

Qatar's Al-Raya Newspaper Chooses **QuarkXPress® and ArabicXT™**

Dubai, UAE - In a strategic move to increase productivity, Al-Raya Newspaper in Qatar has chosen QuarkXPress and ArabicXT as its publishing ally, announced Layout Middle East today.

“*In light of the increasingly competitive publishing environment, our foremost aim is to become modern, productive and close to our readers while keeping creativity at the heart of the publishing process,*” said Mr. Mohamed Yusouf, Production Manager of Al-Raya Newspaper. *“QuarkXPress with ArabicXT allowed us to reduce the production time and meet tighter deadline while keeping a superior quality. Layout conducted a training session to our staff and allowed for a smooth transition within a short period of time”* he added.

QuarkXPress is known for offering consistent and dependable output in which costly mistakes are prevented through a rich list of features including projects and layers, synchronized text, color management, and print output.

QuarkXPress with ArabicXT is considered the basic building block for publishers because it offers consistent cross-media publishing and content-management tools.

“*QuarkXPress, in tandem with ArabicXT, addresses the publishing challenges of today's Arabic newspapers by streamlining tedious, deadline-sensitive production tasks,*” explained Joe Karkour, General Manager of Layout ME. Distributor of Quark in the Middle East. *“Publishers today cannot afford to waste time using publishing tools that destabilize the demanding production process. With the help of our Qatari dealers, Al Mana & Partners, the integration, training and support were smooth and efficient”* he said.

QuarkXPress 6, the latest release, includes significant performance improvements, seamless integration with third party XTensions and a variety of sophisticated new visual effects, as well as cross-media integration.

Al Raya newspaper joins a growing number of publishers in the region who have selected QuarkXPress and ArabicXT as the solution to meet demanding, time-sensitive production schedules.

About Layout Middle East FZ LLC.

Layout ME of Dubai (UAE) is Layout Ltd.'s full-service distributor in the Middle East. Layout Middle East also acts as a distributor of other value added products such as **Microtek™ Scanners and EIZO™** Color Management Monitors and many other brands.

About Quark

Quark Inc. (www.quark.com) is an industry leader and the only software company providing multi-channel communication and commerce management software solutions that are transforming the business of creative communications. Quark has provided award-winning software for professional publishers since its flagship product, QuarkXPress, changed the course of traditional publishing. Founded in 1981, Denver-based Quark Inc. is privately held.

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