



**Carsten Schwab**

# **XML undressed**

*»Gevierte nach Gefühl«  
und andere Einblicke in  
Welt der Belletristen*

**markupforum 2014**



# Belletristen

**Was will ich tun?**

**Was kann ich tun?**

**Wofür zahlen meine Kunden?**



# Semantik

u1 @ersatztext hoch  
reg-fundstelle vers  
leerzeile  
kursiv u2 durchgestr fussnote  
gedicht inline kapitel  
legende strophe  
@leseprobe fett reg\_pers  
kapitaelchen u3  
einschub u-zaehler  
infokasten sperrung  
tief liste\_definition @sprache

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**hoch**

**durchgestr**

**kursiv**

**inline**

**fett**

**kapitaelchen**

**einschub**

**sperrung**

**tief**

A close-up photograph of a stone wall. The wall is composed of irregularly shaped stones in shades of grey, dark blue, and brown. The stones are stacked in a somewhat regular pattern, with some larger, flat stones interspersed among smaller, more jagged ones. The lighting is even, highlighting the textures and colors of the stone. The word "Struktur" is written in a large, white, sans-serif font across the upper right portion of the image.

# Struktur

```
<kapitel>
  <u1>
    <u-zaehler>...</u-zaehler>
    <u-text>...</u-text>
  </u1>
  <abs>...</abs>
  <abs>...<inline ebook="nein">...</inline></abs>
  <einschub>
    <abs>...</abs>
  </einschub>
  <abs>...</abs>
</kapitel>
```

[...]

Die Menschen dauern mich in Ihren Jammertagen,  
Ich mag sogar die armen selbst nicht plagen.

DER HERR. Kennst Du den Faust?

MEPHISTOPHELES.

Den Doktor?

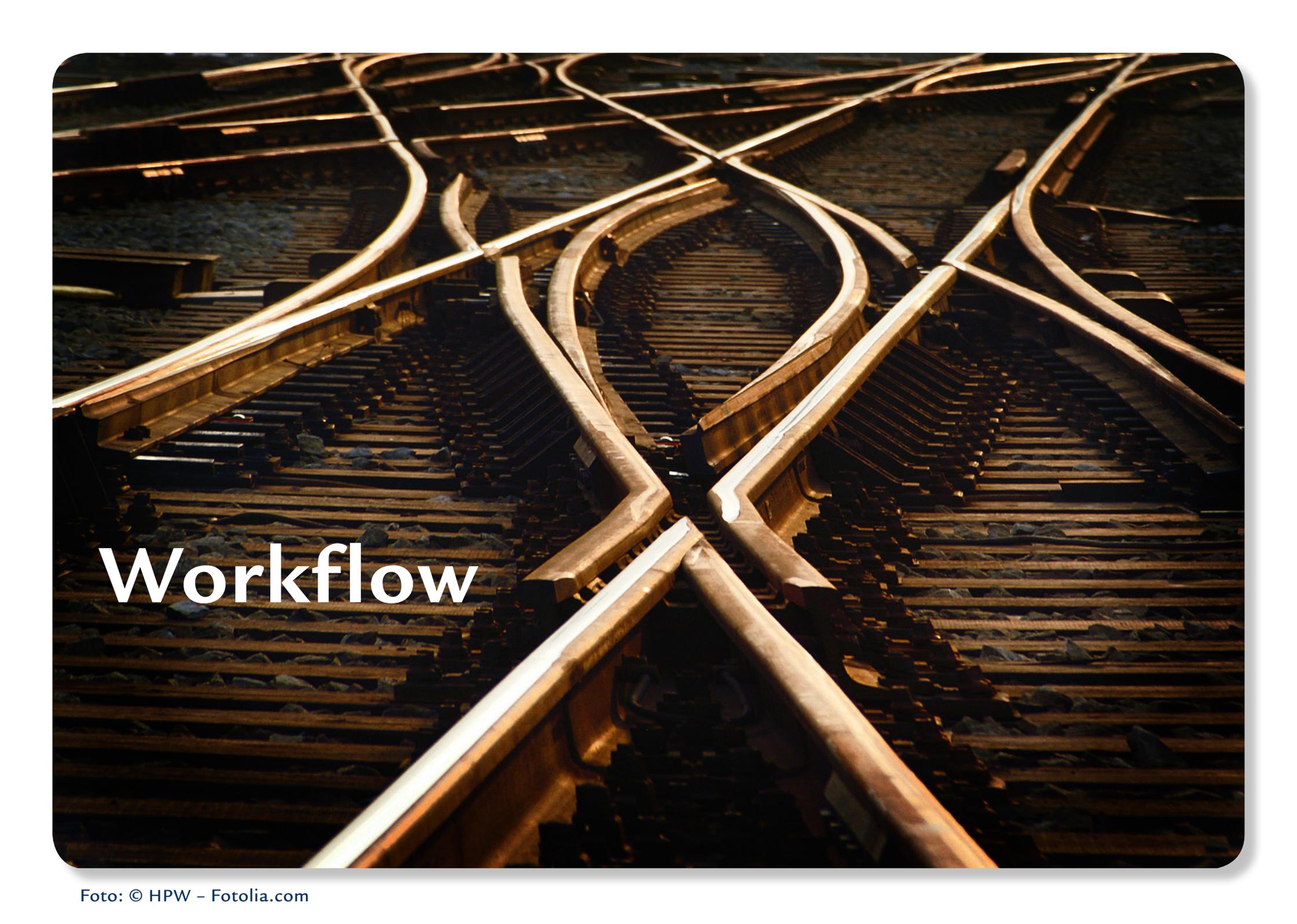
DER HERR.

