

Fido™ Plug-in

21.0

User Guide



© 2026 by Cognitive Inc. All rights reserved. No part of this manual may be reproduced, copied, transmitted, transcribed, stored in any retrieval system or translated into any language in any form by any means without prior written permission from Cognitive Inc.

The content of this manual is furnished for informational use only, is subject to change without notice, and should not be construed as a commitment by Cognitive Inc. Cognitive Inc. assumes no responsibility or liability for any errors or inaccuracies that may appear in this manual.

Licenses and Trademarks

Cognitive and the Cognitive logo are trademarks or registered trademarks of Cognitive Inc. Apple and Macintosh are registered trademarks of Apple Computer, Inc. All other trademarks are the property of their respective owners.

Disclaimers

APPLE COMPUTER, INC. MAKES NO WARRANTIES, EITHER EXPRESS OR IMPLIED, REGARDING THE ENCLOSED COMPUTER SOFTWARE PACKAGE, ITS MERCHANTABILITY, OR ITS FITNESS FOR ANY PARTICULAR PURPOSE. THE EXCLUSION OF IMPLIED WARRANTIES IS NOT PERMITTED BY SOME STATES. THE ABOVE EXCLUSION MAY NOT APPLY TO YOU. THIS WARRANTY PROVIDES YOU WITH SPECIFIC LEGAL RIGHTS. THERE MAY BE OTHER RIGHTS THAT YOU MAY HAVE WHICH VARY FROM STATE TO STATE.

Software License Agreement

This software may not be copied, in whole or in part, without the written permission of Cognitive Inc. Your software comes with an end-user License Agreement. You must read to that document before installing the software.

This user guide was designed and written by Cognitive Inc.

Email us at info@cognitiveinc.io

www.cognitiveinc.io

Fido Plug-in 21.0 User Guide

Contents

Chapter 1

Introduction to Fido 4-5

When Should You Use Fido? 4

Sample Fido Workflow 5

Using This Guide 5

Chapter 2

Installing Fido 6-7

Chapter 3

Fido Preferences 8-13

Show Alerts 8

Import Settings 9

Fido Link Options 11

Chapter 4

The Fido Links Panel 14-19

Fido Links Columns 15

Filtering the Fido Links Panel 17

Link Info. 19

Chapter 5

Using Fido 20-23

Check/Check All 21

Find/Find All 22

Link 23

Introduction to Fido

Welcome to the Fido Plug-in user guide.

Fido finds and links missing graphics or ad images in Adobe® InDesign® CC 2025 documents and tracks more detailed information about the file links in InDesign. It works with any Cognitive layout product.

- *When InDesign imports an image into a picture box, it does not embed the full, high- resolution file. Instead, it automatically stores the path to the file. The path is later used to pull in the high- resolution image for output actions, such as printing.*

In some production environments, especially deadline-intensive ad production, the image itself may not be available when the document and its picture boxes are created. In this case, an “anticipated” file path can be stored in an empty picture box. Later, when the actual image is available, Fido uses the file path information to find the file and complete the import process.

When Should You Use Fido?

To check whether ads are properly linked. The **Fido Links** panel displays information about the ads in the InDesign document, including icons showing each ad’s **Fido State**.

To find missing files by path. Fido can link files that were missing when the ad boxes were imported into the InDesign document by searching the stored file path.

To find missing files by name. You can also tell Fido to link a file to an ad box regardless of the stored path. Fido then inserts the actual path in the **Fido Path** field.

Sample Fido Workflow

1. Make sure Ad Import is installed. Open an AdforceX, ALS, ALS for Magazines or AdForce issue file in InDesign.
2. Open the **Fido Links** panel and review it to see if any of the ad links are faulty. Missing links will be indicated in the Fido **State** column with a text description of the problem (**Unknown**, **Volume Not Found**, etc.) and an icon.
3. Open the flyout menu in the Fido Links panel and click **Check All** to look for and link ads at the stored file paths.
4. Click **Find All** in the flyout menu to continue the search, this time choosing a specific folder where Fido looks up the ads by name.

5. Finally, in the **Fido Links** panel, select any ad that's still not linked. Choose **Link** in the flyout menu to browse for it.
6. When all ads are properly placed and linked, store and close the InDesign file.

Using This Guide

In this manual, “ad” refers to any image imported from an ad layout document using the Ad Import plug-in. A “graphic” is any item drawn by the InDesign user or imported using another process. “ALS” stands in for any Cognitive layout program: AdforceX, ALS, ALS for Magazines or AdForce.

Fido users should be familiar with InDesign. This manual is not a substitute for InDesign documentation and does not provide a complete guide to InDesign's linking functions.

Fido works with InDesign on either Mac or Windows. Most of the explanatory images in this manual are drawn from the Mac version.

- **Chapter 1** provides an introduction to Fido.
- **Chapter 2** describes how to install Fido.
- **Chapter 3** covers setting Fido Preferences.
- **Chapter 4** describes the functionality of the Fido Links panel.
- **Chapter 5** describes how to use Fido to find and link ads.

