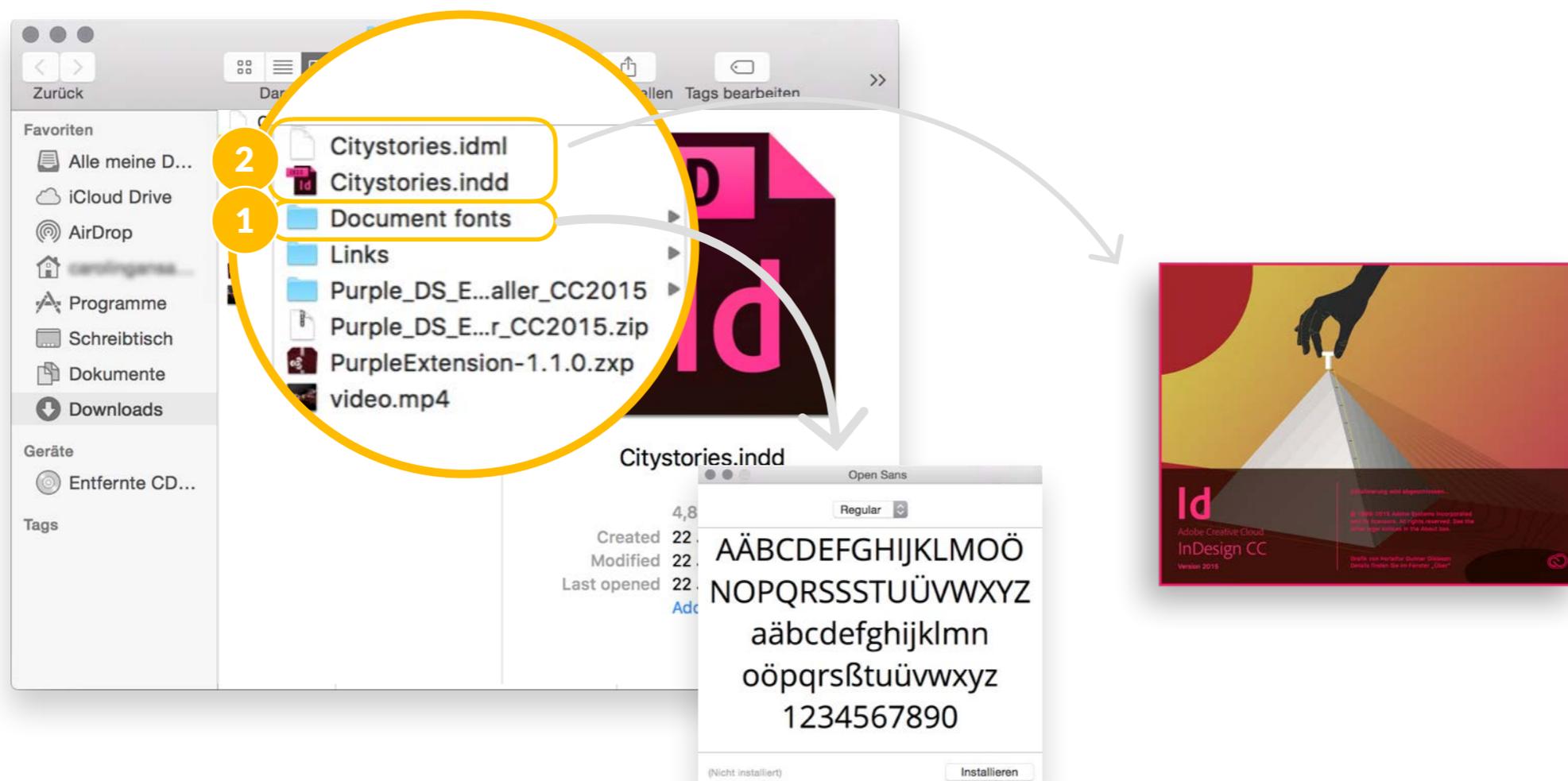


Step 1

In the Starter Kit you will find the folder “InDesign Sample”. Install the fonts used in the app from the folder „Document fonts“.

Step 2

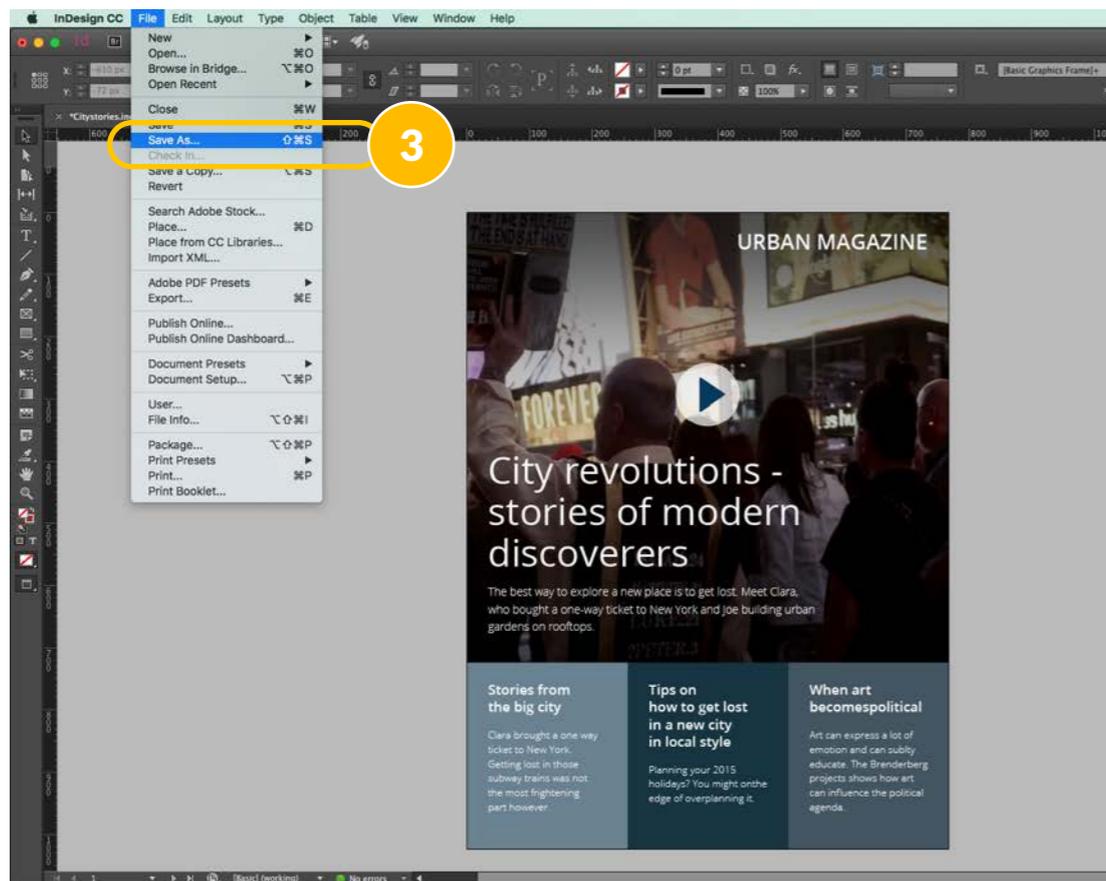
Then select „Citystories.indd“ (CC 2015) or “Citystories.idml” (CS 6) to open in Adobe® InDesign®.



