

# Adobe VDP Solutions



## A New Generation of VDP Solutions Empowers Marketers to Meet Today's Communications Challenges

Today's media-rich environment supports a wide array of communications channels, including print, telephone, e-mail, websites, radio, television, and wireless devices. While this mix offers great versatility, it also increases the volume of messages vying for consumers' attention.

To break through the din, marketing and creative professionals are faced with the challenge of producing communication campaigns that deliver relevant, graphically rich information that targets specific recipients in their preferred method of communications. That's a tall order.

Variable Data Publishing (VDP)—also known as database-driven, personalized, or one-to-one marketing—has emerged as a key enabling technology that automates the production of unique, relevant communications that resonate with recipients and motivate them to take action. Whether used to acquire leads, increase sales or reinforce customer loyalty, a growing number of communications professionals are leveraging the power of VDP to achieve unprecedented results.

Adobe has been driving the technology behind VDP for more than a decade, and working with its partners to integrate industry-standard and advanced VDP workflows. An extended network of VDP solution providers has emerged, offering VDP plug-ins, composition software and output systems. Together, we are making a wide range of VDP solutions more accessible and affordable for companies of all sizes.

### VDP applications

Where are VDP solutions being applied successfully today? The flexibility and scalability of VDP yields a broad set of applications, from basic data merge for business correspondence to highly complex, customized promotional pieces—with recipients ranging from one to one million.

- **Business correspondence**

Business correspondence incorporates name, address, and simple product information to produce a unique piece for each recipient.

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## WHITE PAPER

### VDP MARKET TRENDS

Numerous trends, tools and technologies have converged to set the stage for a wide-spread adoption of VDP solutions.

- **Communications Options**

Corporations and their creative and communications partners have a growing number of options for promoting their products and services. E-mail is increasingly used, often with a hot-link to a Web site or Personalized URL (PURL) for additional information and order processing. Television, cable, and radio companies can utilize unique messaging to target geographic regions. Printed direct mail pieces can be customized according to demographic requirements.

- **Government Mandates**

The Sarbanes-Oxley Act is driving customization of financial statements because it requires disclosure of the financial risk of each investment in the portfolio. When every statement is unique, the complexity of the document composition becomes more difficult. As more unique information is mandated, VDP solutions will continue to grow.

- **Mailing Costs**

Mailing costs continue to rise as they become an increasing percentage of the cost of a communications campaign. Databases with duplicate or "dead end" contacts must be scrubbed, so marketers are not spending valuable dollars on communications that will never be delivered.

- **More—and Better—Data**

Costs for communication and data collection are decreasing due to innovations in technology and increased vendor competition. Database companies are providing an expanding array of services in the development, analysis, and maintenance of their customers' databases, a key element in the success of VDP.

- **Privacy and Privilege**

Consumers are becoming more selective and vocal about the time, place and format in which they want their communications delivered, and have become more sophisticated in filtering out unsolicited information. Simultaneously, consumers want more options to access and utilize the information they do want.

- **Simple one-to-one marketing**

Simple one-to-one marketing incorporates some graphical elements and variable text that are included based on a simple set of rules to produce a unique composition that is customized for each recipient.

- **Custom publications**

Custom publications are business applications that enable a customer to drive specific content into an existing template for immediate publishing or for inclusion in a newsletter or periodical.

- **Multi-channel marketing campaigns**

Multichannel campaigns incorporate completely unique text, images, and graphics for each recipient based on rules that make decisions on demographics, purchasing history, or other predictive methods to enhance relevance to the recipient. They then publish through a combination of print, web, and e-mail.

- **TransPromo**

TransPromo combines targeted and graphically-rich promotional or sales information with transactional documents (bills, statements, portfolios, invoices).

These VDP applications are producing impressive results, markedly improving response rates and average order sizes.

### VDP solutions are available today

Adobe has taken a leadership role in the development of end-to-end publishing solutions, and with its VDP partners, is promoting a more efficient, effective way for communications professionals to connect with their customers. Adobe InDesign has long been an effective application for VDP solutions. Combined with the Adobe Creative Suite, Adobe offers a solid publishing platform for the development of a broad range of multi-channel personalized communications.

### VDP for creative professionals

A host of VDP design and publishing tools are available as plug-ins for Adobe InDesign® CS3, Photoshop® CS3 Extended, Illustrator® CS3, Acrobat® 9 Pro, Flash® CS3, and Dreamweaver® CS3, so creative professionals can explore VDP solutions while using a favorite and familiar application and interface. The VDP plug-ins for Creative Suite offer the ease of use, high quality, and reliability you expect from Adobe and its partners, who include: DesignMerge, DirectSmile, EMC Document Sciences, Em Software, EskoArtwork, Finite Matters, HP, Kodak Print On-Demand Solutions (PODS), Objectif Lune, Pageflex, Printable Technologies, Sansui Software, and XMPie. Adobe and these partners offer creative professionals flexible, easy-to-use solutions for both Macintosh® and Windows® platforms, providing a complete design environment for print, mobile devices, and Web.

