

Some plain text to parse.

Both Pages 1.x and Keynote 2.x, which form the basis of Apple's iWork package, are powerful, yet easy to use applications that have attracted large and ever-growing customer bases<sup>1</sup>. The iWork package is part of a family of iApps productivity tools.

Because Keynote uses an open, easily accessible file format, developers can take advantage of its XML schema to enhance existing products or create new ones. Beginning with Keynote 1.x, it is possible to build applications that will create or change the contents of a Keynote presentation. For example, developers can use any of Keynote's themes and build an entire presentation of their own design simply by filling out the<key:slide-list> element in a text editor of their choice.

The Keynote APXL<sup>2</sup> file is the engine that drives every presentation, specifying every detail of the presentation's appearance and behavior--from master slide and each individual slide to the transitions used between slides. The APXL file also defines the state of the presentation when the user first opens it. An understanding of how the elements in an APXL file combine to create a presentation is critical to developing applications that are robust and well-behaved.

Similarly, understanding the Pages document structure is important for Apple developers who want to customize their own page layouts or add value to their existing application.

Extensible Markup Language (XML) is a ubiquitous and flexible markup standard for processing and exchanging data. You can find XML in a wide range of categories, including property lists and file formats for various applications. XML is used extensively to specify the format of various sources of information on the

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<sup>1</sup> Footnote: Do a lot of people really use iWork?!?!?

<sup>2</sup> Footnote: What does APXL stand for?!?!?

Internet, including web-based services. XML is at the heart of both iWork applications, Keynote and Pages, developed by Apple.

this should be page 2

blah blah blah meh meh hello how are you doing today just writing a bunch of random text here nothing special move along.  
now we'll start a new paragraph and put in more meaningless text. LOL LOL ROFL

hmmm mmmmm aaaaaarrrrrrgggggh

Content analytics starts with the gathering of relevant enterprise content.

IBM® Content Analytics provides crawlers for a wide variety of enterprise content sources that allow content, metadata, structured data, and unstructured data to be collected and fed into the analytics pipeline. Crawler configuration is flexible and scalable, enabling you to gather the source information that you need to intelligently answer content-based questions.

Because IBM Content Analytics implements the open Unstructured Information Management Architecture (UIMA) framework, you can fully customize the processing of content and take advantage of existing UIMA annotators, both open source and commercial, to enhance your automated content analysis capabilities.

Deep, automated analysis of content can be a computing-intensive operation. To support fast and efficient analysis of large amounts of content, IBM Content Analytics provides a highly scalable implementation of the UIMA specification<sup>3</sup>, which allows you to distribute content analysis across multiple machines.

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<sup>3</sup> Footnote: UIMA spec created by OASIS. Find it at [www.oasis-open.org](http://www.oasis-open.org).  
THIS IS SOME FOOTER TEXT