Import Adobe® InDesign® document - Export from InDesign®

Step 3

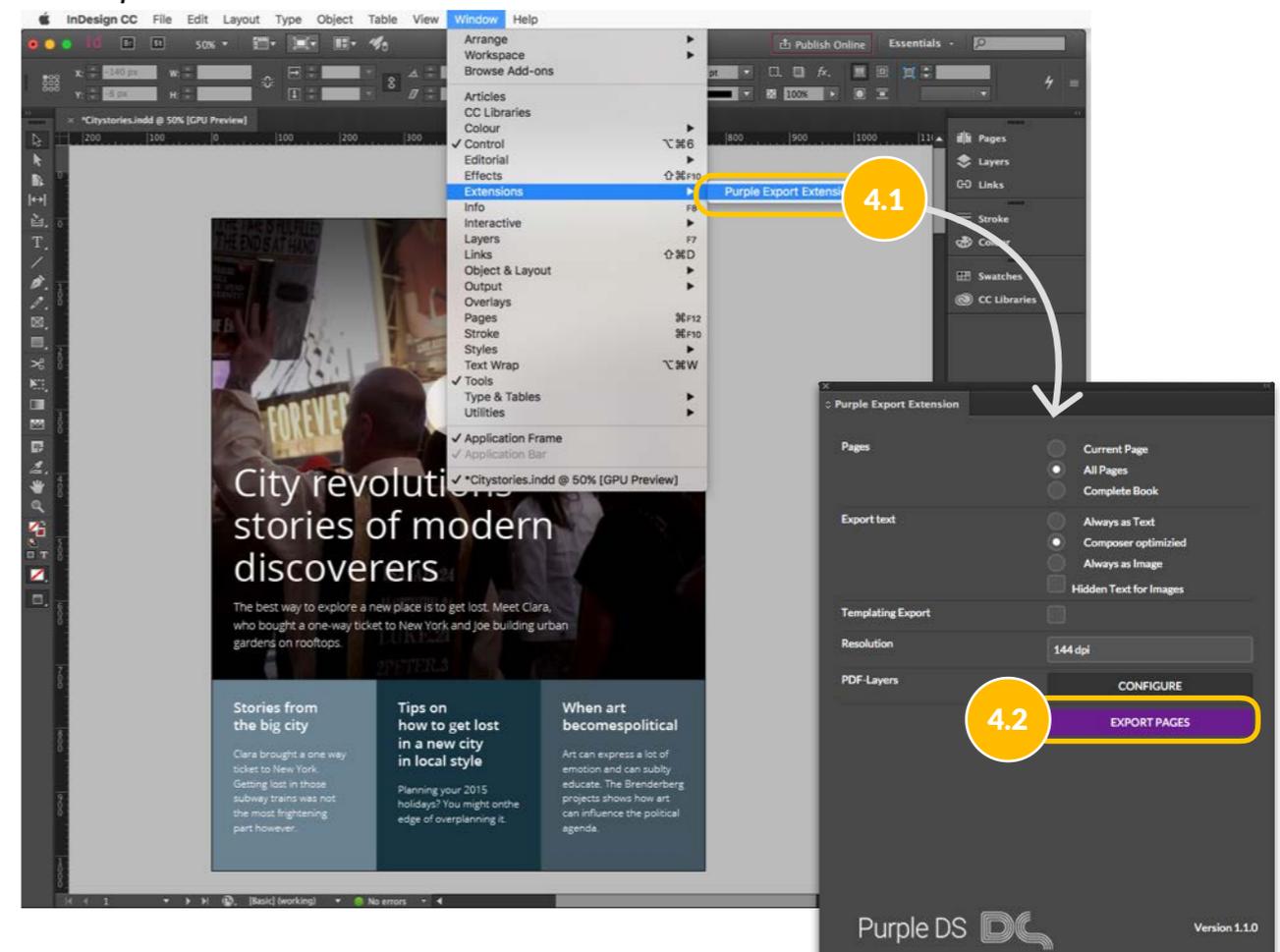
After you have opened the content in InDesign®, save it to folder “Purple DS Starter Kit”.



Step 4

Open the Purple Export Extension in Window/Extensions, in order to export the content to the Purple Composer in the next step.

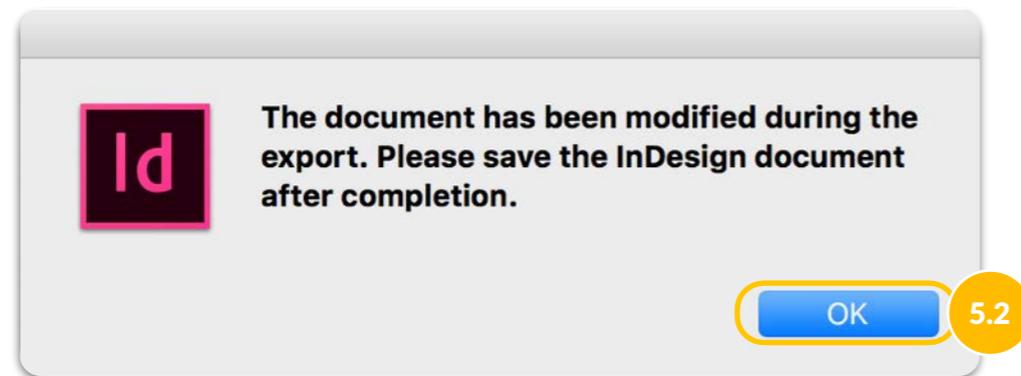
Before exporting please dissolve all groups so all elements will have a separate layer in Purple DS Composer.



Import Adobe® InDesign® document - Open in Purple DS Composer

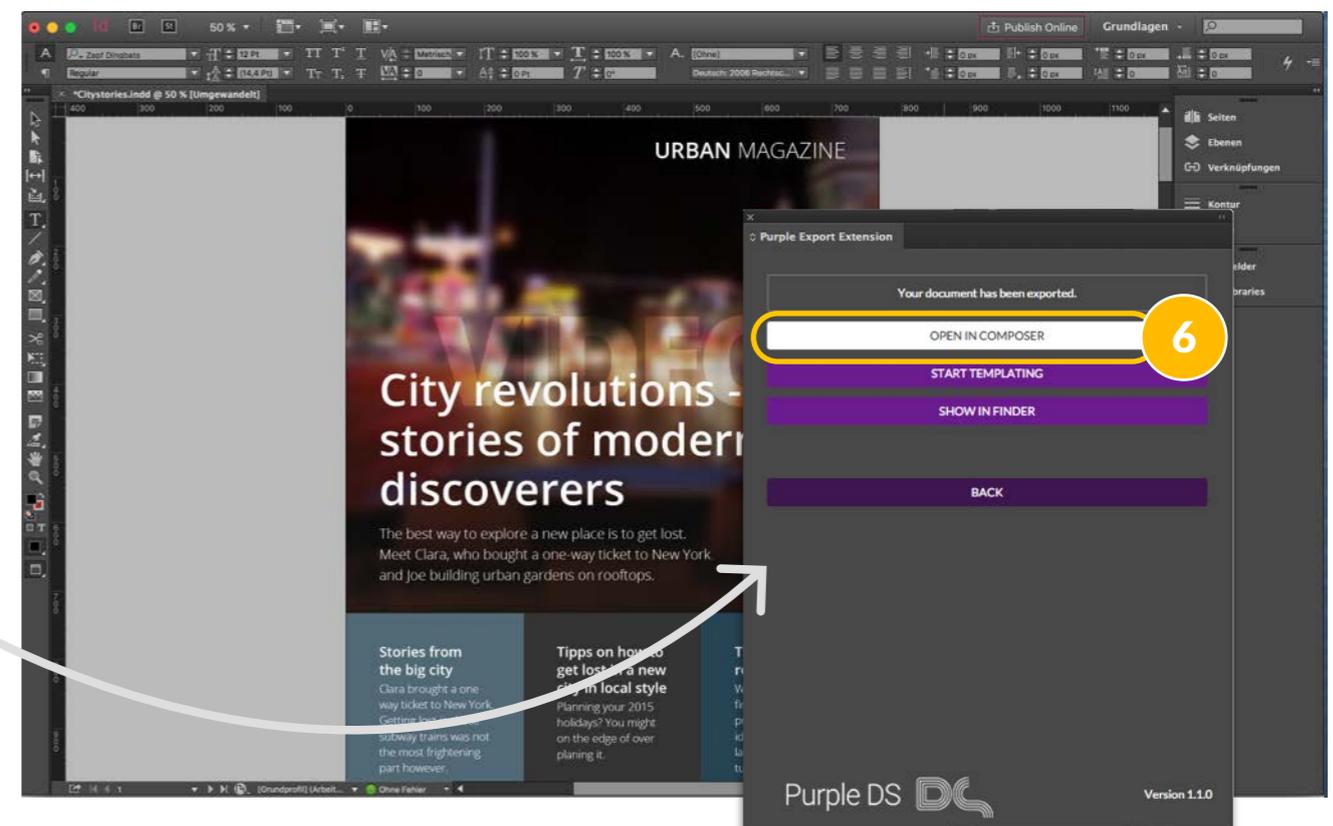
Step 5

By exporting the document the InDesign® file will be modified. Please save the new version of the InDesign® document.



Step 6

Open the exported document in Purple DS Composer by clicking „Open in Composer“.



