

# **DirectSmile®** VDP Studio

Perfect VDP workflow and personalized images out of one hand



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- Amaze clients with emotional print pieces
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- Produce successful mailings
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- Use market-leading image personalization
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- Benefit from an integrated workflow
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# All you need for variable data pr

Boost your sales and increase margins by offering unique high-value print products! DirectSmile 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.

DirectSmile 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 DirectSmile 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.

The screenshot shows a mailing layout for Sainsbury's drinksclub. The layout is divided into several sections, each with a label pointing to it:

- Address:** Points to the recipient's address: "Mr N Pearson, 23 Hunterhill Road, PAISLEY, Renfrewshire, PA256R".
- Loyalty program:** Points to the "Sainsbury's drinksclub" logo.
- Personalized image:** Points to the image of a birthday cake with the text "Happy Birthday Nancy".
- Salutation:** Points to the text "Dear Miss Pearson".
- Variable text, different fonts:** Points to the main body of text: "We'd like to help you celebrate your birthday this month, so there's a present waiting for you at your local Sainsbury's to wish you 'many happy returns.' To help get your birthday off to a great start, you can pick up a complimentary box of Elizabeth Shaw Mint Crisp Chocolates worth £3.18. To claim your special gift, simply follow the instructions opposite."
- Sender:** Points to the sender's name and address: "Clare Taylor, Clare Taylor, Sainsbury's Bank, www.sainsburys.co.uk".
- Loyalty program:** Points to the "Sainsbury's drinksclub" logo.
- Variable image and text:** Points to the image of a box of Elizabeth Shaw Mint Crisp Chocolates.
- Voucher number:** Points to the text "Your voucher number is: V0CT-PLHC-GTUY".
- Barcode:** Points to the barcode at the bottom right.

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 DirectSmile VDP Studio.



## Complex rules easily applied

## The perfect workflow: produce in just three steps

## Print



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 DirectSmile 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 DirectSmile 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 layouting 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.
- Realtime preview
- CMYK- and RGB colourspace
- 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 Modul

**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 (x86 and x64)
- 3 GHz CPU (Single or Multiprozessor), 1 GB RAM
- Adobe InDesign required
- GBit network interface
- Internet Connection required



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