Creative professionals that expand their offerings to include VDP solutions differentiate themselves from the competition with a value-added service that is proven to deliver better results. By offering customers a more successful way of conveying messages with clarity and impact, creative professionals position themselves as long-term strategic partners.

Utilizing familiar applications like those in the Adobe Creative Suite, creative professionals can explore the limits of their artistic abilities, and by using VDP tools that are

based on industry standards like Adobe PDF and PPML, they have greater flexibility to collaborate with other VDP workflow partners.

Adobe PDF will continue to be the standard format for file exchange, and holds the promise of exciting possibilities for future VDP workflows. With Adobe's best-in-class offerings for page layout (InDesign), Web authoring (Dreamweaver®), illustration (Illustrator®), video/animation (Flash), document sharing and collaboration (Acrobat®), and image manipulation (Photoshop®), creative professionals can be assured that these products will work reliably together in developing a variable data campaign.

Adobe InDesign Server also supports the development of personalized marketing applications. Systems integrators and third-party developers can build design-driven publishing systems that automate template-driven document creation, such as web-based collateral creation and personalized marketing materials, using Adobe InDesign Server.

With the Adobe Creative Suite and VDP plug-ins from partners, creative professionals can easily create beautiful, personalized, visually rich campaigns tailored to each recipient. As Adobe expands its partnership base, the functionality will continue to grow, increasing the applications that can support VDP.

## Design and publishing software

The Adobe Creative Suite—and Adobe InDesign in particular—works with plug-ins from Adobe partners to create design and composition tools that automatically combine the fixed and variable elements of a VDP campaign into a single, personalized document, ready for publication to print, email, mobile devices, or the Web. Creative professionals who already use these Adobe applications are uniquely positioned to extend their expertise to include VDP offerings.

Teamed with software development partners such as DesignMerge, DirectSmile, EMC Document Sciences, Em Software, EskoArtwork, Finite Matters, HP, Kodak Print On-Demand Solutions (PODS), Objectif Lune, Pageflex, Printable Technologies, Sansui Software, and XMPie, Adobe extends the reach of the Adobe Creative Suite to include graphically rich, highly personalized content for a broad range of VDP applications—from basic to complex.

## PDF/VT and future VDP workflows

Recent developments are moving the industry toward adoption of Adobe PDF throughout the VDP production workflow—from distributed review and collaboration to print submission, online presentment, and archiving. The International Standards Organization (ISO) is already in the process of formalizing PDF/VT (“V” for Variable, “T” for Transactional) as a digital master standard for the exchange of personalized jobs. As Adobe OEM partners introduce print solutions based on the new Adobe PDF Print Engine 2 technology, market-leading digital color presses will achieve higher levels of quality and efficiency, and as Adobe VDP partners develop solutions based on a native end-to-end PDF workflow, a powerful generation of personalized publishing environments will emerge.

Adobe and its partners are leading the way toward VDP workflows that offer greater simplicity and better efficiency, building on today's foundation of powerful and flexible implementations.

## WHITE PAPER

### VDP STANDARD LANGUAGES

To achieve optimum results, VDP suppliers—from database, to design, to output—must integrate their technologies into highly collaborative workflows. The key to seamless integration of these solutions is the availability of VDP products and technologies that are based on industry standards. This ensures the broadest possible set of options to the end user, and the most flexible basis of collaboration for providers.

- **JDF (Job Definition Format)**

The Job Definition Format is a comprehensive XML-based file format/industry standard for end-to-end job ticket specifications combined with a message description standard and message interchange protocol. JDF is used to store and access job information and to automate workflow processes.

- **PDF**

A worldwide industry-standard file format, developed by Adobe Systems. In 2007, Adobe emphasized its commitment to open standards by releasing the full PDF 1.7 specification to AISM, the Enterprise Content Management Association, for the purpose of publication by the International Organization for Standardization (ISO).

- **PDF/VT (V=Variable; T=Transactional)**

An emerging ISO standard for exchanging VDP jobs.

- **PPML**

Personalized Print Markup Language (PPML) is an XML-based markup language for variable data printing.

- **XML**

A markup language for creating documents that specifies a standard way to organize, tag, and deliver content.