Installing Fido

Listed below are the instructions for installing the Fido plug-in, for Mac and Windows installations. When you start InDesign, it loads any plug-ins in the designated Plug-Ins folder.

Mac Installation:

1. Two Fido installer URLs are supplied with your license key. Choose the Silicon version download if you are running on Apple Silicon; otherwise choose the non-Silicon version. If you are running Big Sur on an Intel Mac, you must run your InDesign application in Rosetta mode (Get Info on InDesign 2026 and check Open in Rosetta).
2. Double-click on the installer and follow the installation prompts. The Fido plug-in folder is installed in the Plug-ins folder inside the InDesign application folder.

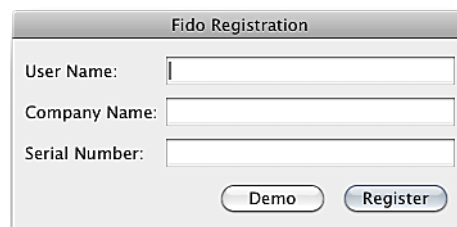
Windows installation:

1. Download the Fido zip file from the URL that was supplied with your license key. Extract the zipped Fido file.
2. Drag-and-drop the Fido folder to the Plug-Ins folder inside the InDesign Application folder.

When the Fido plug-in is installed, it will be one of the choices in the InDesign Preferences submenu and in About Plug-ins, located under InDesign in the Mac application menu and under Help in the Windows application menu.

Licensing

When you launch InDesign for the first time after installing Fido, a dialog will open with the Cognitive End-User License Agreement and registration dialog.

A screenshot of the 'Fido Registration' dialog box. It has a title bar that says 'Fido Registration'. Inside, there are three text input fields labeled 'User Name:', 'Company Name:', and 'Serial Number:'. At the bottom right, there are two buttons: 'Demo' and 'Register'.

Fill in the serial number you received with your Fido plug-in package. If you did not receive a serial number, contact Cognitive.

- ❑ *Fido can run in Demo mode without a license key. It will search and link the first five items in your InDesign document. You must relaunch InDesign to use demo mode again, or to register Fido.*

To check that Fido is installed properly

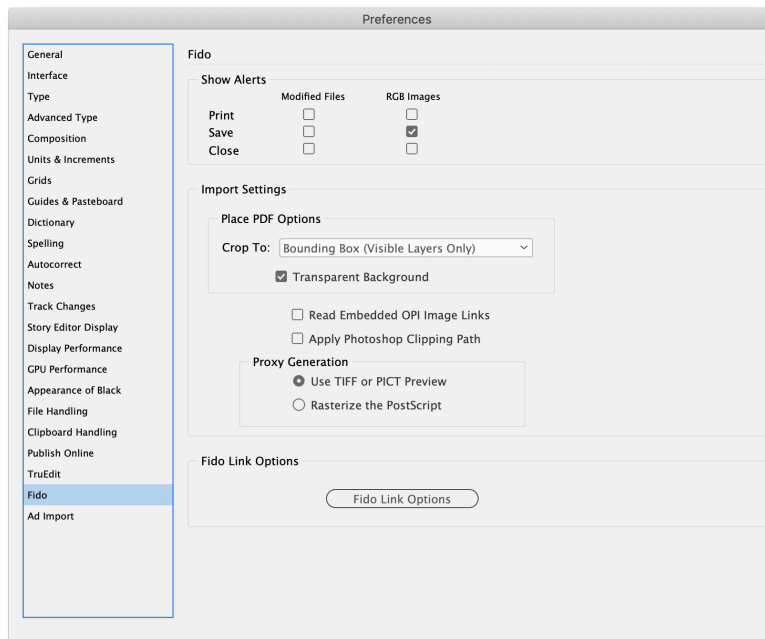
Look for Fido in the **About Plug-ins** submenu under **InDesign** on the Mac or under **Help** on the PC.

Fido Links also appears in the InDesign **Window** menu. Clicking Fido Links under Window opens the **Fido Links** panel, which you can dock with the other InDesign panels.

Fido Preferences

Before using Fido to find and link missing ads, you must set up Fido preferences.

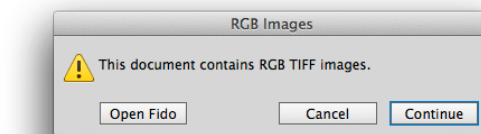
1. Click **Preferences** under the **InDesign** menu (Mac) or under **Edit** (Windows).
2. Click **Fido** to open the **Fido Preferences** pane of InDesign preferences.



- In the following descriptions of Fido options, items with an asterisk (*) are selected by default.

Show Alerts

You can set Fido to alert you if files are **Modified** or **RGB**. Three rows of checkboxes in the Fido Preferences window allow you to choose when to be alerted: when you **Print**, **Save** or **Close** the InDesign document.



