

29TH YEAR **01/2016**

ABZ

SAFETY IN DOCUMENTATION

**MARKET LAUNCH FOR BEPHOS
INTERIOR LIGHTING FOR CARS**

**SUPPORTING SUBJECT MATTER
EXPERTS IN DOCUMENTATION**

HTML5 WITH A "WOW" -EFFECT



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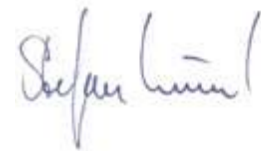
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EDITORIAL

Can “anyone” write? The article on subject matter experts in this edition of ABZ reveals how technical experts get involved in editorial processes and how they can best bring together technical and editorial expertise. We will also tell you how safety is integrated into documentation and what must be remembered with regard to warning and safety information.

In addition, we will present the technical marketing employees for BEPHOS. Our specialists designed and implemented the market launch for the innovative interior car lighting of the same name. Don't miss out on the interactive opportunities HTML5 offers its users, and when individually configurable documentation brings benefits. I hope you enjoy reading.

Yours sincerely,



Stefan Kügel



AN EXCELLENT COMMUNICATIONS CONCEPT

Interview with “INKA” winner Ansgar von Garrel

Every two years, TANNER honours outstanding product communications with the “INKA” Awards. In 2016, MA Lighting International GmbH, manufacturer and service provider of computer-controlled light control panels, network components and digital dimmer systems, won first prize in the category “Best overall product communication”. Ansgar von Garrel, Head of Marketing at MA Lighting International, talks about the outstanding communications concept in an interview.

Mr von Garrel, what objectives are you pursuing with the communications concept submitted for “INKA”?

Ansgar von Garrel: This campaign was to launch a new product in the field of light and event technology in a new market segment. In so doing, we transferred a brand known from the premium sector to another area of application. The positive associations with our products were to become accessible to a new circle of users. In the communication campaign the aim was to pay particular attention to stringency. The new product, the dot2, costs only a quarter of the price of the products we have been selling up to now and appeals to a larger circle of users. We wanted to keep the resulting additional costs as low as possible, particularly for sales activities. To do this, we wanted to make as much comprehensible information available as possible to the right potential group of users according to the sales cycle. A potential customer should then be able to use the information available to be well-informed for a targeted sales meeting.

How did you select the media for your communications?

The selection took place in classic form using a customer journey analysis. In the first step, we reviewed possible target groups. This resulted in three major areas of application. We analysed the customer journey and these areas at an early stage and adapted the modular product concept to it. We wanted to spread out the communication contents and allow the user to select their own individual application objectives. This led to a broad mix of communications.

What did communications look like during the market launch?

During the market launch, we proceeded in a manner that was atypical for our sector. It is normal practice to launch products at major industrial fairs. However, we worked in three stages. A month and a half before the trade fair there was a website in five languages, with a social media campaign, e-mailings and a newsletter. The product itself was not yet available to the end user. We then published the



Georg-Friedrich Blocher, Director of TANNER AG, and Ansgar von Garrel, MA Lighting International GmbH (from left to right)

page with prepared image, sales and training videos. The industry was surprised. In the next step, we published a free piece of software a few weeks before the trade fair, so that potential customers could get to know the dot2 product series. At the trade fair, we then carried out a live presentation, gaining as much attention as possible. We saw that the visitors were well informed and had got to grips with the product and working method in considerable detail. The quality of the discussions held at the trade fair was correspondingly high, as were the sales activities after the fair.

What has the “INKA” award brought to you and your team?

Definitely motivation for working on future projects. But also, we see eye to eye with those in charge of marketing and product communications in other companies, which are leading players in their industries. It was wonderful news for all those involved, and gave a real boost to the internal team spirit and the mood in the company as a whole.

TANNER DESIGNS AND IMPLEMENTS MARKET LAUNCH FOR BEPHOS

Which target groups do I want to reach with my technical product and how do I get in touch with them? How do I design the communication for the market launch in such a way that I can win over trade partners and also convince end customers of my product? And how do I integrate the introduction of a new brand seamlessly into the overall communication of an established company? The Technical Marketing Unit at TANNER supports companies in the successful management of such challenges. It also did this in the creation and implementation of the market launch of the innovative BEPHOS interior car lighting.