## Adobe VDP Partners

Company	Product Name and Description
<p><b>Design Merge</b></p>	<p><b>DesignMerge Pro</b>                      The DesignMerge Pro Bundle is an award-winning suite of software for InDesign that provides sophisticated variable data printing and data publishing features. And now, DesignMerge Pro is available for Adobe InDesign CS3, supporting both Apple and Windows based platforms.</p> <p>The software is menu driven and works directly with standard InDesign documents, allowing the user to identify variable elements anywhere on the page. DesignMerge can import text, picture, article, or layout information from practically any data source and merge that information into InDesign layouts to produce unique, personalized output.</p> <p>DesignMerge can output to any PostScript printer and includes built-in image caching for incredibly fast output. In addition, a number of optional print driver modules for high-end digital presses are available, including PPML and Creo VPS. The Pro Bundle also includes CopyFit software, which provides advanced, on-the-fly copyfitting capability; GroupPicture software, which provides support for fully variable layout elements; and the Rules Module, which can be used to construct sophisticated conditional logic (if/then/else) statements. A server version is also under development for use in web-to-print and automated production workflows.</p>
<p><b>DirectSmile</b> <i>DirectSmile has endorsed the PDF/VT format and will feature it in upcoming product releases.</i></p>	<p><b>DirectSmile Designer, DirectSmile Creator Pro, DirectSmile SE, DirectSmile Generator, DirectSmile Production Edition</b>                      DirectSmile combines a leading-edge image personalization design and production solution with Adobe® InDesign® to offer a document solution for variable data printing. Users can create their own image personalization templates with the integrated Designer. Comprehensive layout functionality allows for highly sophisticated layouts with photo-realistic looks. The solution provides automatic, high-capacity database-driven image rendering. Images can be exported or will be automatically incorporated in variable documents generated with DirectSmile.</p> <p>The included InDesign based document solution enables users to easily vary any content element based on simple rules and thus realize even highly complex business logic, including barcodes. Thanks to the integrated workflow solution, documents and personalized images can be produced in one seamless process.</p> <p>DirectSmile offers optimized output of digital print files as PPML, PDF, or JLYT and directly connects to Creo, EFI, HP, or Xeikon controllers. The solution is fully scalable to any needed production volume.</p> <p><b>DirectSmile Online</b>                      DirectSmile Online extends the possibilities of DirectSmile to the web and allows utilization of personalized images and documents for websites, e-mailings, online image previews, online shops, or web-to-print systems. Personalized images are generated dynamically and can be retrieved through web services. The solution also supports personalized animations. Through the DirectSmile Landing Page Server, users can generate personal URLs and easily set up and manage their own image personalized and fully customized landing pages or e-mailings. Designs can be created offline by using any HTML editor. Extensive tracking functions deliver highly detailed, up-to-date campaign statistics.</p>

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Company	Product Name and Description
<b>EMC Document Sciences</b>	<p><b>xPression® 3</b>            xPression 3, EMC Document Sciences' acclaimed customer communications management solution, enables the creation, production and multi-channel delivery of personalized customer communications in both real-time and high-volume batch. Leading insurers and financial services firms worldwide rely on xPression 3's open, flexible, service-oriented architecture, unparalleled scalability, and out-of-the-box ECM integration to easily produce a wide range of vital business documents including customized policies and contracts, relationship statements, marketing collaterals, and highly personalized correspondence for distribution via print, fax, email, SMS and the web. Built using Java EE and XML standards, xPression 3 enables organizations to reduce development costs by up to 90%, improve time-to-market by as much as 75%, and enhance the overall customer experience with highly effective 1:1 communications.</p> <p>xPresso® for Adobe InDesign, xPresso for Adobe Dreamweaver, and xPresso for Microsoft Word are the latest design components for xPression.</p> <p><b>xPresso for Adobe InDesign</b>            With xPresso for Adobe InDesign, users can easily design sophisticated financial statements, invoices, and bills that combine transactional data and dynamic charts with targeted marketing messages. Available for Windows and Mac OS X, xPresso for Adobe InDesign also enables marketers to move beyond pre-printed static brochures, catalogs and direct mail with targeted collaterals that are easily customized by user and segment profiles, appealing to each customer's personal interests and appropriate selling situations.</p> <p><b>xPresso for Dreamweaver</b>            With xPresso for Dreamweaver you can quickly create and deploy graphically rich HTML e-mail and web landing pages right from your desktop. Our customer communications management solutions ensure brand consistency by combining variable data with digital assets driven by powerful assembly logic—resulting in highly personalized e-mail and customized web landing pages that are generated in real-time.</p>
<b>Em Software</b>	<p><b>InData</b>            Em Software's InData plug-in lets you combine data merging with the complete typographic and image handling functionality of InDesign. InData is ideal for a wide variety of VDP projects, such as financial reports, postcards, catalogs, and real estate guides.</p>
<b>EskoArtwork</b>	<p><b>EskoArtwork Variable Data Printing plug in for Adobe Illustrator CS</b>            The EskoArtwork Variable Data Printing module is designed specifically to fulfill the requirements of the labels and packaging markets and is fully integrated with the entire EskoArtwork pre-production workflow.</p> <p>The workflow starts in Adobe Illustrator with a set of EskoArtwork plug-in's for barcode creation and step &amp; repeat. The EskoArtwork VDP plug-in for Adobe Illustrator enables the operator to define VDP placeholders and so enhance and secure the label or packaging design with variable data elements such as variable barcode, images and text.</p> <p>This VDP facility is the first to offer variable elements that can be automatically cut out on a digital finishing device.</p>