Meinen Knecht!

MEPHISTOPHELES.

Fürwahr! Er dient euch auf besondere Weise.  
Nicht irdisch ist des Toren Trank und Speise.

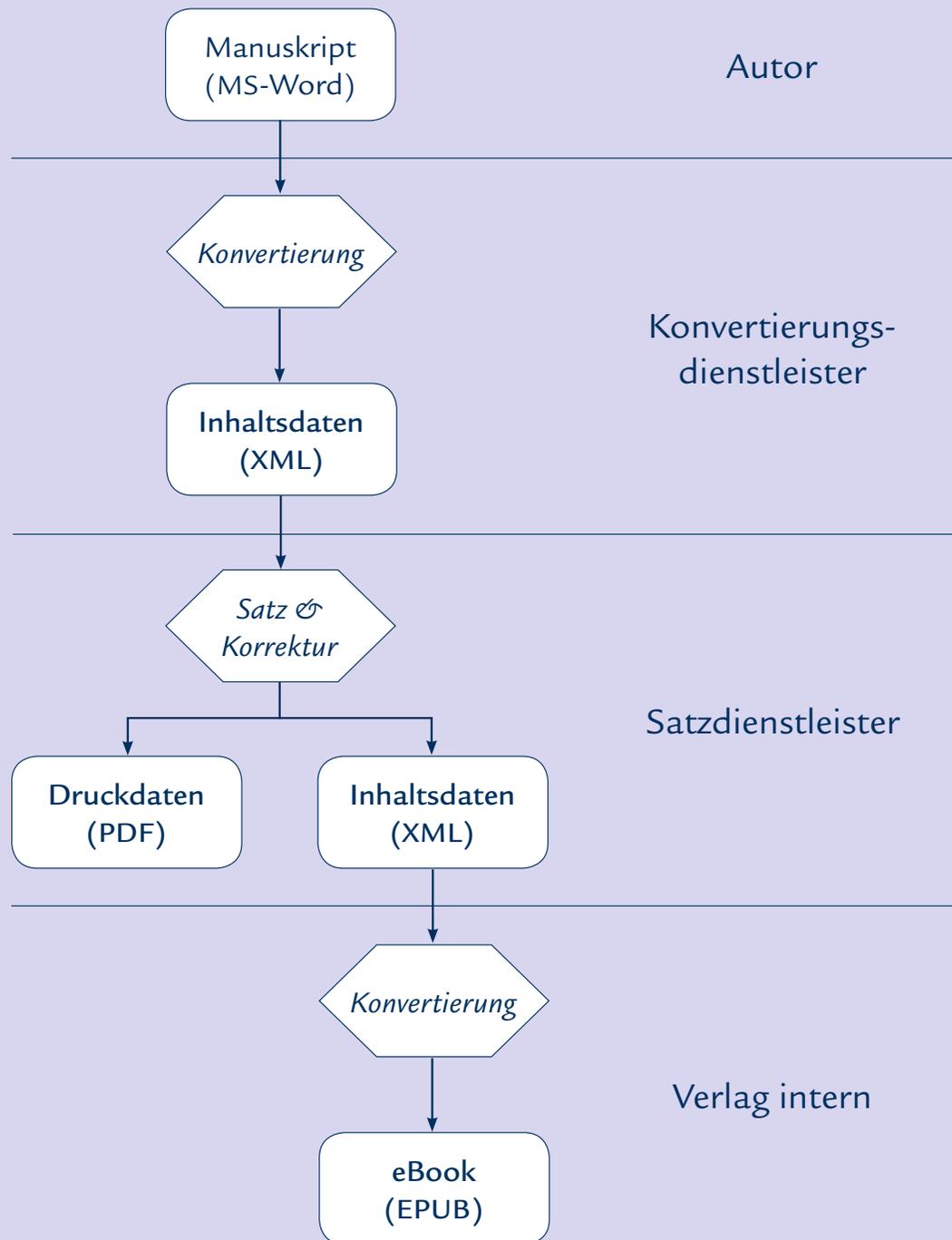
[...]