From passion to a business concept

The world's first interior lighting for cars that can be controlled using an app, guaranteeing the right light for every mood – that was the vision of the BEPHOS inventors Florian Arnold and Benedikt Harant. During the implementation, the two tuning enthusiasts were assisted by their employer, the successful electronics specialist Bürklin Elektronik, which has been active in the B2B sector for 60 years. The introduction of a young, emotional brand in the tuning segment as an own brand of an established specialist dealer was the major challenge of the project.

A concept for two target groups

At the beginning, the seamless communicative positioning of the brand was determined, as well as the specific communication aims of the introductory phase. "At first, we analysed the language used by potential trading partners as well as car tuners who we wanted as our end customers," explains Rüdiger Schmidt, who was responsible for the BEPHOS campaign at TANNER. "It became clear that car tuners speak their own language, which is characterised by an informal, humorous tone. We wanted to use this style to meet the end customers on equal terms. At the same time, the innovation and quality factor should be at the core of communication, both to win over potential trading partners and with regard to the introduction of Bürklin Elektronik as an own brand."

To meet both challenges, the communications media used translate moods created by coloured light into quotes.

These are placed directly into the mouths of the tuners in an environment typical of the scene. Thus, the tonality of the end customers was taken up, without having to communicate directly from a brand point of view. The subtitle "The world's first interior lighting with app control. Made in Germany and powered by Bürklin Elektronik" emphasises the unique position of the product and, at the same time, explains how it works. In addition, it uses the image of Bürklin Elektronik as a serious specialist dealer, in order to underline the promises of quality for trading partners and end customers.

(Multi)media implementation

The headline of the launch campaign: "BE INDIVIDUAL. BE DIFFERENT. BEPHOS" imparts both the emotional customer benefit as well as the correct pronunciation of the brand name. A complete communications set was developed for the market launch. Product photo shoots and the production of a 25-second advert, as well as an explanatory video for the app, supplied the image and video material for the design of a responsive website. Flyers, brochures and a parking disk as a give-away were refined through punch-outs and the use of UV paints and inks to underline the quality promise of the brand.

"We are very satisfied with the market launch. We are particularly pleased we have already been able to win new trading partners, including some on the international market. We are currently working in conjunction with TANNER to develop additional communication measures to increase the awareness of the brand yet further," explains BEPHOS co-founder Florian Arnold.

Hardware and software

The heart of BEPHOS is processor-controller LED lights for individual interior car lighting. For the launch, two product ranges were brought onto the market, RGB LEDs and RGBW LEDs, fitted with soffits of different lengths or glass bases as lamps. The lamps, which are manufactured in Germany, are partially sealed using casting technology. They possess an integrated Bluetooth functionality, which allows control via a smartphone. Colours and effects can be changed and programmed simply according to mood using a mobile phone. The appropriate app is available free of charge from the appropriate stores for Android and iOS smartphones.



Online presence in responsive web design



Product brochure



Giveaway combining four different light moods with quotes



Roll-up for trade fair visit



THIS IS HOW TO BRING SAFETY INTO YOUR DOCUMENTATION

At the DOKU-FORUM 2015, Philipp Grüter, NSBIV AG, and Jörg Heide, TANNER AG, jointly reported on the subject of “CE-conformant documentation”. This article is a summary of the presentation.

Complying with the relevant laws and standards, writing the operating manual and then having the safety chapter signed off by the in-house lawyer – and the legally-safe operating manual is finished. This is how decision-makers and managers in many companies would like the compilation of documentation to be.

However, this is far from the truth: standards and laws do not offer a standardised approach to the compilation of operating and user manuals, but must, instead, be interpreted for the relevant product and specific application situation. Besides this, the operating manual is only one link in the chain of the CE method. Defects in other parts of the chain, e.g. in connection with risk evaluation, cannot be captured by the operating manual.