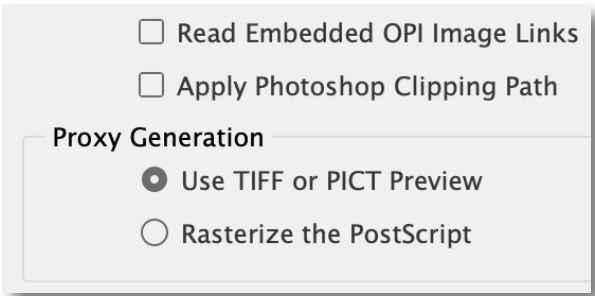
- The RGB setting only recognizes Photoshop TIFF files.

To dismiss an alert, **Cancel**, **Continue** or **Open Fido**.

Import Settings

These settings control options for importing EPS and PDF ad files from ALS.

EPS Options



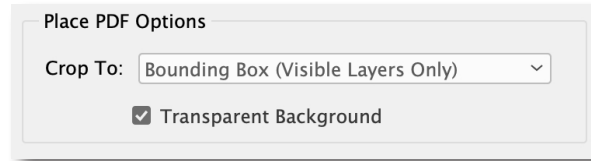
Read Embedded OPI Image Links	Select if you want InDesign to replace low-res images when you output the file.
Apply Photoshop Clipping Path	Placed EPS files always include a clipping path in InDesign. However, deselecting this option may result in a different bounding box size.

Proxy Generation Options

Use TIFF or PICT Preview	Select to generate the low-res proxy from the existing image preview, if available. If there is no preview, a low-res will be generated by rasterizing the EPS.
* Rasterize the Postscript	Select to ignore the embedded preview and produce an offscreen bitmap. This option is typically slower but provides better results.

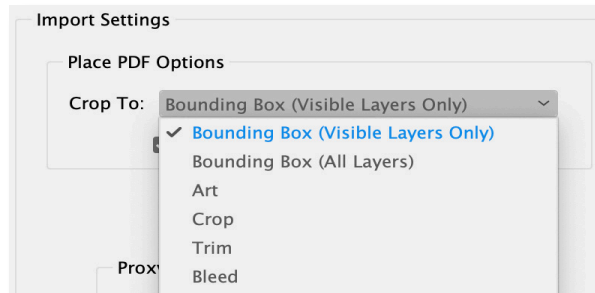
PDF Options

The PDF options are the same as those found in InDesign.



***Transparent Background** Check this option to reveal text or graphics that fall beneath the PDF in the InDesign layout. Deselect to place the PDF with an opaque white background.

Crop To:



*** Bounding Box (Visible Layers Only)** Places the PDF's bounding box, or the minimum area that encloses the objects on the page.

Bounding Box (All Layers) Same as above, applied to all layers, including page marks.

Art Places the PDF only in the area defined by a rectangle that the author created as a placeable artwork (for example, clip art).

Crop Places the PDF only in the area that is displayed or printed by Adobe Acrobat.

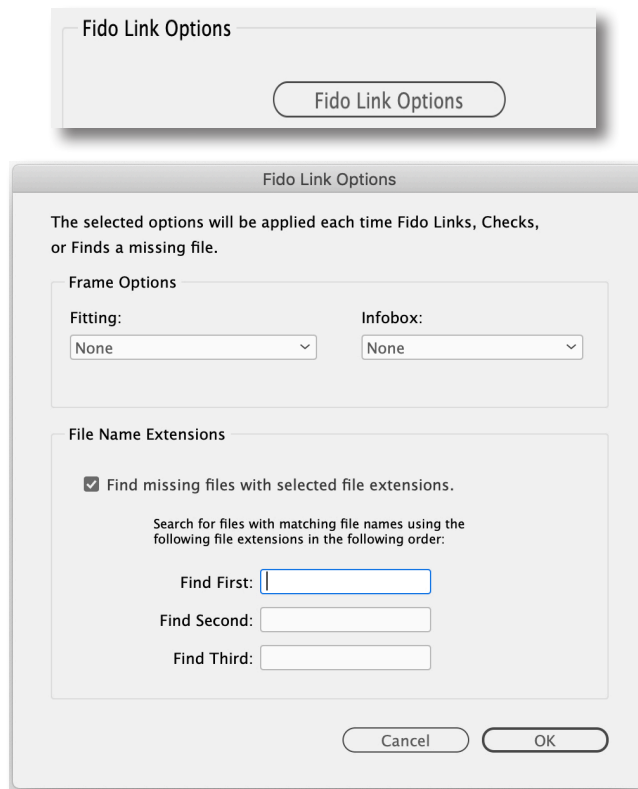
Trim Identifies the place where the final produced page will be physically cut in the production process, if trim marks are present

Bleed Places only the area that represents where all page content should be clipped, if a bleed area is present.

Media Places the area that represents the physical paper size of the original PDF document (e.g., the dimensions of an A4 sheet of paper), including page marks.