Part 3 - Enhance your content und upload it in your app

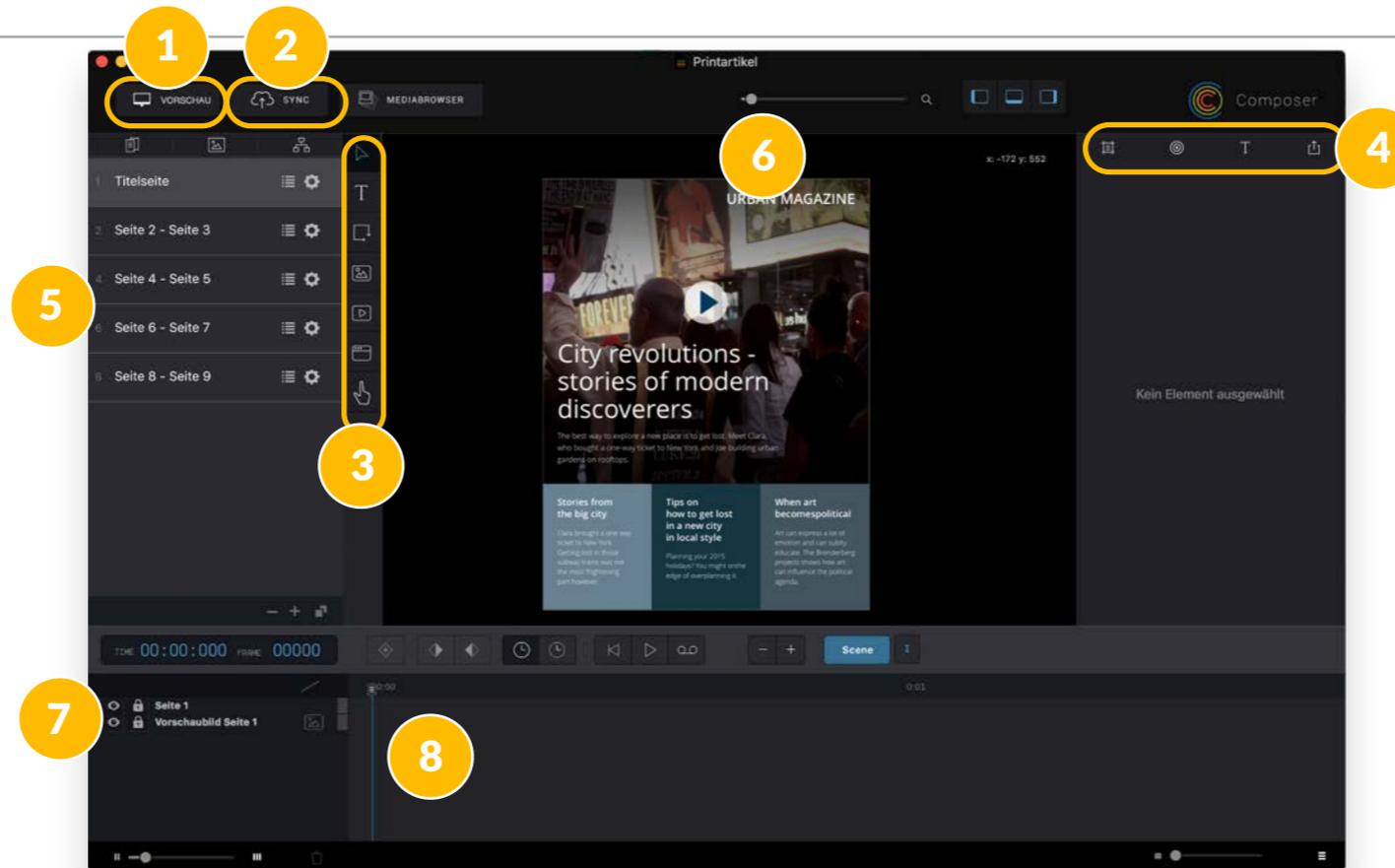


In this section you will learn:

- how the Purple DS Composer user interface is built
- how to change page settings
- how to embed a video
- how to link the imported content to a web page or e-mail address
- how to upload content into your app

At the end of the chapter you will create and publish the content for your first app!

Purple DS Composer user interface set-up



1. The **preview** function simulates the display on a mobile device.
2. **Sync** button, to upload the finished project into your app.
3. The **toolbar**, select, text, rectangle, image, video, web view and touch area.
4. The **inspector**- here you set the element properties such as position, size, color, etc.
5. The **page list**- overview of all pages in the document and control of page info and settings (“gear”).
6. The **stage**- your workspace where you place all elements.
7. The **layer list** displays all the elements. The elements that are on top overlay the elements that are below.
8. The **timeline**. Here you can animate your elements.

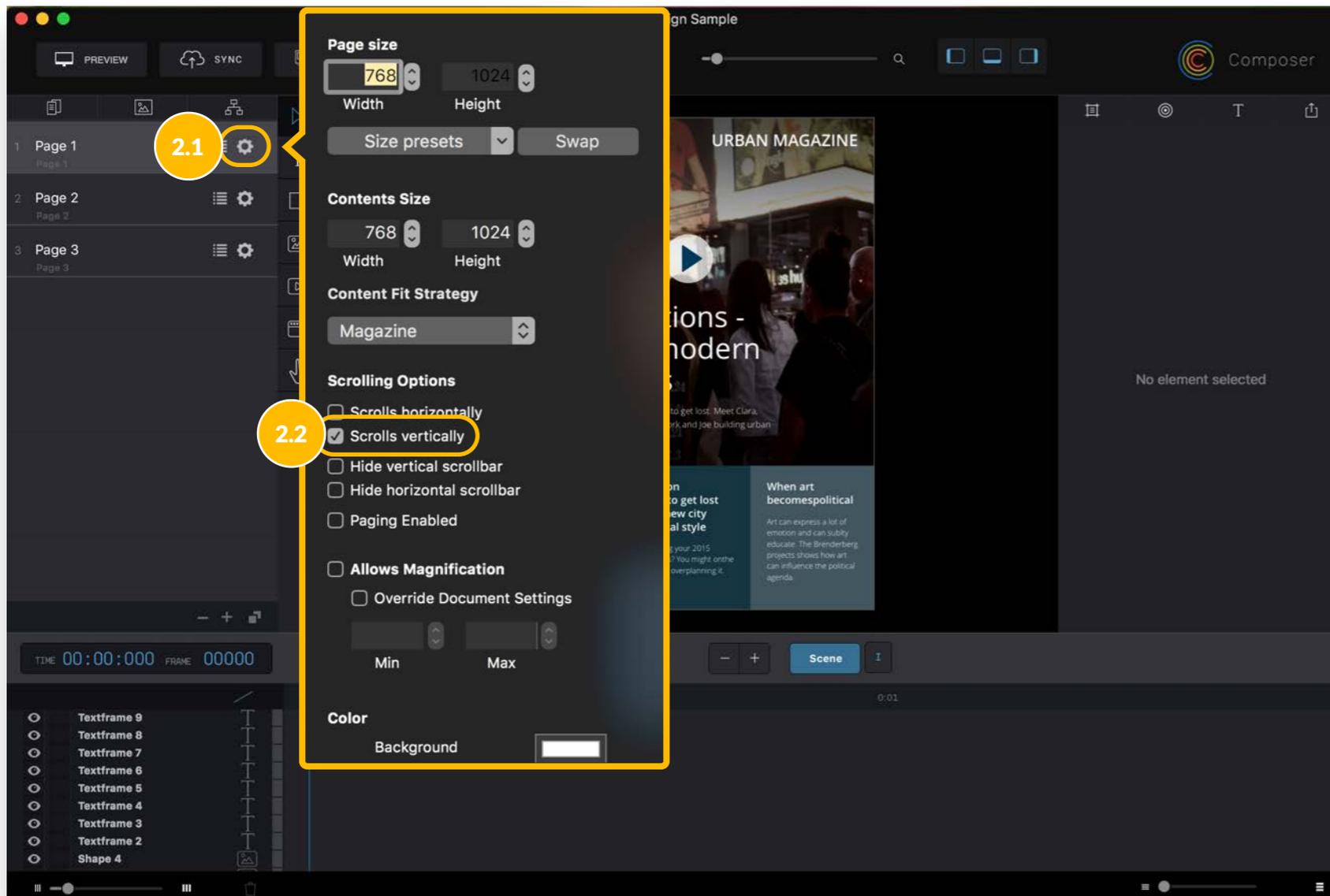
Pages - Scroll settings

Step 1

Save your project in the folder “Purple DS Starter Kit” under “InDesign Sample.purpleproj”.

Step 2

The scrolling function is set in the page properties on the left side of the screen and activated *individually* for every page.



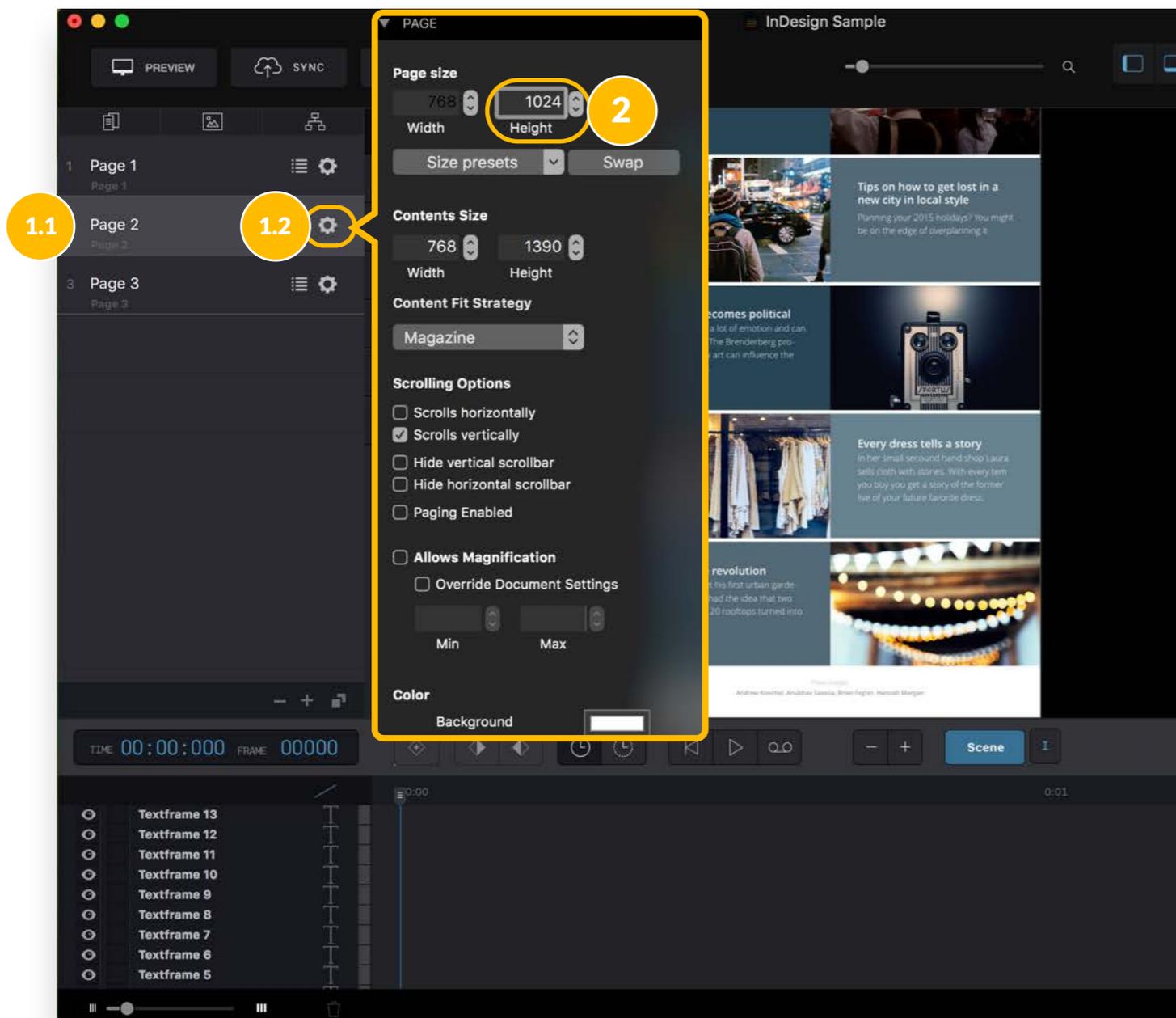
Click on the gear icon next to “Page 1” to open the dialogue for page properties.