Without a CE-compliant risk evaluation there is no CE-compliant operating manual

The manufacturer must capture any residual risks, which they cannot otherwise reduce in constructive form or with protective measures, through user instructions. They can only know the residual risks when they have performed a risk evaluation. Without a risk evaluation, the compilation of a CE-compliant operating manual is simply impossible.

A risk evaluation, created in a CE-compliant manner, offers a tangible list of the protective measures to be taken for any risk. Example: if there is the risk of trapping or crushing in the machine during set-up work on a conveyor belt, then a specific measure must be formulated in the risk evaluation about how the user can protect themselves against this risk. If, in this case, the technical editor finds – as so often – a vague formulation, such as “Risk information in the operating manual”, then they will barely be able to formulate sensible safety information. Here, a more sensible statement would be “Safety information in the operating manual: only perform maintenance work on the conveyor when it is at a standstill”.

Action sequences, safety information and warning information

The results of the risk evaluation flow into three information types of the operating manual:

- ▶ Action sequences
- ▶ Safety information
- ▶ Warning information

With regard to the topic of “safety”, many think of safety and warning information first. However, action sequences are relevant to safety too: a missing action step, insufficient text/image references or incomprehensible formulations can lead to incorrect actions, which, in the worst case, can lead to a hazardous situation.

In practice, safety and warning information is frequently mixed up. However, a distinct difference must be drawn between them with regard to their aims and the application situation:

- ▶ Safety information is intended to instruct the user: which risks should I always expect when handling this product?
- ▶ By contrast, warning information warns against risks in specific action situations.

For this reason, safety and warning information is located in different places in the manual. It has proven effective to summarise all safety information, together with all the residual risks, at the beginning of the manual or in a separate safety manual. Safety information bundled in this way can also be used as the basis for training. In addition, the safety information can be easily compared with the residual risks shown by the risk analysis.

With larger-scale manuals, specific safety information can be copied from the safety chapter and additionally placed at the beginning of action-orientated chapters. For example, all the maintenance-relevant safety instructions are repeated at the beginning of the maintenance chapter. By contrast, warning information is placed in appropriate measure in the action sequences. This should happen before actions in which the user does not reckon with a specific risk.

How much warning information is appropriate?

During work on or in complex systems, the user is regularly confronted with the same risks: risk of slipping, risk of tripping, risk of falling, risk of burns, risk of electric shock, etc. If we warned against all these risks with warning information, the actual action steps would scarcely be identifiable in the operating manual on account of the warning information. In the USA, this is an effect termed “warning pollution”. Should the editor maybe decide which warning information is presented?

Good orientation is provided by the rule: “Only warn with warning information when the user does not reckon with a risk in this situation or does not know the risk.” Thus, for example, an electrical technician, who works from morning to night with current-carrying components, does not need to be warned of the risk of electric shocks when opening a switch-gear cabinet. Anyone orientating themselves to this rule will quickly reduce the amount of warning information to a sensible level.

More tips on documentary safety will be provided by TANNER s.r.l. Managing Director Tomislav Matiević at the SSI Seminar in Zurich with a specialist presentation on the subject of “Operating Manuals” on 26/11/2015. Further information: www.save.ch/veranstaltungen

Which warning level: DANGER, WARNING or CAUTION?

These days, the warning words - DANGER, WARNING, and CAUTION - have been established for warning information. They are defined as follows in IEC 82079 and ANSI Z535.6:

- ▶ Certain death or serious injury: DANGER
- ▶ Possible death or serious injury: WARNING
- ▶ Slight injury possible: CAUTION

The level of damage (type of injury) and likelihood of occurrence (possible, certain) are also the decisive parameters during risk evaluation. However, in specific individual cases/cases of damage, statistics are of secondary importance. If there is the possibility of lethal injury, the highest “warning level” should always be applied. Seen in this light, the classification of the warning information is derived purely from the level of damage:

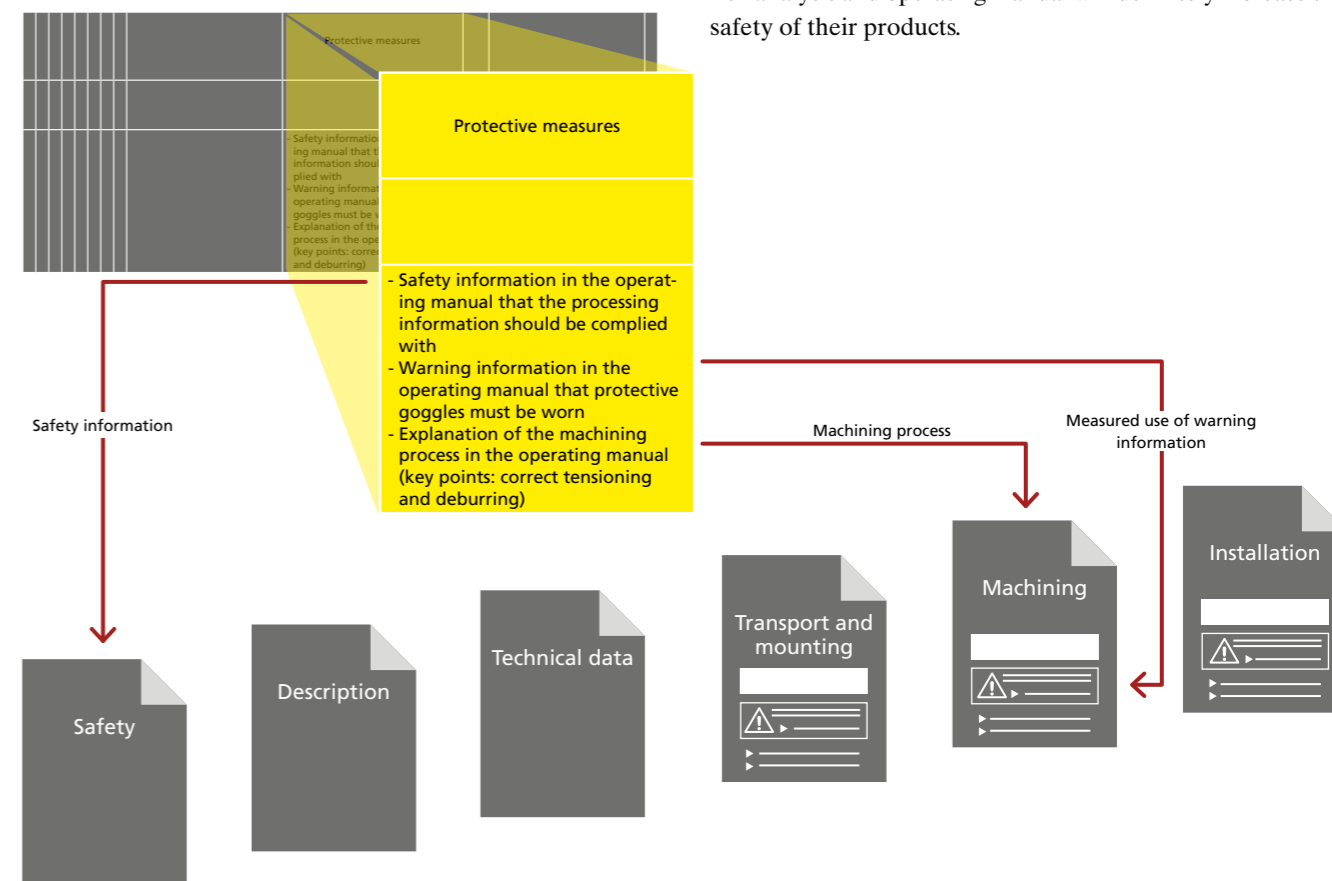
- ▶ Irreversible damage (e.g. loss of limbs or sight): DANGER
- ▶ Reversible damage (e.g. crushing or bruising with inability to work): WARNING
- ▶ Light injury without inability to work (e.g. cutting a fingertip): CAUTION

If done in this manner, more warning information is given at the DANGER level in the interest of the user.