Fido Link Options

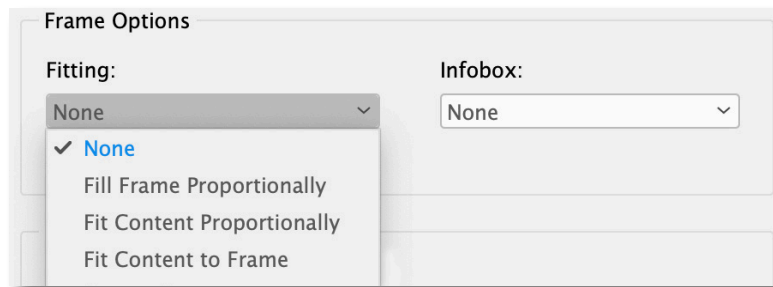
Clicking the **Fido Link Options** button opens a window that allows you to set options for image fitting, infobox display and file extension searches.



- ❑ *This window can also be accessed from the Fido Links panel flyout menu and the Fido Links Panel contextual menu.*

Fitting

Fitting affects how imported ads fit in graphic frames when they are linked. These settings correspond to the image-fitting settings in InDesign.

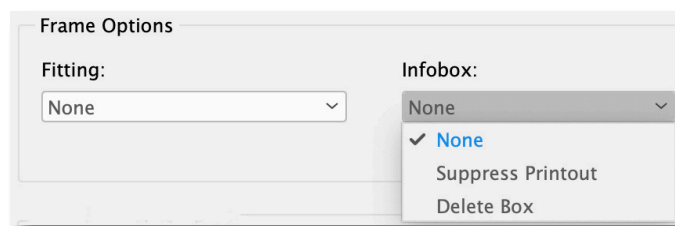


* None	Positions ad image in frame starting at the default reference point in InDesign. Neither image nor frame is altered.
Fill Frame Proportionally	Resizes ad image to fill frame without morphing. Parts of the image may be cut off.
Fit Content Proportionally	Resizes ad image so it all fits in frame. The image is not morphed, but it may not fill the frame.
Fit Content To Frame	Resizes ad image to fit frame and allows image proportions to change. The image may be morphed.
Center Content	Centers ad image in frame without resizing either the image or the frame. The frame is unaffected, but the image may be cut off or may not fill frame

Infobox

When you import ads from an ad layout document into InDesign, a box showing ad information can be included. This is an information box, or **infobox**.

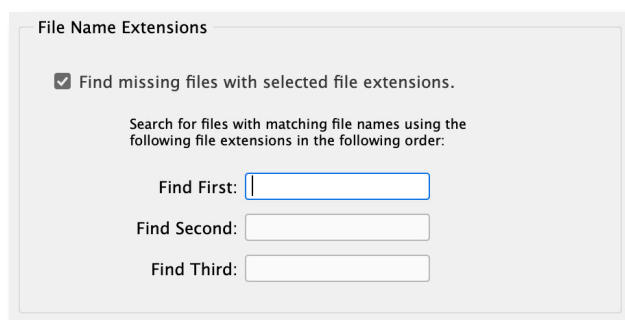
These settings affect how ALS infoboxes are displayed in InDesign.



* None	Leaves infobox as is.
Suppress printout	Infobox shows in the InDesign layout but does not print.
Delete Box	Removes infobox from each checked, placed or linked ad.

File Name Extensions

You can modify **Check** and **Find** by specifying the file type or types Fido looks for when searching for individual ads, and the order in which it searches for them.



File Name Extensions

☒ Find missing files with selected file extensions.

Search for files with matching file names using the following file extensions in the following order:

Find First:

Find Second:

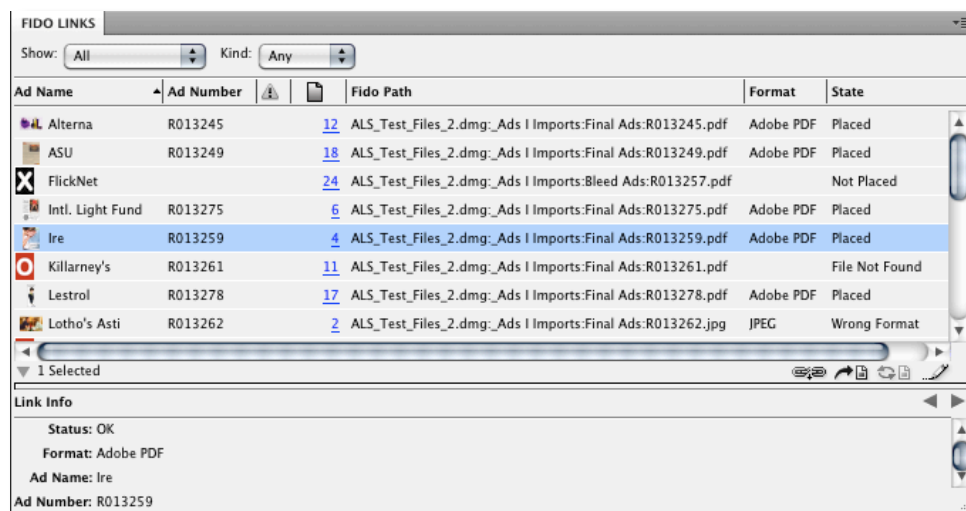
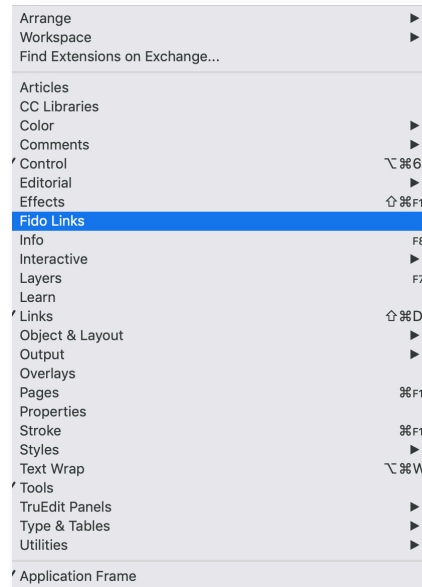
Find Third:

1. Check ***Find missing files with selected file extensions** if you want Fido to search automatically by file extensions.
 2. Fill in up to three file formats. Fido searches for files with matching extensions in the order the formats are listed.
- ❑ *IMPORTANT: When using Fido to find missing files from an issue created in **AdforceX**, you must enter the applicable file extension(s) (pdf, jpg, jpeg, etc.) in this panel in order for Fido to find the files.*

The Fido Links Panel

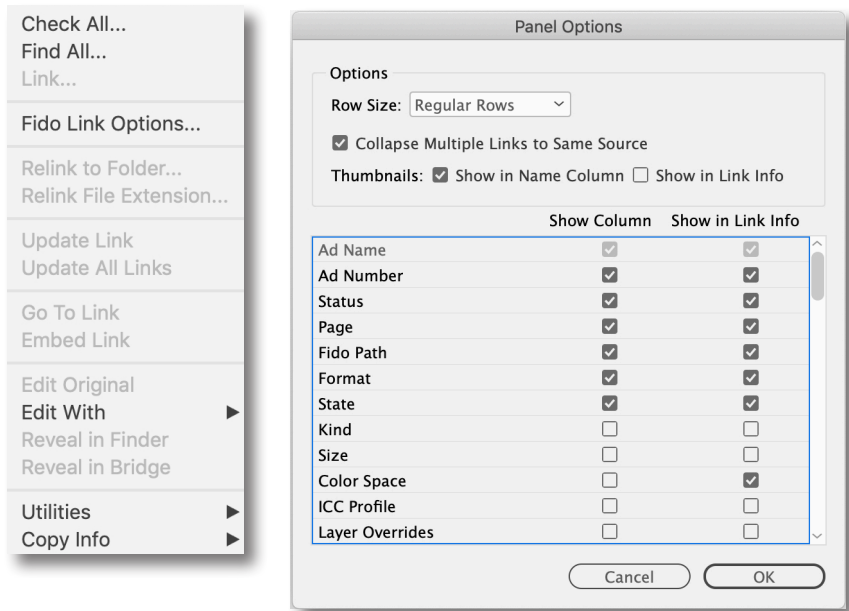
The Fido Links displays the information about the ads in the InDesign document. To view it, open an InDesign page, go to the **Window** menu and click on **Fido Links**.

The main part of the panel consists of a list of the ads in the InDesign document, which you can sort and filter. The **Link Info** pane at the bottom is opened with a disclosure triangle and contains information about a single ad selected in Fido Links. The panel can be docked like any other InDesign panel.



Fido Links Columns

You choose what information to display in the Fido Links panel and Link Info pane from the **Panel Options** window. To access it, open the flyout menu (from the upper right corner of the Fido Links panel) and click **Panel Options** at the bottom of the menu.



Row Size	Three options: Small Rows , Regular Rows* and Large Rows .
* Collapse Multiple Links to Same Source	If an ad is used more than once in your document, you have the option of grouping all the placements under one instance of the ad name. To see/hide the placements, open/close the disclosure arrow.
Thumbnails	InDesign generates thumbnails of linked ads that can be displayed in the Fido Links panel. You can choose to show them in the Name column of the Fido Links pane and/or in the Link Info pane. (If no preview is available, Fido shows an icon.) You can also choose not to display previews at all.
* Show in Name Column	
Show in Link Info	


The bottom of the Panel Options window contains a checklist of columns available in the Fido Links panel. (All fields except **Ad Name**, **Ad Number**, **Fido Path**, **Format**, **State**, **Kind**, **Modified** and **Creation Date** are also in the regular InDesign Links panel.) You can select or deselect them as needed for Fido Links (**Show Column**) and Link Info (**Show in Link Info**).


These columns are selected by default:

- * Ad Name** The string from the Name field of the ALS document runsheet.
☐ *Ad Name is required for Fido and cannot be deselected in the Panel Options.*
- * Ad Number** The ad number from the ALS document runsheet.