In “Scrolling Options” select “Scrolls vertically”.

Repeat these steps for pages 2 and 3.

Pages - Adjust page length

The pages in this magazine are of different lengths. Scrolling works only if the page size (size of display of mobile device) is different to content size. That means the content size has to be larger than page size. After importing, the adjustments can be made in page properties.



Step 1

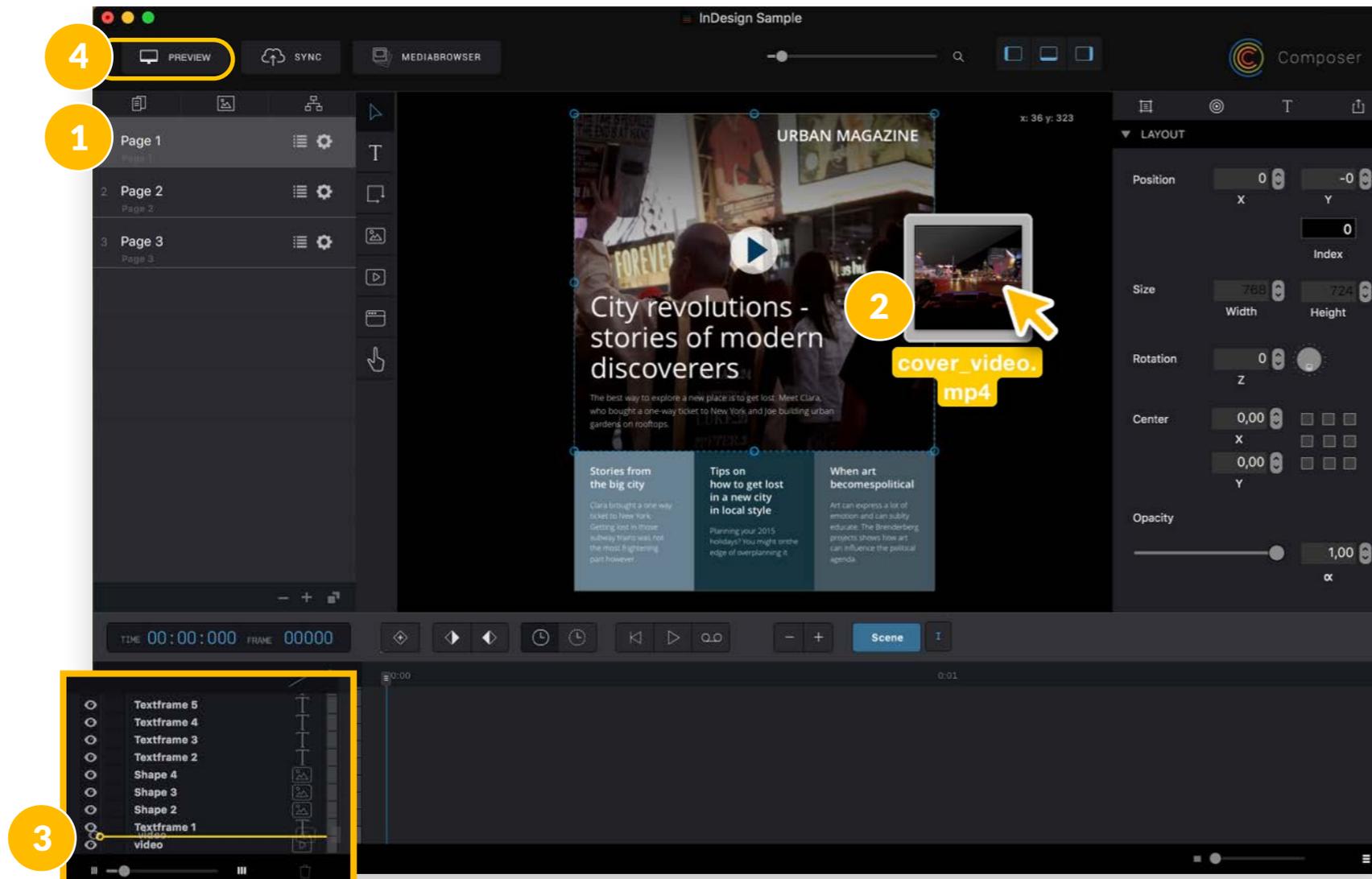
Change to page 2. Click on the gear icon to open the dialogue for page properties.

Step 2

In “Content Size” adjust the height of page 2 to 1024 px, and repeat this step for page 3. The page size is equal to the display size of an iPad (768*1024 px). On other devices the magazine will use the full width of the display and the rest will be scaled accordingly. Scrolling will give access to all parts of the page.

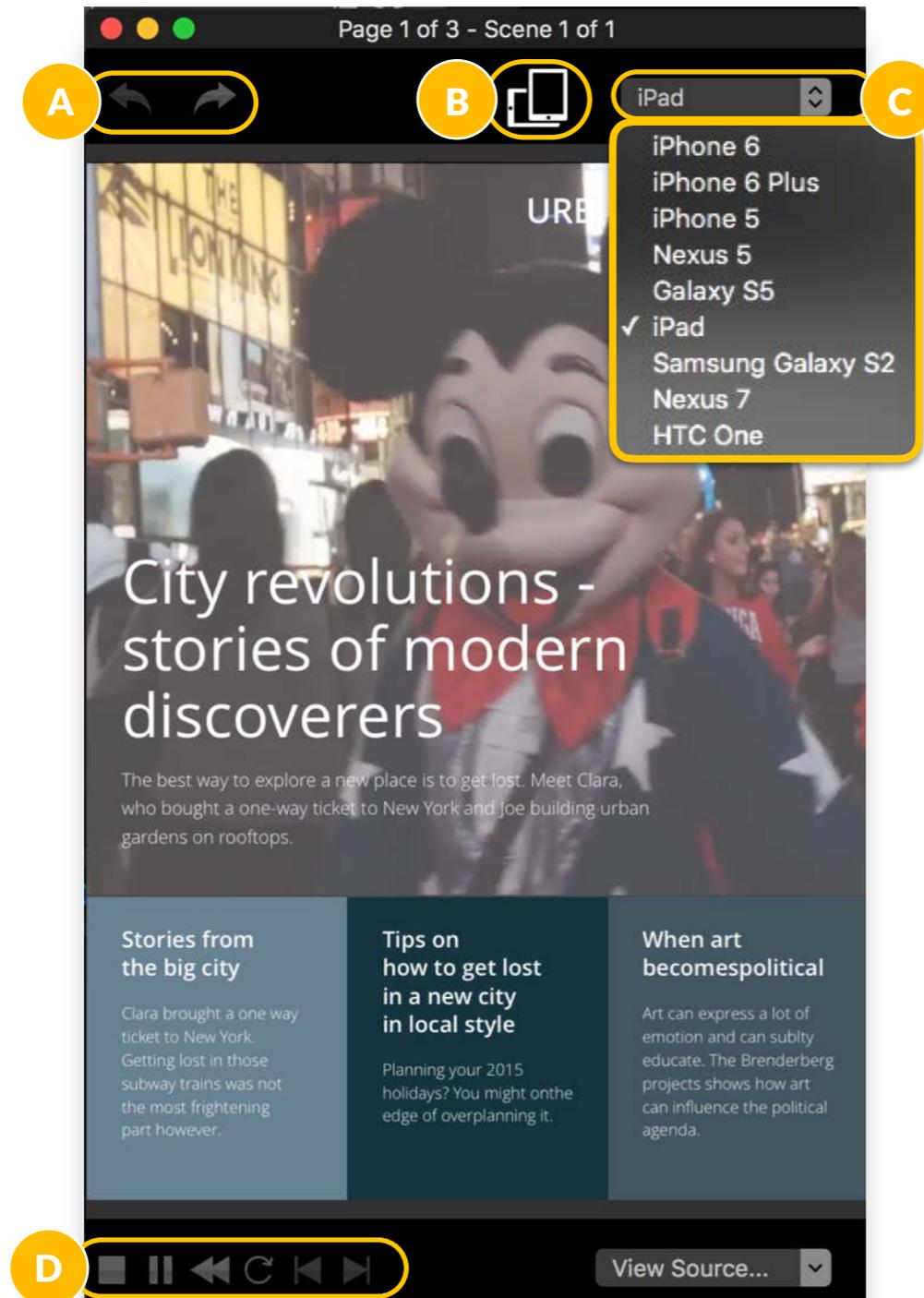
Embed video - drag the required assets to the stage

Embed a video in your document in just four steps. The video starts automatically as soon as the user opens this page.



