

VDP and image personalization out of one hand



- Offer unique personalized print products
- Produce response-boosting mail pieces
- Use market-leading image personalization
- Benefit from an integrated workflow

All you need for variable data pr

Boost your sales and increase margins by offering unique high-value print products! ePost VDP Studio is your professional solution for the production of all-round personalized print pieces. By introducing emotionally appealing personalized images and perfectly targeted content you will help your customers reach higher response rates and increase the effectiveness of printed communication.

ePost VDP Studio works with InDesign, so you can create your layouts the way you're used to. The software helps to save production time and cost, because you can use all customization options including personalized images within one integrated workflow. At the same time it offers the reliability you need for trouble-free production of highest print volumes.

Use the ePost VDP Studio to design your own personalized images and to personalize your InDesign layouts by creating documents with individual text, designs and images. Alternatively you can choose ready-made personalized images or templates from our shop.



100% variable documents

Vary text, product photos, color schemes, font styles, addresses, customer codes, or entire layouts.

Address

Loyalty program

Personalized image

Salutation

Variable image and text

Voucher number

Barcode

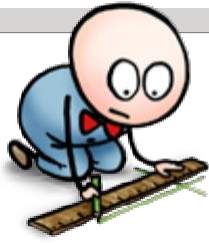
Sender

Variable text, different fonts

Loyalty program

Thanks to 100% personalization UK retailer Sainsbury's increased conversion rate by 39%, ROI by 25 and revenues by 110%. More than 6 million mail pieces were produced using ePost VDP Studio.

Printing and image personalization

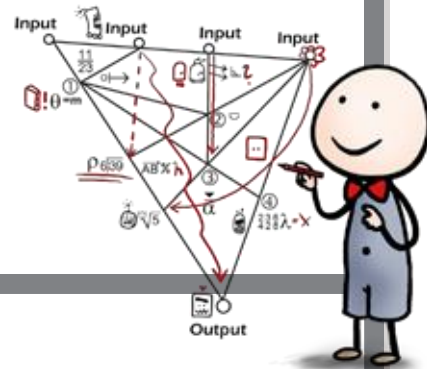


Imposition tool included

There is no need to switch software to impose your print jobs. ePost VDP Studio comes with a full-featured solution. See previews of the imposition with real designs, manage papers, place technical information and barcodes on the spread, apply crop marks and profit from a highly productive workflow.

Complex rules easily applied

Complex issues don't need advanced programming skills if you're working with ePost VDP Studio. Our special editor for rule-based logic is easy to handle so you can create intelligent causal dependencies with a click of your mouse. If you like things to be cryptic, you may of course use Visual Basic based scripting.



The perfect workflow: produce in just three steps



Create your personalized images and a layout. Load the Database. And start to print on your digital press. It is as easy as that. And as we've seen our customer's volume increase fast, we made sure all ePost products are scalable and reliable with high volume jobs also. They are upgradable with additional rendering licenses for more performance and do integrate with other products of the ePost portfolio.

Highlights

- **Design Editor for creation of individual image sets, supports Clip Fonts, Picture Fonts and System Fonts**
- **Automated database-driven creation of personalized images**
- **Adobe InDesign based document creation including support of InDesign layers**
- **Link any layout element or layer to your database. Set up rules for text, design and image personalization and vary text, product photos, color schemes, font styles, addresses, customer codes or entire layouts**
- **Print on all digital presses with multiple output formats including PDF, PPML, JLYT**
- **Imposition Tool for optimized sheet utilization**
- **Supports and includes Barcode**

Features

- Automated database based creation of personalized images
- Professional InDesign based lay outing of personalized and individualized print pieces
- Design Editor for creation of individual personalized Image Sets and Character Styles without programming, supports individual “Clip Fonts” and “Picture Fonts” as well as system fonts.
- Real-time preview
- CMYK- and RGB color space
- Link any variable or static layout element or layer to the database and work with logical rules for full text and image personalization



- Supports InDesign layer
- Rotate variable text and graphics
- Automatic scaling of frames with variable text or graphic
- Text overflow of variable text
- Imposition
- Crop marks
- Database Manager for printing of multiple blocks
- Seamless workflow from the creation of documents to print
- Print on all digital presses via PDF, PPML, JLT
- Barcode Module

One rendering license included – upgradeable with additional rendering licenses if higher performance for rendering of images and documents is needed.

Minimum Hard- and Software Requirements

- Microsoft Windows XP Professional or Windows Vista Business/Ultimate or Windows 7 or Microsoft Windows Server 2003 and 2008 Standard or Enterprise Edition (x 86 and x 64)
- 3 GHz CPU (Single or Multiprocessor), 1 GB RAM
- Adobe InDesign required
- GBit network interface
- Internet Connection required



E-mail: sales@ePost.com

www.ePostcaribbean.com