## Adobe VDP Partners

Company	Product Name and Description
<p><b>Finite Matters</b></p>	<p><b>PatternStream for Adobe InDesign CS2 and CS3 (desktop)</b>                      PatternStream 3 for Adobe InDesign is a revolutionary automated and database publishing program that provides graphic designers who use InDesign on the desktop a more efficient way to acquire information from databases, XML files, and other sources. PatternStream is used for data-driven projects such as catalogs, directories, reports, reference books, and other pattern-based information for print and electronic distribution. It connects directly to multiple databases and XML/HTML files; imports a variety of files, including images, word processing, and spreadsheets; and publishes directly to InDesign. PatternStream uses a unique method of viewing a data-driven publishing project as the merging of a data structure with a document hierarchy. This patented approach works directly with InDesign so that InDesign template information is available in PatternStream—and so that PatternStream publishes directly to InDesign. Publishing projects are set up using the PatternStream GUI and saved, run, saved as, and copied as necessary.</p> <p><b>PatternStream for Adobe InDesign Server CS2 and CS3</b>                      PatternStream 3 for Adobe InDesign Server is a revolutionary automated database publishing program for graphic designers who need to use InDesign Server software for batch document creation. PatternStream provides a more efficient way to acquire information from databases, XML files, and other sources for data-driven projects such as catalogs, directories, reports, reference books, and other pattern-based information for print and electronic distribution. It connects directly to multiple databases and XML/HTML files; imports a variety of files, including images, word processing, and spreadsheets; and publishes directly to InDesign Server. PatternStream uses a unique method of viewing a data-driven publishing project as the merging of a data structure with a document hierarchy. This patented approach works directly with InDesign Server so that PatternStream publishes directly to it. Publishing projects are set up using PatternStream 3 for InDesign CS2 and CS3 and InDesign on the desktop and copied to the server environment to enable batch publishing. PatternStream 3 for InDesign CS2 and CS3 are sold separately.</p>
<p><b>Hewlett Packard Company®</b></p>	<p><b>HP SmartStream Designer for Adobe InDesign CS3</b>                      Creation and Production of High-Value Pages Has Never Been So Easy. HP SmartStream Designer for Adobe InDesign CS3 opens up new opportunities to create complex and sophisticated designs containing fixed data or variable text and image elements on the HP Indigo digital press. HP SmartStream Designer is a software application providing robust variable data printing and imposition tools designed specifically to optimise output from your HP Indigo digital press. HP SmartStream Designer allows you to create, integrate and preview all personalisation jobs—whether they contain fixed data or variable text and image elements.</p>
<p><b>Kodak Print On-Demand Solutions (PODS)</b></p> <p><i>Kodak PODS is an Adobe InDesign Server partner.</i></p> <p><i>Kodak PODS has endorsed the PDF/VT format and will feature it in upcoming product releases.</i></p>	<p><b>Kodak DARWIN VI Authoring Tool</b>                      Kodak's PODS now offers Adobe In Design users the opportunity to use its popular DARWIN VI Authoring Tool. A plug-in to Adobe In Design CS2 and CS3 software, this new version of DARWIN software allows you to design, author, and manage full-color variable data documents in which all elements – text, graphics, colors, layouts, backgrounds, and even entire pages – are dynamic. DARWIN also supports advanced VDP capabilities for impressive 1:1 communications like personalized images and dynamic charts and barcodes. Native to Mac OS X and Windows OS users (new), DARWIN Software efficiently handles large databases, allowing you to create extensive personalized marketing promotional campaigns for increased ROI. Output formats include Creo Variable Print Specifications (VPS), for optimal speed and performance with Creo Digital Color Servers, Optimized PostScript, PPML, VDX, VIPP, PDF.</p> <p>DARWIN Software is available in two configurations: the industry standard DARWIN Desktop and the more advanced DARWIN Pro with an enhanced feature set for more complex jobs.</p>
<p><b>Objectif Lune</b></p>	<p><b>PrintShop Mail</b>                      PrintShop Mail™ is a professional software tool that optimizes the process of merging variable database information with a design. Fast, efficient and very easy to use, PrintShop Mail makes personalized printing quick and easy. It integrates database information into the layout of a document. You can use any database format, and any page layout or design application, including Adobe Illustrator, Adobe InDesign, Adobe PageMaker®, Corel™, MS Word™, etc. This means there is no network congestion and it allows the PostScript Printer to print at or near rated speed. PrintShop Mail is available for Macintosh and Windows.</p>