1. Go to „Page 1” of your project.
2. Drag the video „cover_video.mp4” from the downloaded starter kit onto the stage.
3. Place the video as header media on top of the picture and adjust the size of the video to replace the picture.
4. Click on “Preview”, in order to inspect your page and the video in the device simulation.

Preview function



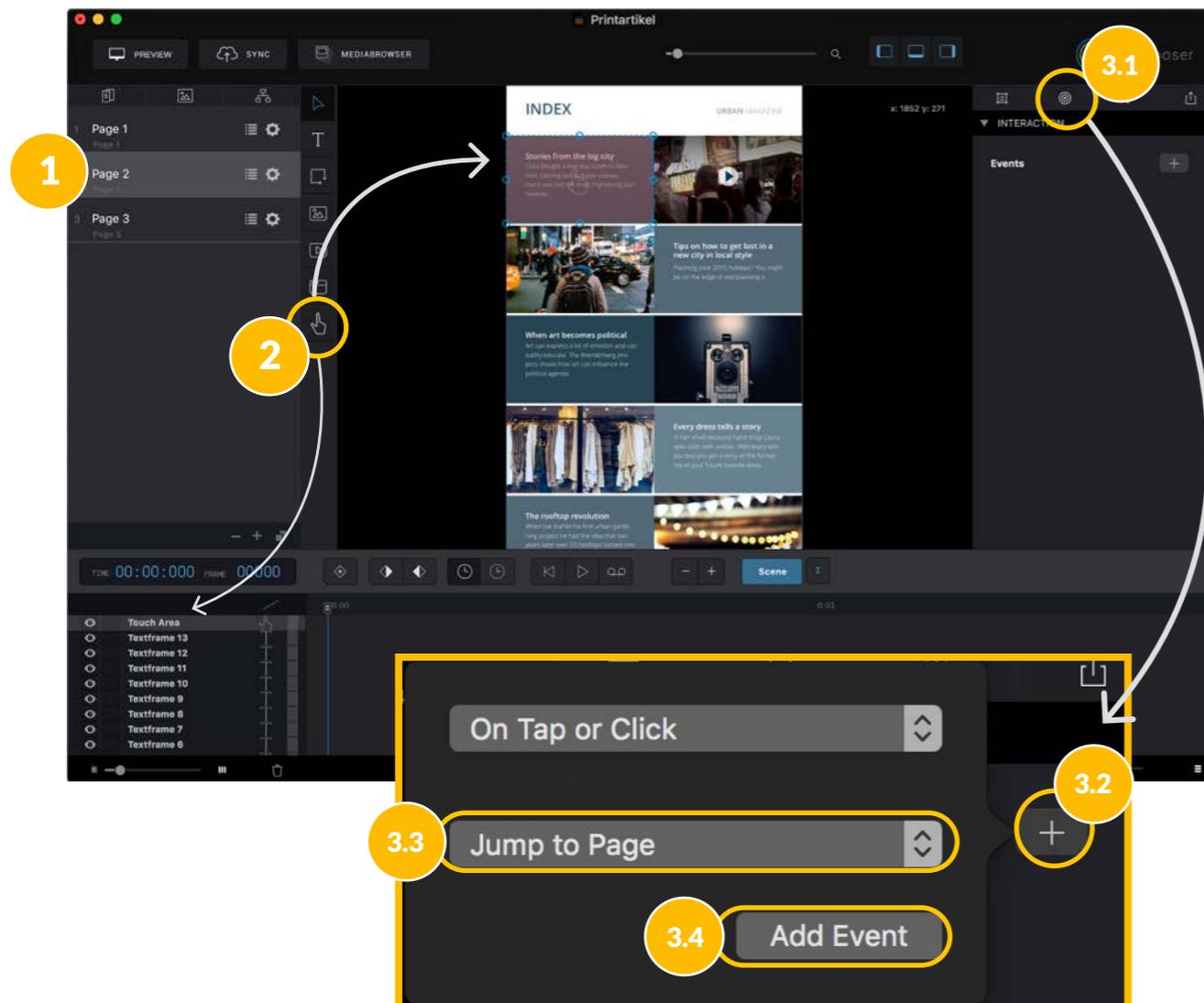
The preview version will open in a separate window and simulate the magazine issue on a smart device with all the effects that you have created.

Menus in preview window

- A. Jump one page back and forth
- B. Change page orientation between landscape and portrait
- C. Select device type that will be simulated
- D. Control animations on the page

Enhance your content and upload it in your app

Add a Link - Create touch area



In three steps you create a touch area. It is invisible in the app. When you click on it on event will be triggered. In the sample it will be a jump from the index to the next page to the article.

Step 1

Go to the second page of the magazine.

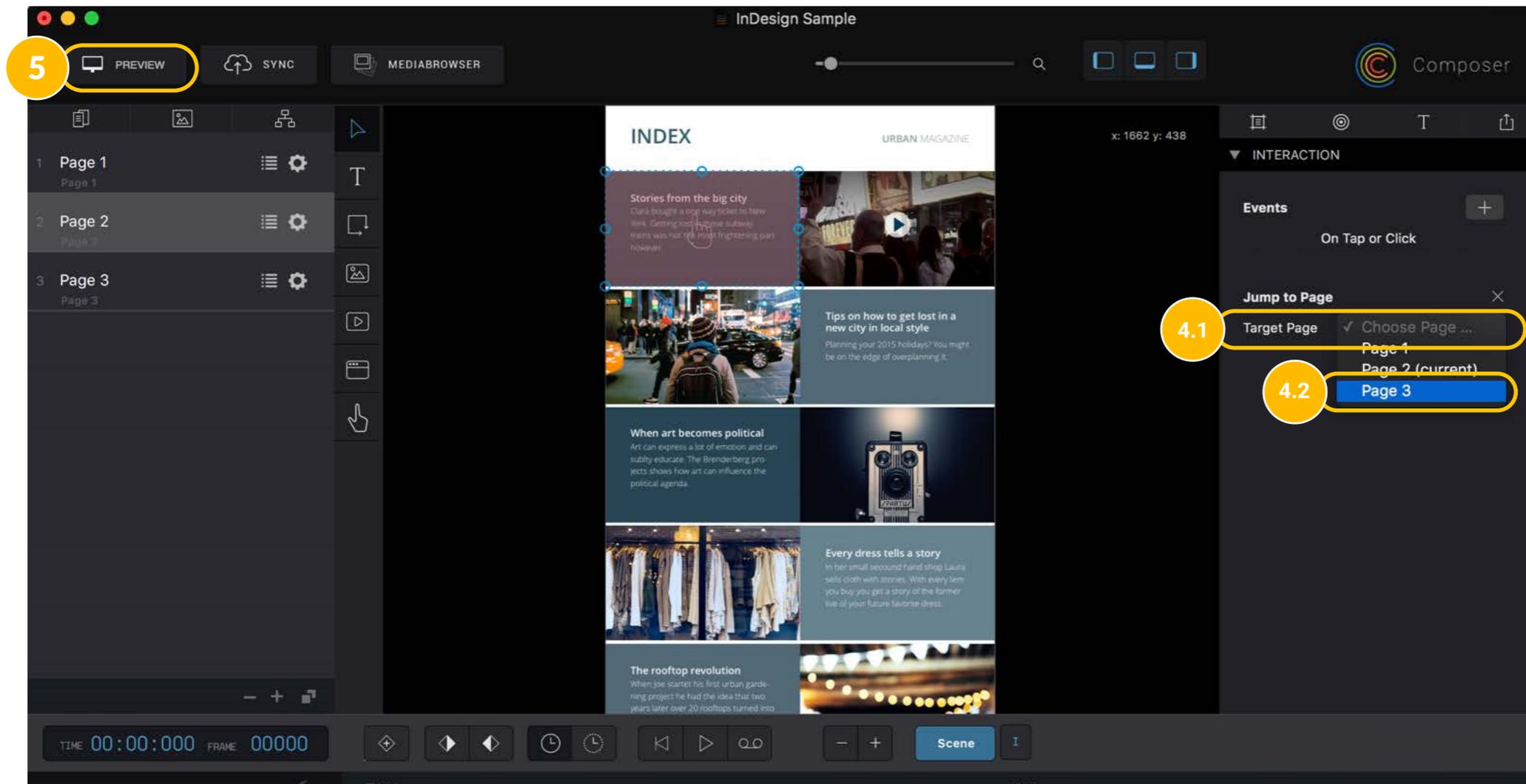
Step 2

Create a touch area (red rectangle) with the hand symbol in the toolbar left of the stage. Drag it on the text in the upper left corner of the index.