*** Status** (👤)

The InDesign link status of the ad, indicated by an icon:

 Link has changed.

 Link is missing.

If there is no icon, the ad is properly linked.

*** Page** (📄)

The page where the item is placed. Clicking on the page number will bring you to that page in the InDesign document.

*** Fido Path**








The ad's file path, imported from ALS. If the entire path is not visible, hold the cursor over the row until a tool tip displays it.

*** Format**

The file format of the ad.

*** State**

The Fido link status of the ad. Fido follows the stored file path as far as possible and warns you when it cannot find the next element in the path. In previous versions of Fido, the State column was labeled "Status."

Placed	The Fido file path is valid and image has been placed in its frame in InDesign. If available, a thumbnail of the ad is displayed in the Fido Links panel.
	
Not Placed	The Fido file path is valid but the image has not been placed in its frame.
	
File Not Found	Volume and Folder in the file path are found but the file is missing.
	
Folder Not Found	Volume is found but the folder which contains the files is missing.
	
Volume Not Found	Volume is not mounted or not available to the user.
	
Wrong Format	Image is linked to a file of a different type than specified in the stored ALS file path.
	
Unknown	No file path was stored during import or the file path is not valid.
	

❑ *Once an image is linked, its thumbnail will persist even if the link is broken. Its InDesign Status and Fido State description will change, but because InDesign caches the image, the image will not change unless the ad box is relinked to a different file.*

These Fido columns are also available but not selected by default:

Kind	Displays the type of file — Ads, Logo, DT Ads (double-truck ads) or Graphics. In previous Fido versions, the Kind column was labeled “Type.”
Modified	The date of the last modification of a placed image.
Creation Date	The date a placed image was created in its original application.

Sorting and Moving Columns

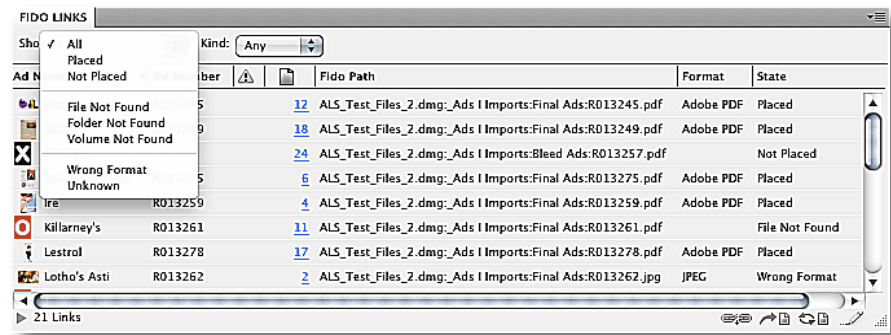
The Fido Links columns can be moved and resized by clicking and dragging the header field or the header field margins. They can also be sorted by clicking on the header field. (A sort arrow appears when a column header is selected, and persists until a different header is clicked.)

Filtering the Fido Links Panel

Two dropdown menus at the top of Fido Links provide control over which ads display when the panel is refreshed.

Show

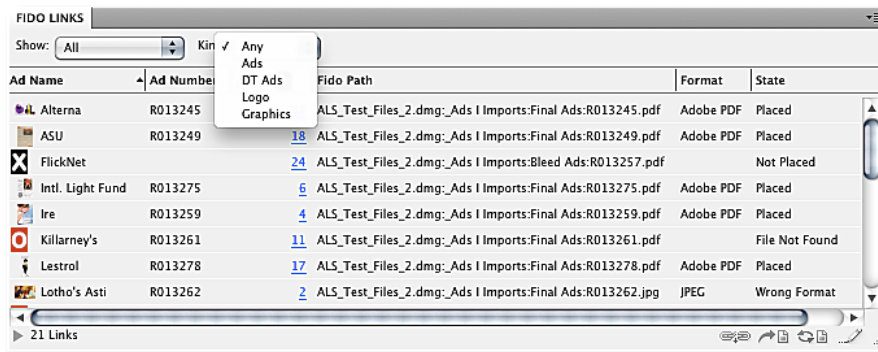
Choose from this pop-up to filter the list by Fido **State**.



* All	Displays ads of all States.
Placed	Displays properly linked ads.
Not Placed	Displays ads whose state is File Not Found , Folder Not Found or Volume Not Found .
File Not Found	The ad is not in the specified location.
Folder Not Found	The folder specified for the ad cannot be found.
Volume Not Found	The specified drive or file share is not mounted.
Wrong Format	You have linked to an ad of a different file format than was specified.
Unknown	Unlinked or otherwise inaccessible ads.

Kind

Choose from this pop-up to filter the list by Fido **Kind**.



*Any	Any ad or graphic in the InDesign document.
Ads	Anything imported from the ALS layout document using Ad Import.
DT Ads	Double-truck ads only. Both Fido and Ad Import fitting preferences are ignored when placing double-truck ads because of their unique bleed requirements.
Logo (Baseview only)	Baseview logos only.
Graphics	Manually drawn ads or ads imported by a method other than Ad Import.