A high-angle, close-up photograph of a complex railway track system at night. The tracks are illuminated by warm, golden light, creating a sense of depth and complexity. The tracks curve and cross each other, forming a dense network. The ground is covered in gravel, and the overall atmosphere is one of industrial precision and flow.

# Workflow

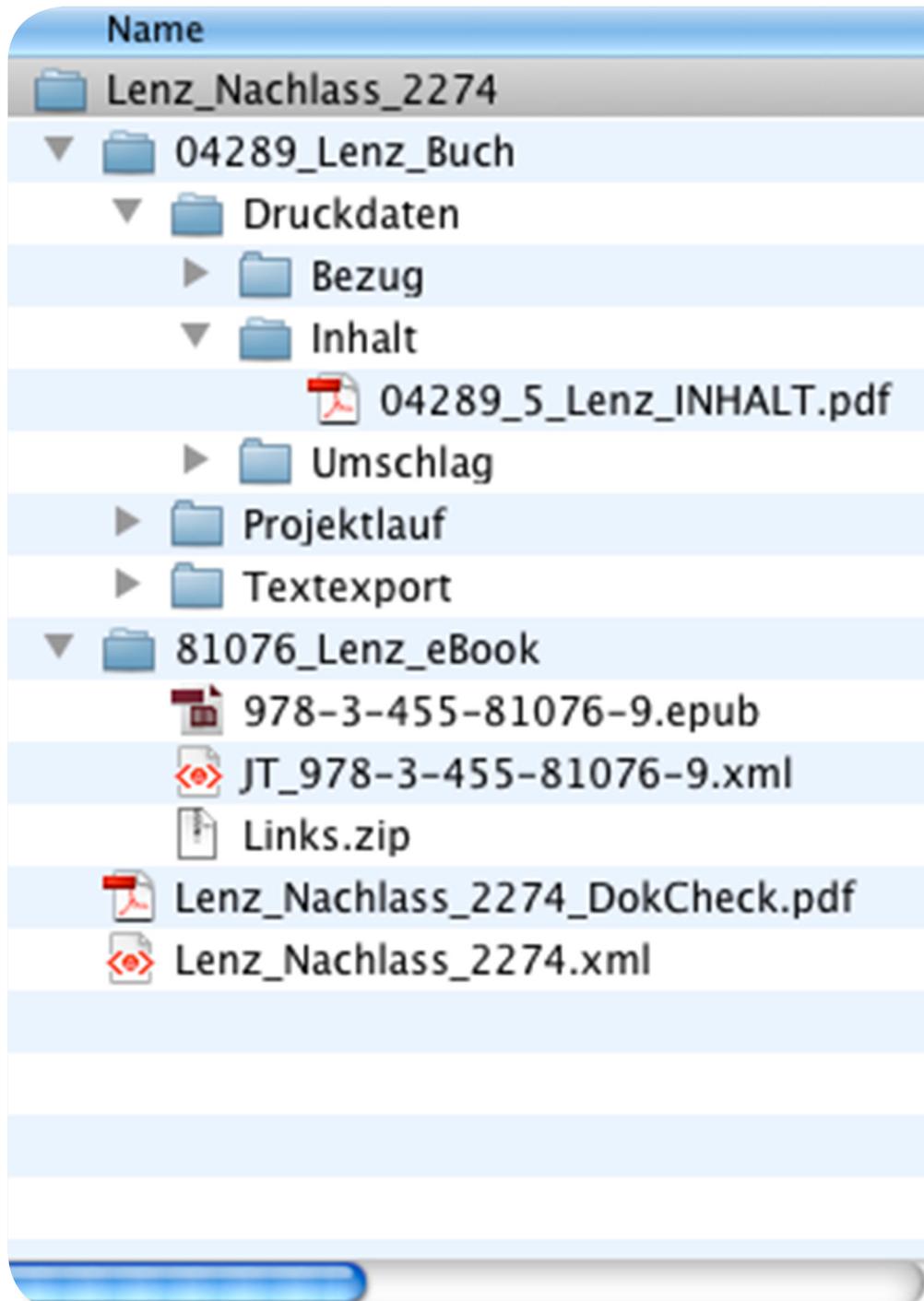


**Die Arbeit am Text  
und am Produkt  
hat einen stark  