Step 3

Click on the red area to select it. Go to widget properties in the Inspector on the right side (circle symbol) and add the event "On Tap or Click" and select "Jump to page".

Add a Link - Insert target



Step 4

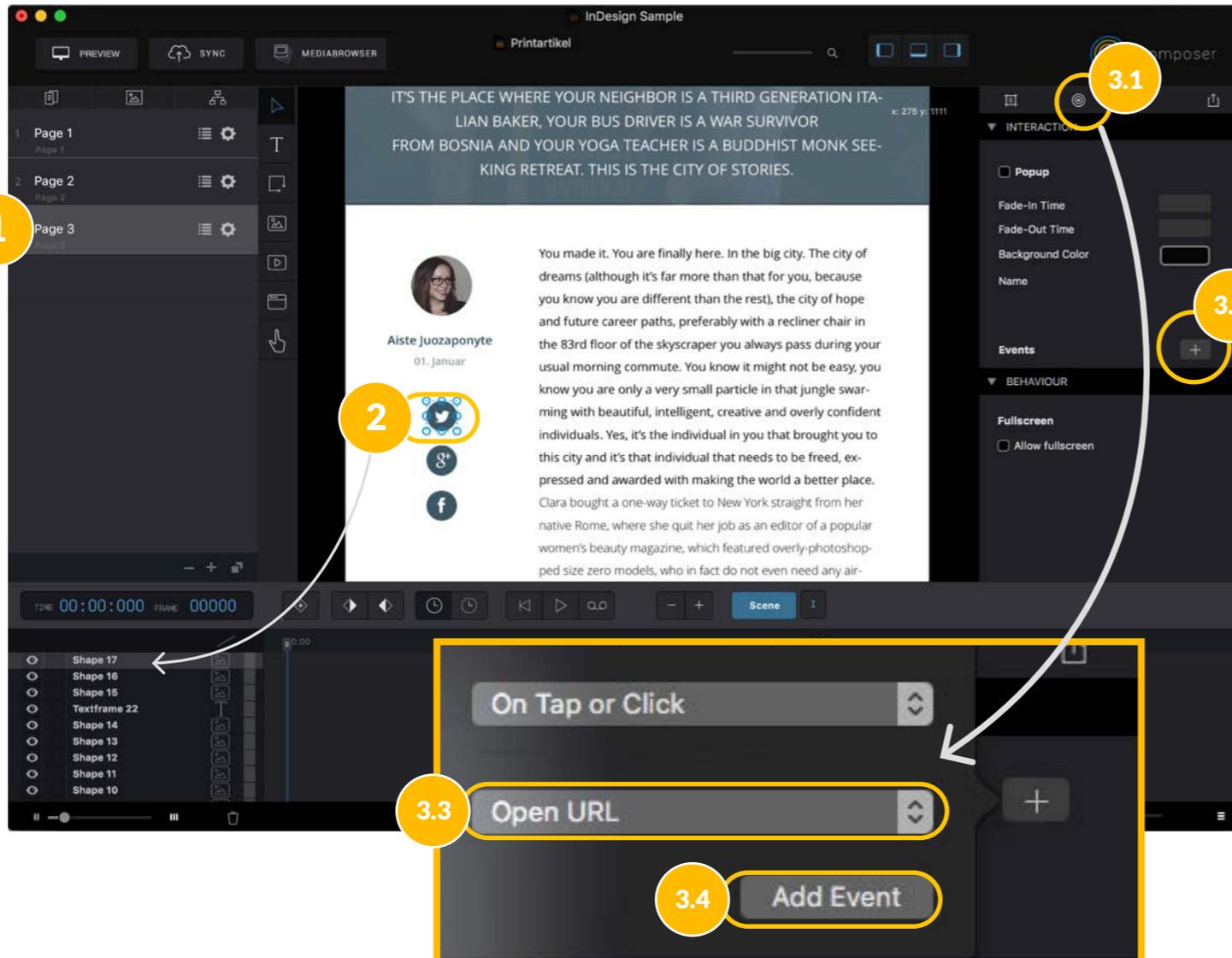
In the below menu „Jump to page“ select the target page which is “Page 3”.

Step 5

You can test it in the preview. Click on the text in the upper left corner and you will be re-directed to the target page.

Add a link - Create an event

With the following steps you can add events to elements e.g. add interaction to a picture. When you click on it an event will be triggered. In the sample you add a URL to the twitter icon.



Step 1

Go to „Page 3“ of your project.

Step 2

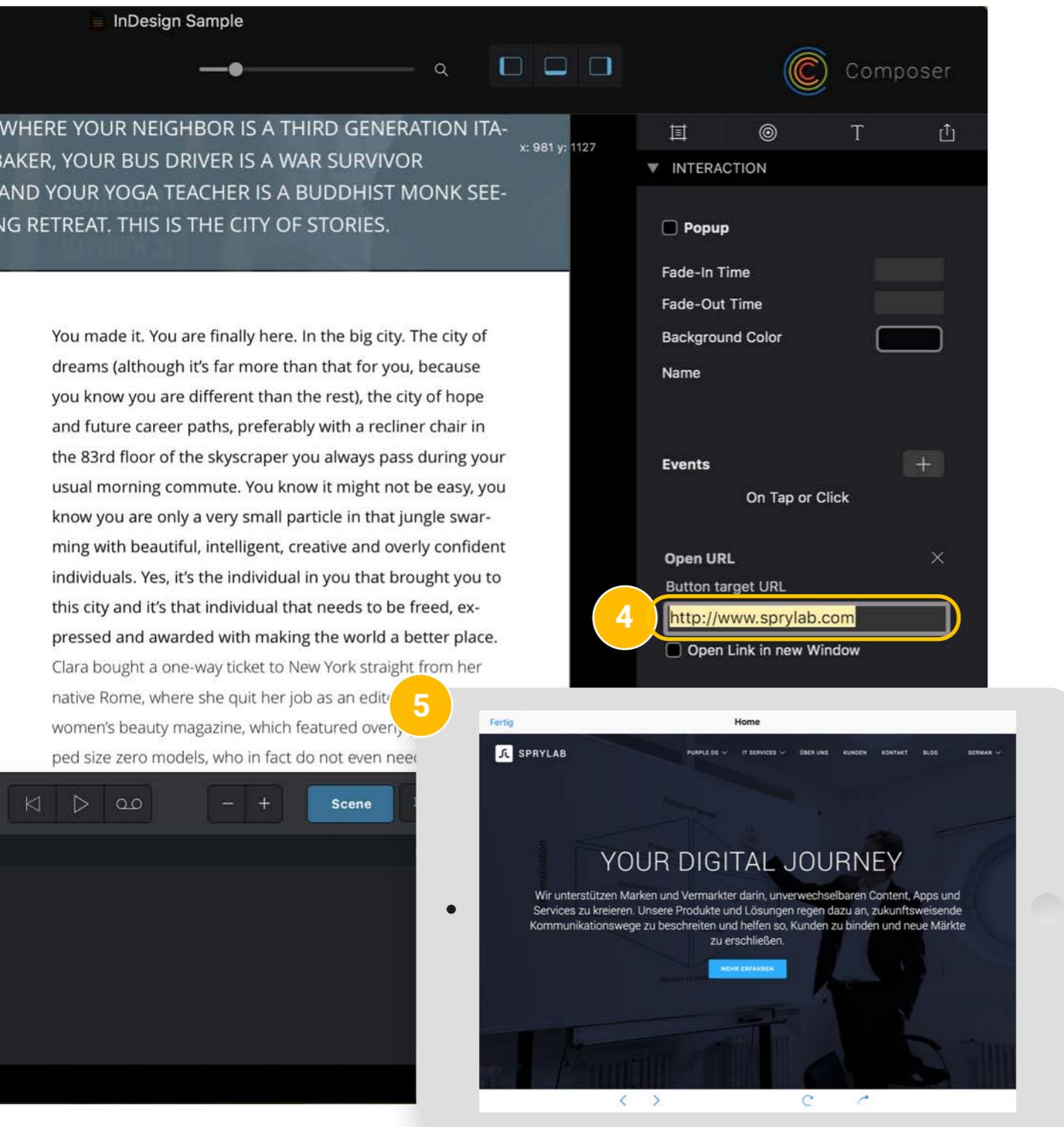
Click on the twitter icon.

Step 3

Click on the red area to select it. Go to widget properties in the Inspector on the right side (circle symbol) and add the event “On Tap or Click” and select “Open URL”.

Enhance your content und upload it in your app

Add a link - Enter a website



Step 4

In the below menu “Open URL” enter a destination in the following format:

<http://www.sprylab.com>

and confirm it by clicking Enter.

Step 5

You can already test it with your desktop browser in the preview. The linked address in the app will open in the in-app browser.