Remember that when you refresh a filtered list, ads will disappear if their State or Kind has changed.

InDesign Link Actions

InDesign link actions have been integrated into the Fido Links panel with an action bar in the lower right corner.

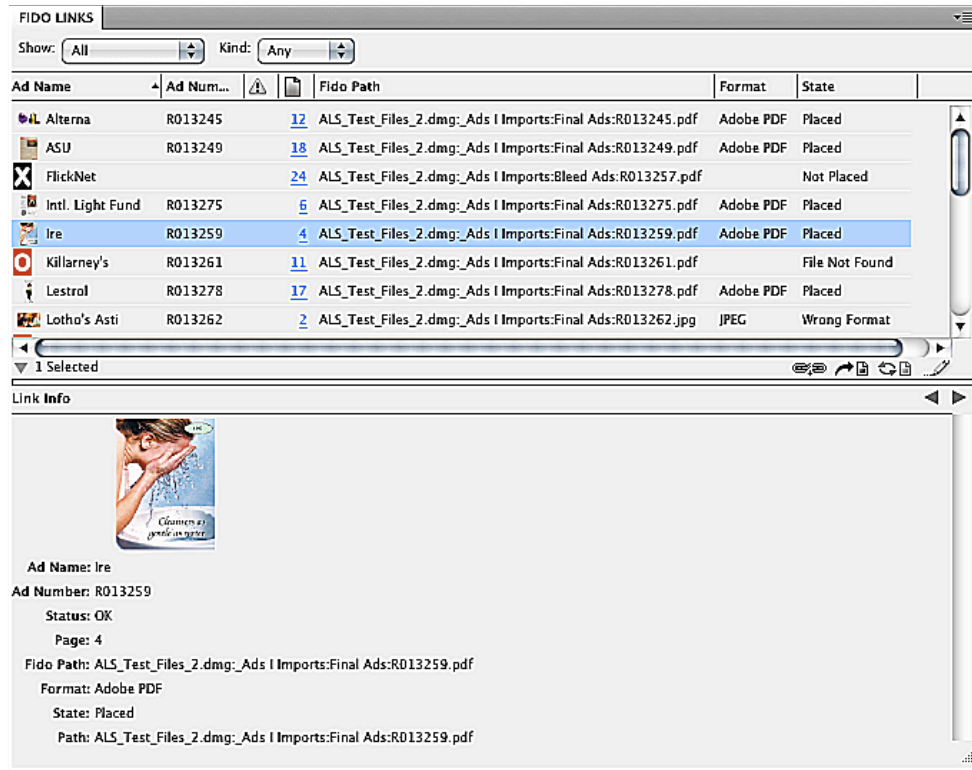


Select an item in the Fido Links panel to (left to right): **Relink**, **Go to Link**, **Update Link** (the item must have been modified for this option to be active) or **Edit Original**.

Link Info

The **Link Info** pane shows details about the ad currently selected in the **Fido Links** panel. Link Info has its own checklist in Panel Options, so additional information may be displayed in Link Info that is not shown in the Fido Links list.

Link Info is adapted from InDesign and works the same way. The disclosure triangle at the bottom left corner of the Fido Links window opens and closes Link Info.



When Link Info is open, the number next to the triangle indicates how many ads are selected. (However, the Link Info can only display one ad at a time.) When it is closed, the number indicates how many ads are listed in the Fido Links panel.

The next/previous triangles on the right side of the Link Info pane allow the entire Fido list to be scrolled one by one in the Link Info pane.

Using Fido

Once you have it configured, Fido provides all the tools you need to review links and relink errant digital ads in layouts imported to InDesign by Ad Import.

The Fido actions are **Check** (or **Check All**), **Find** (or **Find All**) and **Link**.

- If you have one or more ads selected in the Fido Links panel or the InDesign document, Fido can **Check**, **Find** or **Link** the selected ads.
 - ▣ *Selecting an ad in the InDesign file also selects it in the Fido Links panel. However, to select an ad in the InDesign document from Fido Links, you must click the ad's page number (which is a link) in the list.*
- If no ads are selected, **Check All** and **Find All** become available, and Fido will search the entire Fido Links list. (**Link** is grayed out; you must link ads one at a time.)

Where to find Fido actions

You can access the Fido commands in several places:

- **The Fido Links panel flyout menu:** Click the inverted-triangle icon at the upper right corner of the Fido Links panel to open the flyout menu. Fido commands are at the top.
- **The InDesign Object menu.** Select **Fido File Links** near the bottom of the menu to open a submenu with the commands.
- **Via contextual menu from the Fido Links panel:** Click on an item in the panel to highlight it, then right-click to open the menu to **Check**, **Find** or **Link** the ad. Right-click any row in the panel to open the menu to **Check All** or **Find All**.
- **Via contextual menu from an InDesign object.** Select an ad on an InDesign page and right-click. **Check** and **Find** are near the bottom.
 - ▣ *You may also find it convenient to create InDesign keyboard shortcuts for these actions: Click **Keyboard Shortcuts ...** in the InDesign **Edit** menu. Fido is under **Other** in the **Product Area** dropdown.*

Scripting Fido actions

These actions can be scripted using JavaScript or AppleScript:

- Check/Check All
- Find/Find All
- Link
- Find using selected file extension or extensions.