Summary

There can never be a guarantee of safety. However, anyone systematically depicting the indicated interplay between the risk analysis and operating manual will definitely increase the safety of their products.

Risk analysis (example: installing a rotor)



"ANYONE CAN WRITE!" – OR NOT?

Supporting subject matter experts in documentation

Do you know how Franz Kafka earned a living? In 1909, the author wrote, amongst other things, "Accident prevention rules for wood planing machines". Then, as now, comprehensible formulation is a core competence of a technical editor. However, with increasing complexity in the technologies to be explained and the increased use of digital tools, further requirements have gained sway in the field of technical editing. And subject matter experts, i.e. specialists, for example, from development, machining or service, which fulfil documentation tasks, are now confronted with new challenges.

Wide-ranging software support for trained technical editors

Technical editing is a highly developed field: today, specially trained editors use countless editorial methods and software tools to fulfil requirements such as modularisation, standardisation and reusability of information in an efficient and flexible manner. Editorial systems simplify the structuring of content, as well as the management of versions, variants and translations. Technical editors are experts in the selection and use of editorial methods and tools. As "knowledge architects", they prepare complex information in a comprehensible and medium-neutral manner, refine it and make it usable for different publications.

New challenges for subject matter experts in technical documentation

The technical editor is not usually able to provide the final evaluation of whether connections are shown correctly, whether all the problems have been covered and whether work procedures are described optimally. SMEs have thus always been a source of information for the technical editor. During proofreading procedures, they check whether documents fulfil the technical requirements and have always had to assume documentation tasks. These have become more complex on account of shorter innovation cycles and changed production processes, amongst other things. For example, documents such as specifications or "how-tos" have to be adjusted continually during the development process of products and a range of variants and agile approaches in software development lead to permanent documentation work.

Growing demand for tools for SMEs

Innovative digital technologies have also become a part of technical editing. In many companies, there is, for example, the desire to use smart devices and augmented reality applications to impart expert knowledge. For example, for installation or procedural instructions, which guide the user through their activity in a step-by-step manner with appropriate visual aids. For this, the base texts must fulfil structural and modularisation requirements more than ever before, meaning that the demand for suitable tools for SMEs is also increasing. The editorial systems used by full-time editors possess the required functions, but also require a high level of understanding of the editorial methods. The system manufacturers do not seem to consider that non-editors may use the systems and this is barely taken into account. Training SMEs to use the systems is costly and the configuration of the systems becomes very complex when they have to be integrated into a technically-orientated working environment. In this context, demand is growing for working environments which enable easy comprehension of the content through pre-set structures and guarantee efficient creation processes. How can such a working environment be created and in which cases is it sensible to employ SMEs for editorial tasks?

A possible solution: expanding established systems to include editorial methods

The working environment for SMEs must guarantee that users can call up information such as action instructions or troubleshooting trees as required and without difficulty, and that connections can be determined clearly. A possible solution would be to expand systems containing technical information to include editorial methods. Programs such as MS Sharepoint, used for joint work in project teams, or the product lifecycle management software Teamcenter offer rudimentary functions for managing content. For documentation tasks, a form-based recording environment can be added on the software side, which is similar to the known basic structures, such as paragraphs, lists, etc.

The interface prescribes key blocks to ensure complete, comprehensible documentation. Thus, it is possible – as with a web form – to show, for example, text boxes with indications of required content and writing conventions or use drop-down menus to enter essential data. The reuse or linking of content is performed using known mechanisms such as copy/paste/reuse. Metadata is added in a structured format and the content modularised automatically. TANNER has already introduced such systems for various customers.

Complex expertise or continuous feedback loops: when SMEs should write for themselves

The provision of editorial content by SMEs is recommended when content is strongly anchored in the technical context and the editorial preparation is of lesser importance. Thus, the form-based recording environment, for example, is beneficial in documenting methods and procedures in the pharmaceutical industry. Rules applicable to all the authors and the reuse of information mean that the same things are always described in the same way and irrelevant content is left out. The quality of the documents is increased systematically. This results in instructions becoming easier to understand, reduced error costs and shorter training times for new employees. Updates can be performed easily, even with a wide range of documents.