## Adobe VDP Partners

Company	Product Name and Description
<p><b>Pageflex, a division of Bitstream, Inc.</b></p> <p><i>Pageflex has endorsed the PDF/VT format and will feature it in upcoming product releases.</i></p>	<p><b>Pageflex Server with Campaign Manager</b>                      Pageflex Server provides a flexible, scalable platform to meet the demands of a broad spectrum of variable data projects, ranging from a wide variety of printed materials—including direct mail, business cards, variable-length brochures, signage, labels, and custom books—to cross-media marketing campaigns that include personalized URLs, Web microsities, and HTML e-mails. The Campaign Manager module provides an easy and comprehensive dashboard to track and analyze all aspects of an integrated marketing campaign, providing you with the critical information you need to evaluate your return on marketing investment.</p> <p><b>Pageflex Persona Cross Media Suite</b>                      Pageflex Persona Cross Media Suite is a desktop application for variable data publishing in print and HTML email formats. Quickly repurpose existing InDesign documents for variable data and Adobe GoLive® and Dreamweaver HTML files for personalized e-mail to achieve increased response rates, improved customer retention, and workflow efficiencies. You never again need to create variable content that is a specific size, shape, or word count because Pageflex patented flexible templates and advanced copyfit settings ensure content fit while protecting your graphic design. The projects you develop today will always be usable with Pageflex server-class products for web-to-print.</p> <p><b>Pageflex Storefront</b>                      Pageflex Storefront enables any company, regardless of their web development expertise, to easily define, auto-generate, and manage successful web-to-print sites for collateral management, document customization, and e-commerce.</p>
<p><b>Printable Technologies</b></p> <p><i>Printable Technologies has endorsed the PDF/VT format and will feature it in upcoming product releases.</i></p>	<p><b>FusionPro Desktop</b>                      The Desktop-based VDP choice of thousands of users world-wide, FusionPro Desktop allows for the design and output of simple through sophisticated targeted VDP printstreams (nine optimized VDP output formats are included) via an Adobe Acrobat plug-in. Adobe InDesign templates or any Adobe PDF file can be imported into FusionPro Desktop to form the basis of the VDP template design. Powerful business logic VDP rules can be created via a simple drag-drop interface or through the use of industry standard JavaScript. As the needs of the service provider grow, so do the options for scaling the VDP workflow - FusionPro Desktop VDP templates can easily be incorporated in any of the other FusionPro VDP solutions to meet precise client needs.</p> <p><b>FusionPro Direct, FusionPro Server, FusionPro Live</b>                      Printable Technologies Server-based VDP solutions allow for high-speed, high-volume, and extreme scalability to meet any VDP need. FusionPro Direct powers internal workflows with tens or hundreds of thousands of data records per job to run multiple presses at full rated speed and can be implemented with absolutely no programming. FusionPro Server provides extreme flexibility to the service provider looking to deploy a custom Web to Print or custom designed internal VDP workflow automation solution. Finally, FusionPro Live allows for FusionPro Desktop templates to be edited in a rich drag-and-drop experience directly from within a web browser plug-in while uniquely maintaining the benefits of an Adobe PDF workflow for VDP.</p> <p><b>FusionPro Web</b>                      The Web-based VDP solution that powers thousands of corporate enterprise client workflows, FusionPro Web supports FusionPro Desktop VDP templates in a powerful On-Demand platform which removes the burdens of guaranteeing 24X7 uptime or the need to purchase additional hardware or software for system redundancy and scalability. This hosted solution can be configured to offer branded catalogues of static, versioned, or VDP items and offers a wide range of eCommerce, job tracking, and shipping options to meet the needs of the enterprise. In addition, FusionPro Web includes the Adobe PDF JobReady technology for ad-hoc job submission, payment, and fulfillment.</p> <p><b>FusionProLinks</b>                      With FusionPro Links, users can create personalized marketing campaigns that directly respond to customer needs, potentially leading to significantly higher response rates. Personalization can be as simple as adding a unique name, or complex enough to include personalized text and images based on customer-specific data and business logic or demographic/psychographic information. In addition, the flexible microsite creation functionality allows designers to match corporate and campaign branding precisely, so each microsite has a unique look and feel. FusionPro Links allows users to track both campaign-specific and customer-specific response data. One-to-one tracking of response data from a VDP campaign gives marketers the tools to know which customers replied to a specific campaign and to react appropriately in new campaigns. Customer data gathered through online surveys on the microsite ensures that marketers understand more about their customers and deliver further personalized communications.</p>