NOTE: You can use this feature for e-mail addresses as well. Please type the address by using the following format:
<mailto:hello@sprylab.com>

Export via Sync Button - Create new issue

Step 1

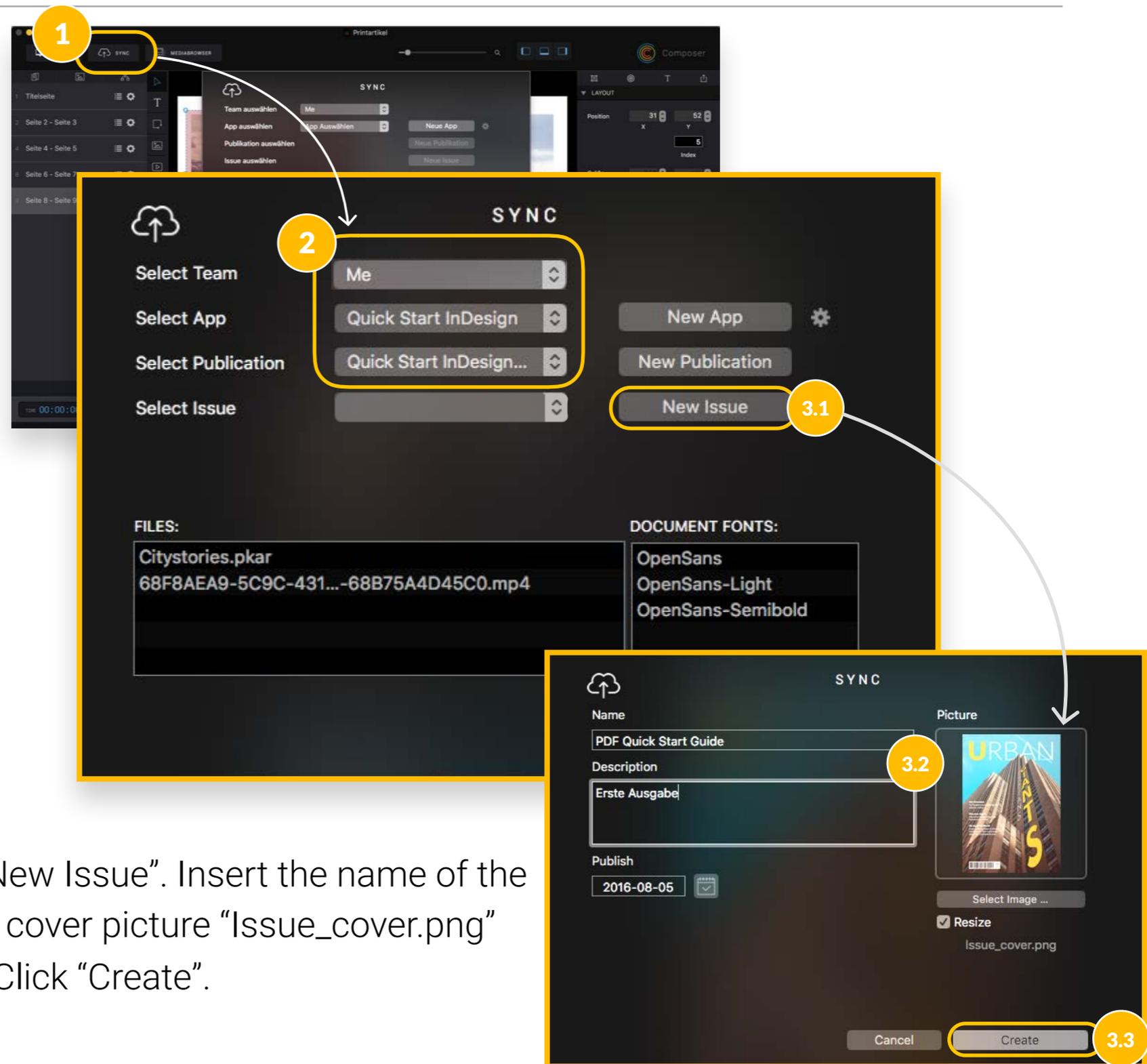
Click on „Sync“ at the top left of the screen. The sync dialogue will open.

Step 2

Your account or team in Purple DS Manager will be chosen automatically. The generated app, publication and issue are shown. All the files belonging to the project (incl. multi media) are be selected; these contain all your data.

Schritt 3

Create a new issue by clicking on “New Issue”. Insert the name of the issue, a description and choose the cover picture “Issue_cover.png” from the folder “InDesign Sample”. Click “Create”.



Export via Sync Button - Upload your content

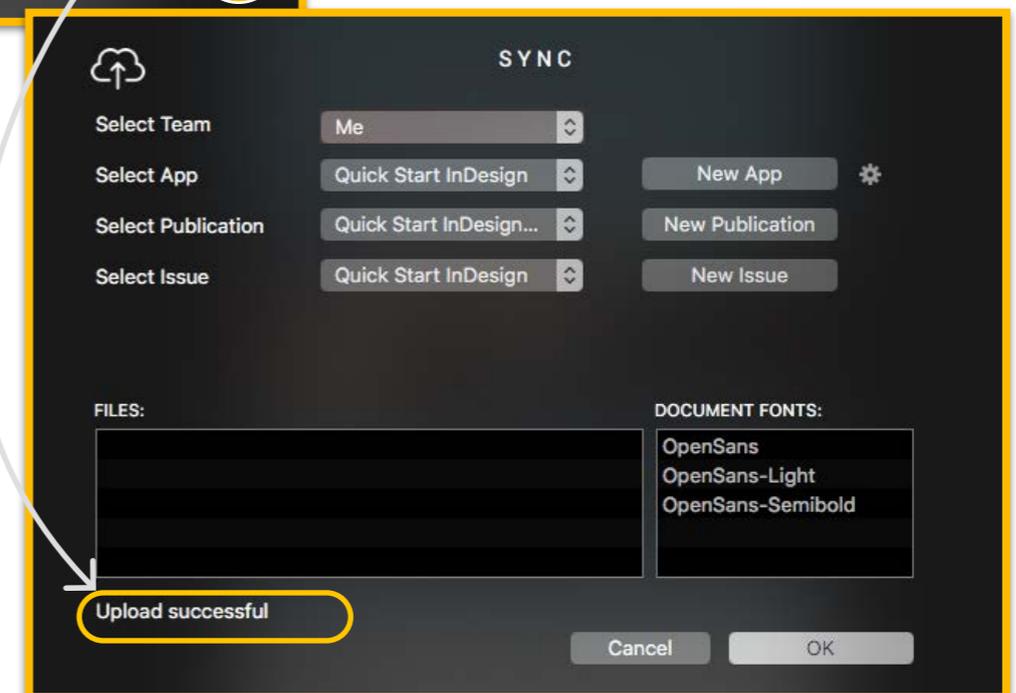
Step 4

Select the created issue.
All the files belonging to the project (incl. multi media) are be selected; these contain all your data.



Step 5

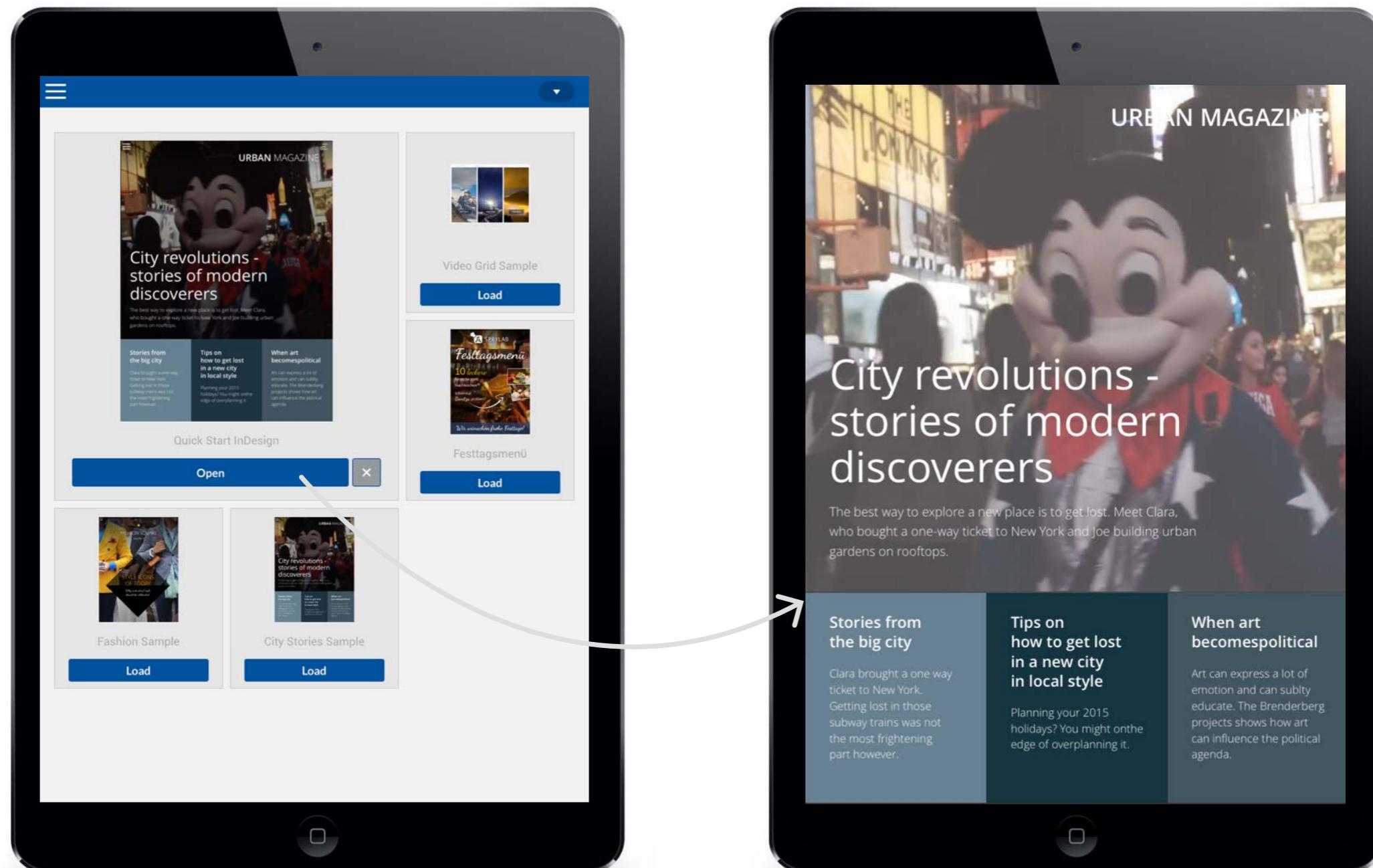
Please click „Upload“ to add your content to the app.