Even if documentation is managed continuously over a number of years and there is permanent technical feedback, an editor often does not have to be the interface for this by default. A classic example of this is information coming in from the field through experience, such as in sales or service. A clear recording interface guarantees central quality control as well as regulation of the communication objectives to the customer.

Improved communication between SME and technical editors

The described solution scenario for SMEs may also be advisable if technical editors evaluate the information. In the case of more comprehensive documentation work, for example, with the abovementioned multi-variant products, it simplifies the cooperation between the technical editor and the SME. The editors receive input without interruption of media and the reduced research work involved allows them to use their full ability to refine content to the best possible level and present it, for example, in the form of apps, e-learning, films or animations. For the technical expert, the amount of work in documentation is also reduced, as clear rules mean they know which information they must provide and fewer corrections are required. In this way, both occupational groups can employ their expert knowledge for the creation of optimum high-quality documentation.

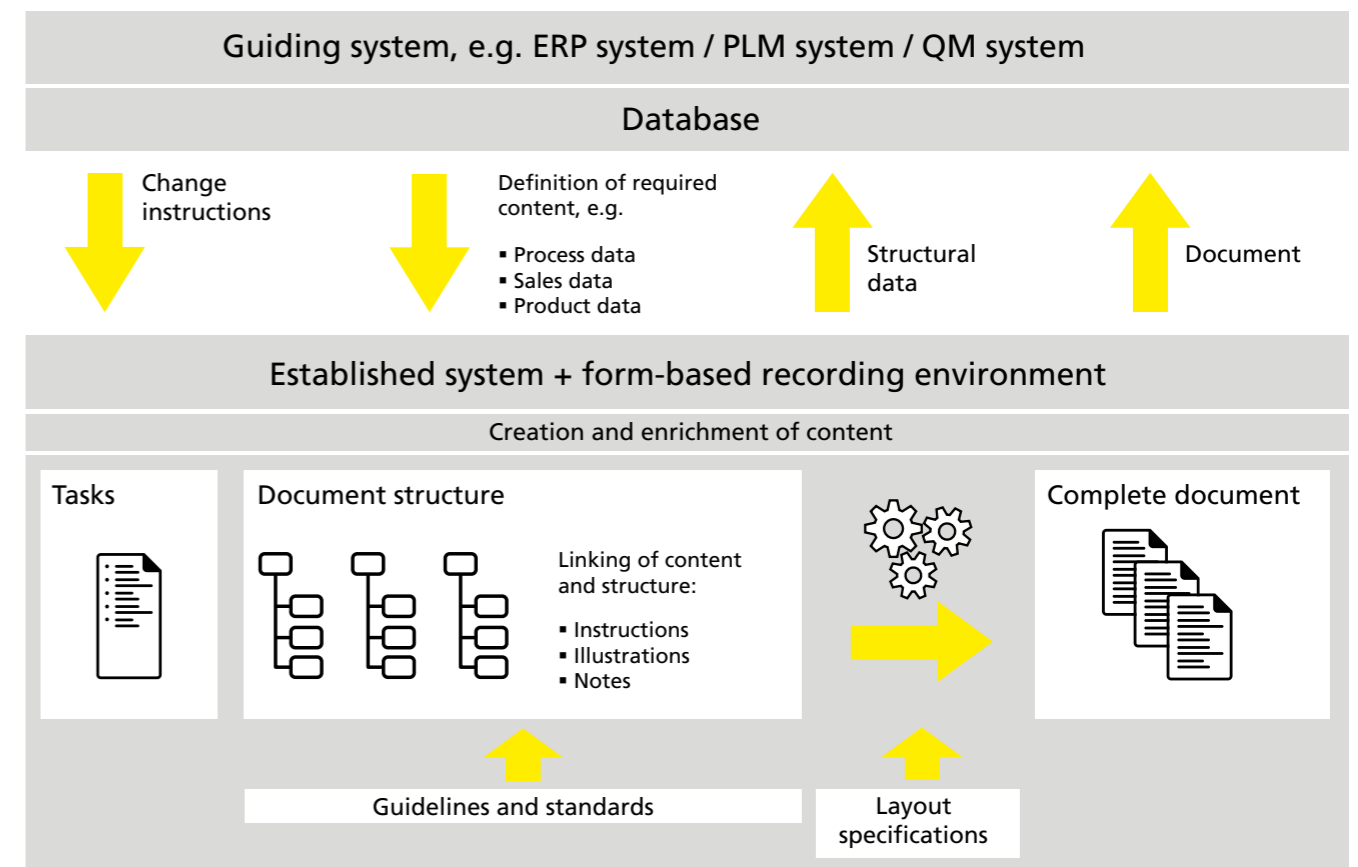


Fig.: Possible association between the guiding system (e.g. ERP system) and recording environment

HTML5 WITH A "WOW"-EFFECT

Generated from XML data

Retrieving content via smartphones and tablets has become a matter of course for ever more people. As a result, the requirements for access to the content and the necessary data formats have changed. Today, and surely in the future, anyone trying to make information available to a broader target group will not be able to bypass this trend.