## Adobe VDP Partners

Company	Product Name and Description
<p><b>Saepio Technologies</b></p>	<p><b>Agilis Marketing Suite</b>                      The Agilis Marketing Suite is a simple-to-manage software that provides Internet-based web-to-print technology, market-relevant versioning, digital asset management, direct mail list creation, ad specialties cataloging and e-commerce capabilities all in one self-creating, consumer-branded storefront. Agilis Marketing Suite is offered as shipped software or as an ASP solution, and supports any left-to-right or right-to-left reading language for which a font library exists including full support for the Unicode character set.</p>
<p><b>Sansui Software</b></p>	<p><b>XPublisha</b>                      XPublisha is a tool for variable data publishing automation that offers ways to publish different kinds of data, such as text, graphics, prices, descriptions and callouts. For example, you can create a personalized mailer with thousands of records by connecting to any Open Database Connectivity (ODBC) compliant database.</p>
<p><b>XMPie, Inc.</b>  <i>XMPie is an Adobe InDesign Server partner.</i>  <i>XMPie has endorsed the PDF/VT format and will feature it in upcoming product releases.</i></p>	<p><b>XMPie PersonalEffect</b>                      XMPie PersonalEffect is powerful, easy-to-use software that unites customer databases and creative content to help print service providers, marketing service firms, small-to-medium sized businesses and enterprises leverage customer data and create personalized, multi-phase campaigns that use today's communication vehicles including print, Web, e-mail and mobile. PersonalEffect offers unparalleled analysis and reporting functionality, allowing users to track, analyze and refine campaign results in real time, improving overall response rates.</p> <p><b>XMPie uDirect</b>                      XMPie's uDirect helps any Adobe InDesign CS2 or CS3 user produce powerfully-personalized, visually-rich one-to-one communications that get attention and result in higher response rates to direct marketing programs. Documents can be personalized with a combination of text and visuals to improve the overall relevancy of a campaign. The uDirect platform's flexible architecture helps users leverage the full potential of Adobe InDesign's creative capabilities.</p> <p><b>XMPie ulmage</b>                      XMPie ulmage allows Adobe Photoshop CS2 or CS3 and Adobe Illustrator CS2 or CS3 users to produce powerful, personalized images and graphics and seamlessly merge them into XMPie variable publishing software to create dynamic print and Web-based marketing campaigns.</p> <p><b>XMPie uStore</b>                      XMPie's self-contained Web-to-print software uStore makes it easy for businesses to host e-commerce-enabled Web stores and produce one-to-one marketing materials for employees or customers. Users simply log on to branded, uStore-enabled Web sites, customize templates with personal information, order the number of communication pieces they need and have the personalized item printed and shipped on-demand or e-mailed to the targeted recipient.</p> <p><b>XMPie uChart</b>                      With XMPie uChart, users can introduce attention-grabbing personalized charts into their variable-data marketing campaigns. Users work within their native design environment of InDesign and add tabular information into page layouts as a pie, bar, area or line charts while maintaining full design consistency throughout the campaign. Unique graphical effects such as 3D charts further enhance the impact of variable-data communications.</p> <p><b>XMPie Marketplace</b>                      XMPie Marketplace is an online resource providing XMPie customers with a convenient and cost-effective way to incorporate image personalization into projects. It features an XMPie uStore-based e-commerce Web site offering a library of creatively designed ulmage templates in Adobe Photoshop (photo-based) and Adobe Illustrator (vector-based) file formats that are available for purchase and download by ulmage users. The template files are tagged with ADOR objects for variability and are ready to use in XMPie-based print, e-mail or Web personalization projects.</p>



## VDP solutions for print service providers

Print service providers also have a compelling reason to expand their services to include VDP solutions: they can develop new business and revenue streams by offering clients a proven, value-added VDP service.

Most VDP campaigns are strategic in nature and involve planning, as well as the implementation and follow up analysis. By providing these additional services, VDP printers can develop long-term, loyal customer relationships that yield repeat and on-going business. Further, many VDP jobs also require database management and fulfillment services. These requirements represent opportunities for print service providers to expand their role to include valuable supporting services—and the convenience and timesavings of a fully integrated VDP service provider.

Adobe OEM partners, including Agfa, EFI, Kodak, Océ, Kodak Print On-Demand Solutions (PODS), Screen, and Xerox, offer VDP-enabled printing solutions and color digital presses. Using Adobe PostScript and PDF technologies to drive their VDP output systems allows these vendors to offer products of exceptional quality and performance. Leveraging VDP output devices based on Adobe printing technologies will offer print service providers maximum reliability and flexibility in their VDP workflows. They will enjoy a significant competitive advantage over those that utilize non-standard applications and file formats, and avoid the risk of not supporting new applications as they develop.

## Digital printing systems

The current generation of digital presses produce high impact VDP materials quickly, reliably, and beautifully. VDP-enabled servers, RIPs and digital printing systems from Adobe partners are based on open standards, ensuring maximum flexibility for collaboration with VDP design, publishing and finishing applications.

Adobe's print solutions partners offer best-in-class VDP servers, RIPs and printing systems that automate the production of customized, high-impact materials, bringing new levels of speed and quality to VDP output.

As Adobe OEM partners develop digital print solutions powered by the Adobe PDF Print Engine 2, a powerful new generation of personalized publishing environments will emerge, offering these benefits and more:

- **Improved efficiency**  
Eliminates redundant processing of repeating objects.
- **Greater reliability**  
Preserves content integrity in a device-independent state, at the highest level of abstraction until final rendering.
- **JDF process control**  
ICC-based color conversion, trapping, imposition, and transparency flattening.
- **Faster throughput**  
Enables Adobe OEM partners to architect scalable Digital Front Ends (DFEs) to drive high-speed color digital presses at their rated speeds.
- **Upstream simplicity**  
End-to-end PDF workflow enables collaboration and review with Adobe Acrobat and Reader.

## HIGHLIGHTS FROM A TRENDWATCH REPORT, "VARIABLE DATA PRINTING 2006: GROWTH AND CHANGES IN THE MARKETPLACE."

- 37% of graphic arts firms (printers and trade shops) produce some sort of VDP jobs in-house—up from 28% one year ago.
- 18% of digital printers say their volume of full-color VDP jobs with 13+ fields has increased "a little"—a five fold increase from one year ago.
- 16% of creatives say their use of VDP has increased "a little" (1-25%) or "a lot" (25% or more).
- The percentage of publishers who see VDP as a top sales opportunity has risen from 2% in Q2 2002 to 8% today.