NOTE: Individual Fonts have to be uploaded separately in Purple DS Manager.

Done!

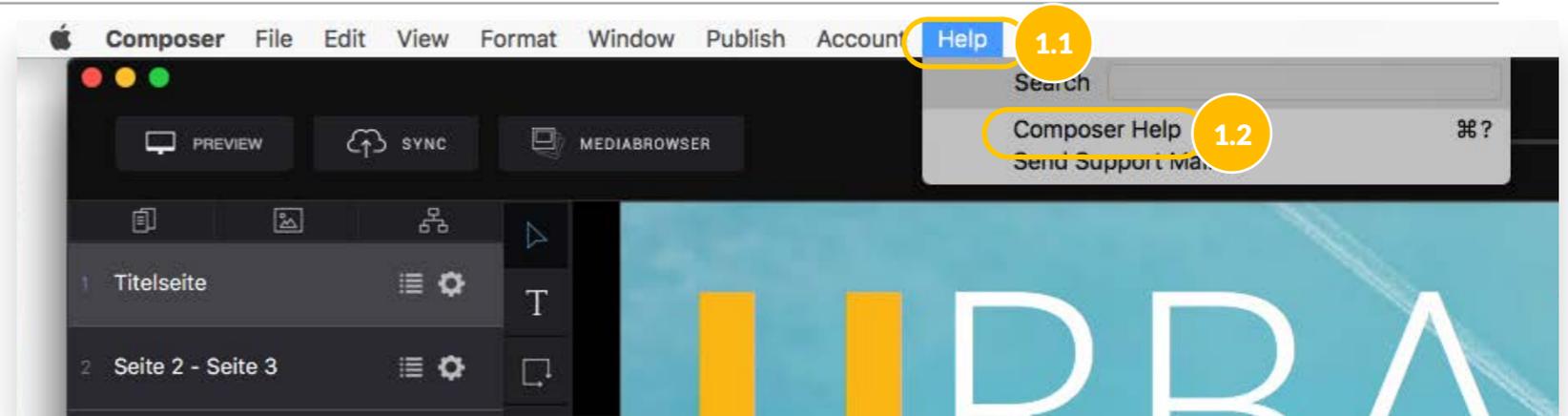
Congratulations, you have finished enhancing the content and uploaded it in the app. Go to your app on a smartphone or tablet. When you open the app your magazine will appear. Have fun reading your magazine.



Tips and tricks for Purple DS Composer

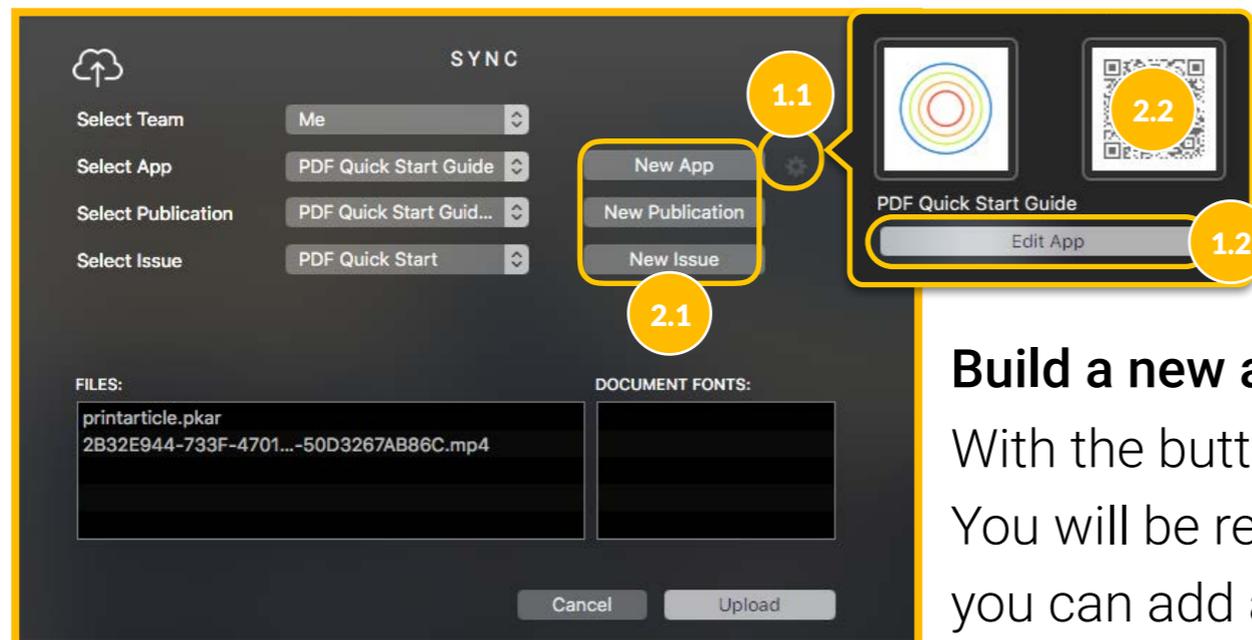
Help and Knowledge Base

Click on „Help“ and then on „Composer Help“ or use the key combination ? to get to the **knowledge base**. Enter the word you are searching for in the search box. All results of the full text search will be shown.



Select Purple DS Manager

Please click on the gear icon to open the App Info window. With a click on „Edit App“ you will switch to Purple DS manager. There you can change the settings of the app or newsstand, e.g. in „App Design“ you can change the app icon.



Build a new app in Purple DS Composer

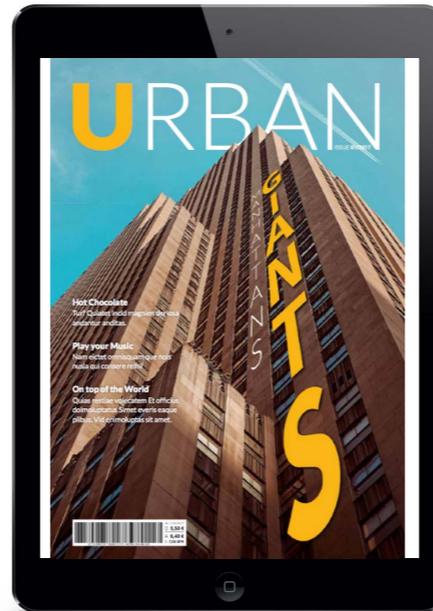
With the buttons in the right column you can set up a new app. You will be re-directed automatically to Purple DS Manager. Or you can add a publication or issue to your existing app. With the QR code in the App Info window you can download the app selected in the left window.

More options to create apps with Purple DS



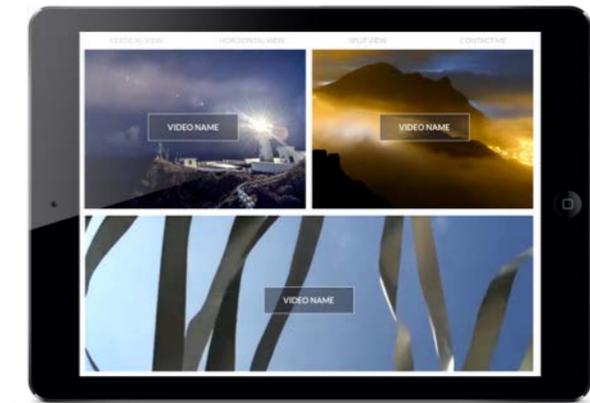
Photoshop®

You already have content in Adobe® Photoshop®, and you want to make it interactive.



Enhanced PDFs

You already have a PDF and want to publish it as an app, enriched with animations, images and videos.



From Scratch

You have text, images and videos, and want to create a digital magazine with multimedia content.

In Purple DS Composer you will find these and more examples when you start a new project. In [our knowledge base](#) you'll find answers to frequently used questions, information about Purple DS Manager and Composer and their functions as well as the [Quick Start Guide PDF](#).

Have questions?
Contact us!



Olivia Ratajzak

hello@sprylab.com

You will find help in our **knowledge base**.

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Keithstr. 2-4
10787 Berlin

Learn more about which apps and projects we have implemented for our clients, and be inspired!

- **British Red Cross (eMagazine on base of an InDesign® file)**

www.sprylab.com