Requirements for documents on mobile devices

Technical documentation is also increasingly being used via mobile devices. Companies making technical documentation available to their end customers must meet the requirements in this context.

The most important formats, such as PDF, EPUB, Folio, HTML5, and the key requirements for these formats, such as platform/display support, usability, multimedia integration and distribution, were presented briefly in the above-mentioned ABZ article. These formats fulfil the formulated requirements in different ways more or less well. In comparison with other formats, HTML5 is very good and, in most cases, is the preferential choice for displaying content in an appealing multimedia way on mobile devices.

HTML5 Generator – Publications without prior experience

Over the course of various customer projects, TANNER has developed an HTML5 generator, which allows the users to generate HTML5 publications from existing content, without any special prior knowledge. Using the text and image generator, the available text, image and structural content is transferred into a modern, interactive and media-enhanced HTML5 publication.

Text and image generator

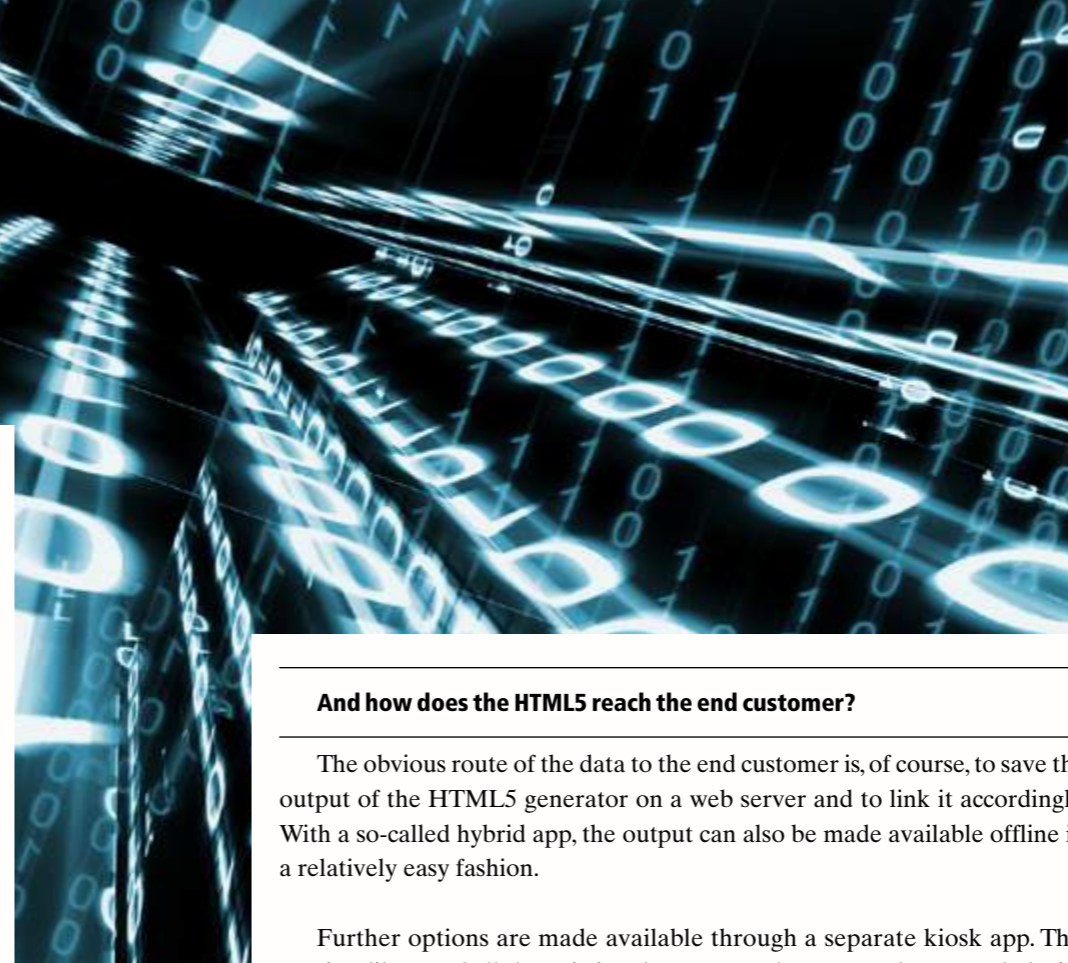
The text generator first creates a separate HTML page from each topic. The division of the publication into several HTML pages offers several benefits, such as rapid loading and display of the content in the browser. In addition, it offers the option of sending deep links to individual chapters or marking chapters with bookmarks. From the chapter structure, which is already stored in the editorial system, files can be generated for hierarchical navigation via chapters and sub-chapters.