## Adobe Print Solutions Partners

Company Name	Product Name and Description
<p><b>EFI</b></p> <p><i>EFI is an Adobe PDF Print Engine solution partner.</i></p>	<p><b>Fiery Print Production Servers and EFI Digital StoreFront</b></p> <p>The EFI Fiery® color digital print server, with more than 14 million users, offers unparalleled color quality, open VDP workflow flexibility, and expert-level tools for graphic arts professionals. EFI collaborates with the leading VDP software vendors and supports such VDP languages as Fiery FreeForm™, industry standard PPML, and a host of legacy proprietary languages, ensuring that the Fiery server readily integrates into existing workflows and delivers consistency regardless of whether the job is VDP or non-VDP. Because the Internet is an easy way for EFI customers to work with their customers on VDP projects, VDP is incorporated into EFI's web-to-print solutions, including Digital StoreFront™ and the PrinterSite family of products. These integrate with EFI Fiery and Print MIS solutions, creating an efficient, profitable way for EFI customers to handle the increased business VDP makes possible.</p>
<p><b>Kodak</b></p> <p><i>Kodak Nexpress is an Adobe PDF Print Engine solution partner.</i></p>	<p><b>Kodak NexStation front ends</b></p> <p>Kodak NexStation front ends drive Kodak NexPress digital production color presses, monitor all press functions and support the more profitable “Operator Replaceable Component” (ORC) business model. They are designed to meet real-world customer demands for high quality and high-productivity in both static and variable information jobs. Built around open standards, Kodak NexStation front ends leverage industry standard file formats such as Adobe Postscript, PDF and PPML/ VDX, while utilizing powerful RIP'ing technology such Adobe PDF Print Engine. They cater to the wide-ranging production needs of commercial printers, quick printers, and in-plants as well as direct mail houses creating customized 1:1 products.</p>
<p><b>Kodak Print On-Demand Solutions (PODS)</b></p> <p><i>Kodak PODS is an Adobe PDF Print Engine solution partner.</i></p>	<p><b>Color Server Product Line</b></p> <ul style="list-style-type: none"> <li>• Spire CX250 color server driving the Xerox DocuColor 240/250 digital color printer</li> <li>• Spire CXP3535e color server driving the Xerox DocuColor 3535 printer/copier</li> <li>• Spire CXP50 color server driving the Xerox DocuColor 5000 digital press</li> <li>• Spire CXP5000 color server driving the Xerox DocuColor 5252 digital color press</li> <li>• Spire CXP6000 color server driving the Xerox DocuColor 6060 digital color press</li> <li>• Spire CXP8000 color server driving the Xerox DocuColor 8000 digital color press</li> <li>• Spire color server for iGen3 driving the Xerox iGen3 110 and iGen3 90 digital production presses</li> <li>• HP Indigo production stream server, Powered by Creo for the HP Indigo 5000, 3000, and 1000 press series</li> <li>• IC-301 print controller for the Konica Minolta bizhub PRO C500 printer</li> <li>• IC-304 print controller for the Konica Minolta bizhub PRO C6500 printer</li> <li>• PowerPro 500 color server for the IKON CPP 500 printer</li> <li>• PowerPro 650 color server for the IKON CPP 650 printer</li> </ul> <p>Print On-Demand Solutions' Creo color servers—the premier color servers for print on-demand professionals. Creo color servers optimize the performance of high-end digital color presses, enabling you to take advantage of all the benefits of color digital printing on-demand. The digital color servers can be configured to suit your needs, whether you are a commercial printer, creative services shop, quick printer, or in-house printer. They are efficient, cost-effective and flexible, able to manage your entire print production cycle and meet a variety of workflow requirements. Their superior image quality, high productivity, and robust Variable Data Printing (VDP) capabilities make Creo color servers the smart choice for your business.</p> <p>A leader in the VDP market, Print On-Demand Solutions group has created a partnership program that brings together leading vendors of VDP applications. The program provides the broadest array available of market-ready solutions—tested and ready to work with Creo digital color servers for personalized printing.</p>

