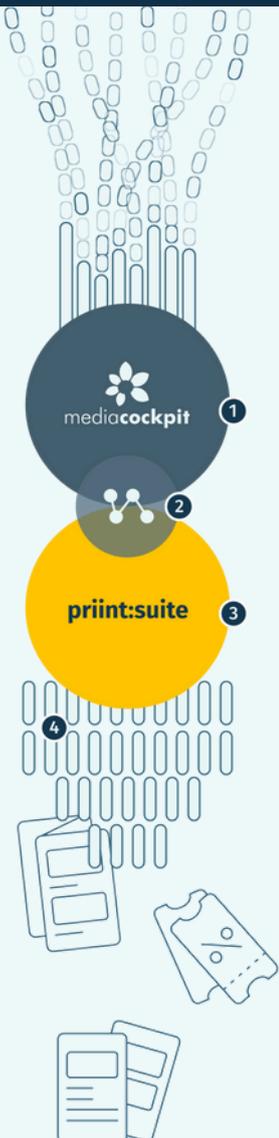


Seamless PIM to Print: The Live Integration of **mediacockpit + priint:suite**

The integration of **mediacockpit (PIM/DAM)** and **priint:suite (Publishing Automation)** enables a fully automated end-to-end process from data management to finished publication.

Through the **Live Connector API** of the **mediapublisher module**, quality-assured product data, assets, and text are transferred in real time via **priint:suite to Adobe InDesign / Illustrator / Express or InDesign Server**.

The result: **no exports, no wait times and no copy & paste errors** – instead experience a seamless workflow with bidirectional synchronization, change management and maximum layout security.



Architecture & Data Flow

1 Data Source – mediacockpit (PIM/DAM)

- Manages product data, text, images, media, classifications (ETIM, ECLASS, UNSPSC)
- Controls data quality via Quality Score, workflows, translations, validations
- mediapublisher module creates assortments & publications (e.g., "Spring Catalog")

2 Live Connector / Interface

- REST-based API between mediacockpit & priint:suite
- Direct access via priint:comet plug-ins to assortments, attributes, media, text
- Live synchronization: changes in PIM automatically update content in layout
- No XML export required, no file-based mapping

3 Publishing – priint:comet / priint:suite

- Reads live data from mediacockpit and populates InDesign templates with drag & drop
- Data placeholders ("Data Tags") are automatically linked
- Delta comparison ("Layout Reorganization"): checks differences and updates content selectively without destroying layout
- Supports Adobe InDesign, Illustrator, PowerPoint and server-based rendering

4 Output & Automation

- Single or mass rendering (e.g., 1,000-page catalogs)
- Server rendering via priint:comet ID or PDF Renderer plug-ins
- Versioning, localization and translation controlled via mediacockpit

From the Single Source of Truth to High-End Publication: mediacockpit + priint:suite



Technical Highlights

	Category	Description
(+)	API Technology	REST/JSON, bidirectional; access to products, media, metadata, publications
(+)	Authentication	OAuth2 / token-based
(+)	Connection Type	Live (real-time), alternatively batch
(+)	Delta Update	Yes – detects differences between PIM & layout
(+)	Supported Systems	Adobe InDesign, Adobe Illustrator, Adobe Express, PowerPoint
(+)	Scaling	Desktop (Designer) + Server (Mass Publishing)
(+)	Deployment	On-premises, hybrid, or cloud-compatible

Integration Benefits Overview

	Topic	Benefit
✓	Time Savings	Live data flow → no export jobs / XML processing
✓	Error-Free	Direct access to verified PIM data and assets
✓	Flexibility	Designers maintain full control over the creative process
✓	Scalability	From data sheet to 1,000-page catalog
✓	Change Management	Delta comparison, status check, version comparison
✓	Governance	Role-based access & approval structure via mediacockpit
✓	ROI	50% savings in production time, 100% savings in manual data control, 100% data accuracy

From the Single Source of Truth to High-End Publication: mediacockpit + priint:suite



Integration Step-by-Step

- 1 **Define assortment and publication in mediapublisher**
→ e.g., "Spring 2026 Catalog" with product groups and items
- 2 **Open template in InDesign**
→ priint:comet automatically recognizes assortment structure
- 3 **Drag & drop products / media / text**
→ Placement in layout with live data
- 4 **Activate delta check**
→ Detects changes in PIM & updates selectively
- 5 **Approval / export / server rendering**
→ Fully automated catalog output including price lists, translations, etc.

Objections & Reframes

“Our layouts are too customized.”

→ priint:comet works template-based in Adobe InDesign, Adobe Illustrator and Adobe Express
– full creative control is maintained.

“We still use XML exports.”

→ Live Connector replaces scheduled exports – changes appear immediately in layout.

“How secure is the process?”

→ Authentication via OAuth2; read permissions precisely configurable; no data storage in priint required.



Experience the live connection between mediacockpit & priint:suite:

From PIM to InDesign in seconds – with live data, version control and automated publishing.

→ [Book your personalized demo here!](#)

From the Single Source of Truth to High-End Publication: mediacockpit + priint:suite



About priint

priint Group | WERK II is an international leader in multichannel publishing software for product communication and automated publishing workflows.

Since 2003, priint Group has helped companies worldwide—from its headquarters in Duisburg, Germany, and international offices—optimize how they communicate product information. Manufacturing, retail, and service organizations rely on priint to streamline workflows, accelerate production cycles, and maintain content consistency across every channel.



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About Bertsch Innovation

Bertsch Innovation is the company behind mediacockpit, a Digital Experience Platform unifying PIM and DAM in one central solution. With mediacockpit, companies manage their product and media data in a structured, connected, and efficient way.

With over 20 years of experience and more than 1,000 completed projects, Bertsch Innovation delivers integrated solutions connecting product information and media content intelligently—helping organizations digitize their product communication holistically and future-proof their operations.

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