The preparation of the data and its conversion to the HTML5 format takes place automatically. This also applies to image data. The image generator uses the images, which are usually available at a high resolution and in varying formats, to generate web-compliant images at a suitable resolution and file size, which can then be displayed by any web browser. Any user wishing to use the multimedia opportunities presented by HTML5 also requires a media configuration.

Interaction through media configuration

In the media configuration, the HTML5 generator specifies how each image is to be shown in the HTML5 publication. Whilst, for example, in a PDF document, images are always displayed at a fixed size within the body text, HTML publications offer additional options. A gallery widget allows, for example, the display of variants of a product through swiping. An interactive 3D widget also allows the user to rotate the product.

To implement these options, the generator analyses all the documentation and generates an Excel list of all the images and the corresponding links. Using this list, the user of the generator can decide in which format and with which functions the images are ultimately displayed. Image processing becomes necessary when more than one image is required for displaying, for example for the gallery described or 3D images.



And how does the HTML5 reach the end customer?

The obvious route of the data to the end customer is, of course, to save the output of the HTML5 generator on a web server and to link it accordingly. With a so-called hybrid app, the output can also be made available offline in a relatively easy fashion.

Further options are made available through a separate kiosk app. This app is a library of all the existing documents. The app can be expanded with additional functions, for example with update information via a push message.

But this function is available in every editorial system!

From a technical point of view, this statement is correct – every contemporary editorial system now possesses standardised publication tools to output HTML5. However, targeted use and thus real “wow” effects when handling the medium are dependent on the specific preparation of the content. The use of a HTML5 generator is then beneficial when existing content is not just shown in mobile form, but is also prepared flexibly and with regard to the additional media options of HTML5. In addition, only an individual generator allows the implementation of wishes and requirements for corporate design, navigation or multimedia displays.

In this regard, TANNER deploys best practice in both technical and content form and can thus use a technical format to create actual added value for the appropriate target groups.

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A close-up photograph of several surgical instruments, likely forceps or clamps, arranged diagonally on a dark, textured surface. The instruments are made of polished metal and have curved, hook-like ends. The lighting creates strong highlights and shadows, emphasizing the metallic texture and the precision of the tools.

TANNER