## Adobe Print Solutions Partners

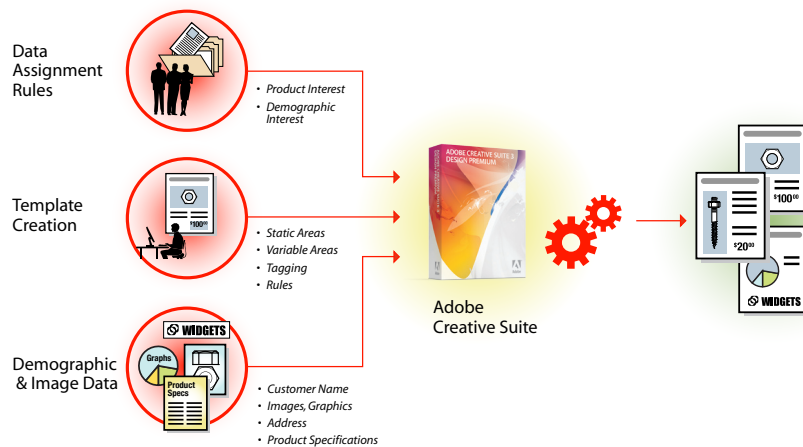
Company Name	Product Name and Description
<p><b>Xerox</b></p> <p><i>Xerox is an Adobe PDF Print Engine solution partner.</i></p>	<p><b>Xerox FreeFlow Print Server</b>  <b>iGen3 Digital Production Press</b></p> <p>Xerox FreeFlow software applications create integrated, flexible, cost-effective workflow solutions enabling a vast range of applications and growth opportunities. Designed to help you achieve the right workflow, Xerox FreeFlow applications have the potential to connect you with your customers, reduce your costs, and enable new applications in your business.</p> <p>The FreeFlow Variable Information Suite is a collection of tools and technologies for producing a full range of variable data jobs ranging from simple personalization to promotional transactional and sophisticated one-to-one publishing applications.</p> <ul style="list-style-type: none"> <li>• Produces optimized variable print streams using the VIPP document composition language, resulting in improved printing productivity</li> <li>• Reduces variable printing production costs and development time</li> <li>• Uniquely supports most any PostScript output device, including the entire Xerox family of production printers—mono-chrome, highlight color, and full color.</li> </ul>

Today, millions of Adobe users around the world have the ability to expand their services to include VDP solutions, utilizing existing tools such as Adobe Creative Suite and Adobe PostScript- and PDF-based output systems. Adobe is committed to working with customers in meeting their requirements to support a broad range of variable data publishing applications.

### Bringing it all together

As illustrated in the VDP workflow diagram below, Adobe Creative Suite is central to the VDP workflow. Adobe InDesign and Acrobat VDP plug-in tools provide simple integration between the customer database, graphic elements, and document layout template, enabling the reliable production of a wide range of VDP applications.

### VDP Workflow for Print



The customer database may be provided by the client, advertising agency or marketing team, or purchased from an outside source. The service provider, database manage-

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### FOR MORE INFORMATION

The Adobe VDP Resource Center is an excellent resource, providing continuous updates on advances in variable data publishing, including:

- Market Reports
- Trial Software
- Case Studies
- Industry Events
- Solutions Partners
- Campaign Samples
- and more.

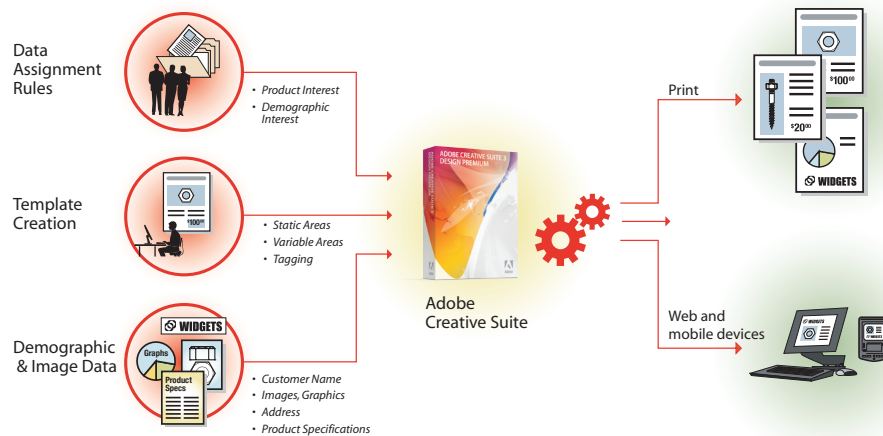
Please visit:

[www.adobe.com/vdp](http://www.adobe.com/vdp)

ment company, service bureau, or printer will be responsible for cleansing the customer database and preparing it for integration with the document layout. The designer will position the various design elements, including graphics and text, while linking the database to those elements. The logic for determining how the elements are processed will typically be provided by the print service provider, even though many design professionals have developed this skill themselves.

The ability to expand this workflow into a multi-channel campaign is easy when using Adobe Creative Suite—it is simply a matter of selecting a different output format, such as HTML for the Web. The following workflow diagram illustrates this seamless integration.

### VDP Workflow for Print, Web and Mobile Devices



### The time for VDP is now

Market trends and demand have converged with industry products and partnerships, resulting in VDP solutions that are proven effective, versatile, and ready to implement today.

Adobe has dedicated decades to advancing innovative publishing solutions, and is collaborating with best-in-class partners to put the power of VDP in the hands of communications professionals and print service providers of all sizes.

Adobe's VDP partner solutions, based on the foundation of Adobe Creative Suite, Adobe PDF, and Adobe PostScript- and PDF Print Engine-based RIPs and output devices, provide a complete and reliable publishing platform for VDP—from creation to high quality output. In this leadership role, Adobe is uniquely positioned to promote the widespread adoption of advanced VDP workflows for email, mobile devices, print, and the Web.

Innovation, vision, and integration were the guiding principles that led Adobe to develop industry leading products. With equal zeal, Adobe is ushering in the next generation of VDP solutions and workflows.

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