handwerklichen  
Charakter**



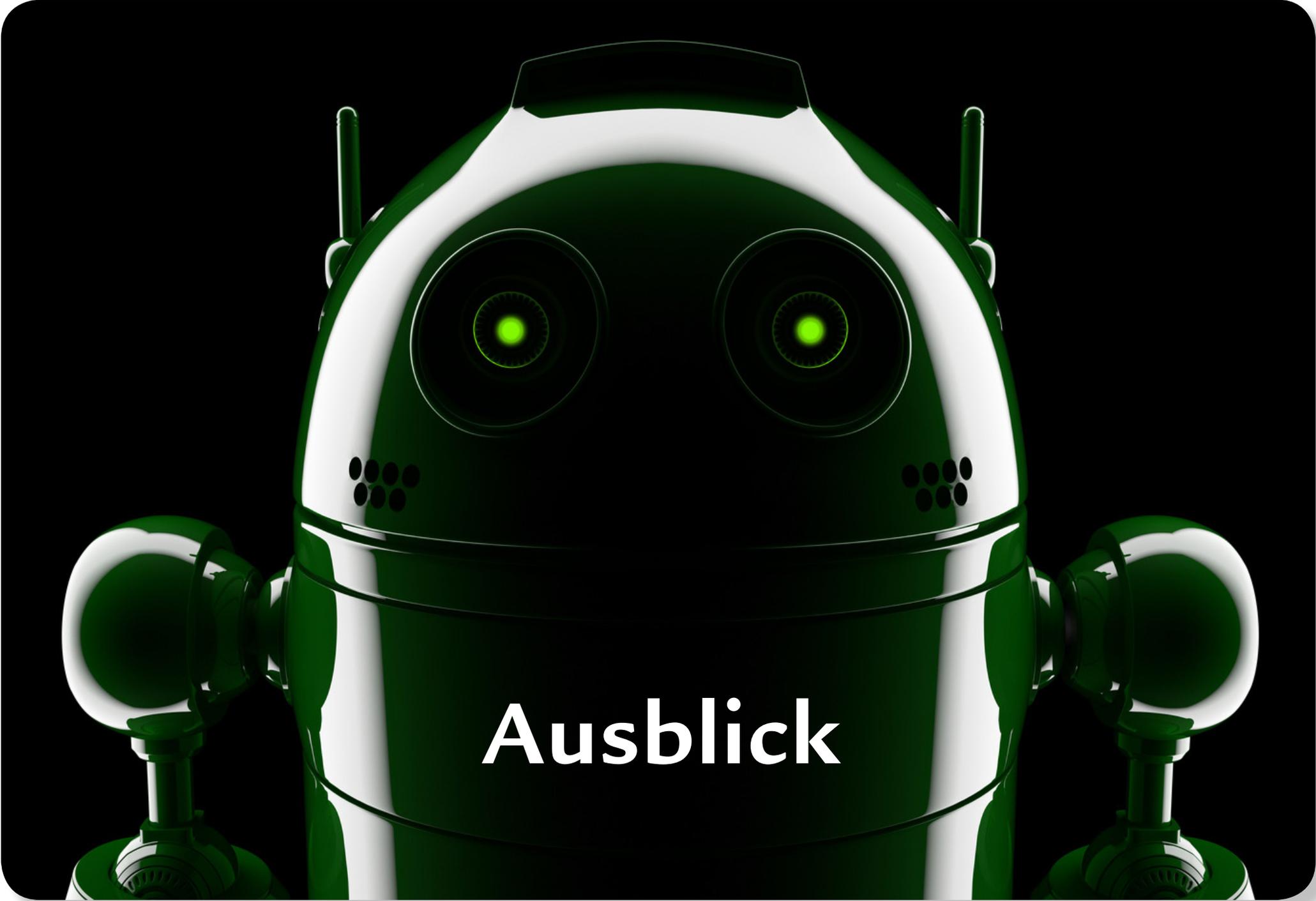


# Speicherung

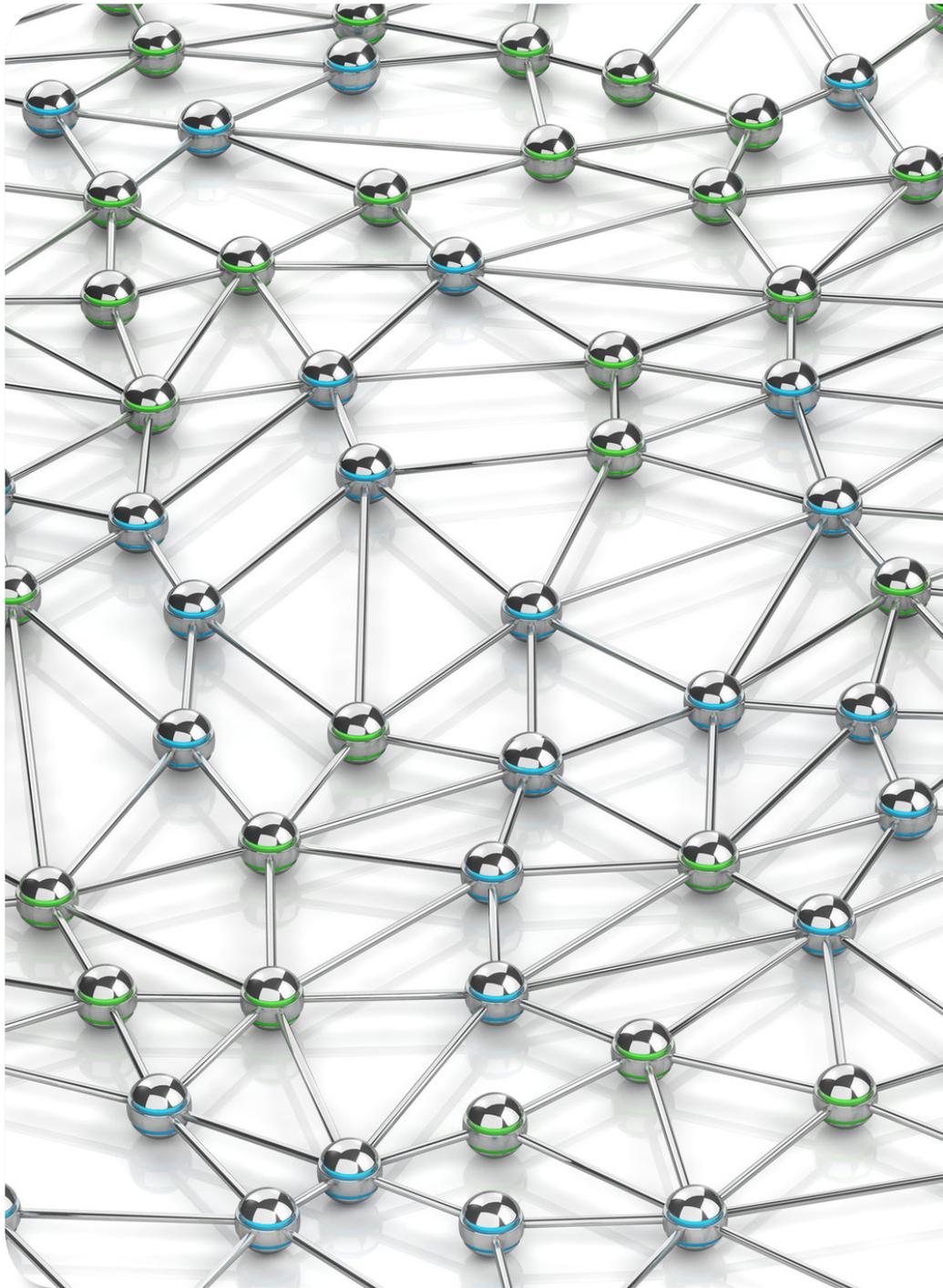


**Derzeit noch Fileserver**

**Aber: Ready for MAM!**

A 3D rendered robot with a white and green color scheme. The robot has a rounded head with two large, circular eyes that glow with a bright green light. It has two antennae on top of its head and two small, circular sensors on its cheeks. The robot's body is white with green accents, and it has two large, spherical joints on its arms. The word "Ausblick" is written in white, bold, sans-serif font across the center of the robot's chest. The background is black.

**Ausblick**



## Metadaten ins Visier nehmen



**Schnittstellen  
schaffen**

**Datenströme  
organisieren**



**Weg von der Oberfläche  
der Produkte**

**Die darunterliegende  
Datenebene erschließen**



# Eine weite Reise



HOFFMANN  
UND CAMPE

*Vielen Dank*