Check/Check All

Check/Check All searches each link by its stored file path, completing the link if possible. At the same time, it applies the **Fitting** and **Infobox** options set in the **Fido Preferences**.

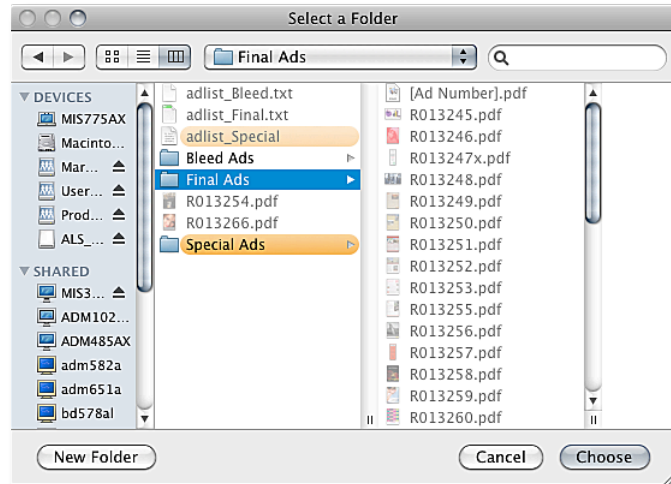
Check/Check All is typically used to relink ads that have been modified but not moved, or to complete the link for ads whose file path is valid but which were unavailable when the path was stored in InDesign (for example, if the ad folder's network drive was not mounted).

Check searches for an ad (or ads) selected in the Fido Links panel. To run a check on all the ads in Fido Links, make sure no ads are selected. **Check All** becomes available.

1. Select the item in the Fido Links panel and click **Check**, or deselect all the items in the panel and click **Check All**. As Fido imports the links, you may briefly see the **Importing** window flash on your screen.
2. The Fido State changes to **Placed** and a thumbnail image replaces the link error icon. If the file has been modified, a new thumbnail replaces the old one, and the Fido Fitting and Infobox options are applied.

Find/Find All

Use this when the ad name is correct in the file path, but the path is wrong. When you click **Find/Find All**, a **Select a Folder** navigation window opens and requires you to choose a starting folder for the search.



Find searches for an ad (or ads) selected in the Fido Links panel. To run a find on all the ads in Fido Links, make sure no ads are selected. **Find All** becomes available.

Find/Find All searches the subfolders of the selected folder, and can be set to search an entire network or volume.

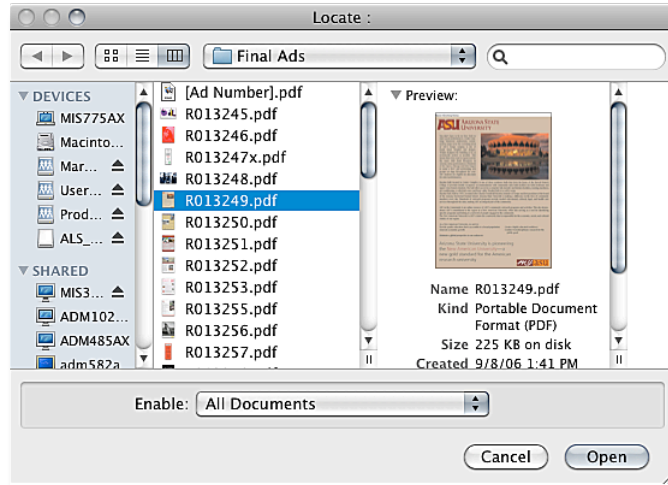
With a Find command, if there are multiple files with the same name, Fido will link the first one it finds.

1. Select the item or items for which you want to find files or let Fido Find All by not selecting any.
2. Click **Find/Find All**. From the Select a Folder window that opens, navigate to the volume or folder that contains the ad files.
3. Click the **Choose** (Mac) or **Select** (Windows) button to start the search.
4. As Fido finds a file, the **File Path** field updates and the Fido **State** changes to **Placed**.

Link

Use this command, which works like InDesign **Relink**, to link an individual ad or graphic.

You must have a file selected in the Fido Links panel and you can only Link one file at a time. When you click **Link**, a **Locate** window opens and you must navigate to and **Open** the file you want to link, rather than having Fido search for the file by Name or File Path.



Using Link overrides the current contents of the ad box.

1. Choose an item in the Fido Links panel and click the **Link** button.
2. Navigate to the file you want to link and click **Open**. The File Path and Ad Name change to the new one (if they are different from the stored path and name) and the Fido State changes to **Placed**.