Which XMPie print solution is right for me?

	uCreate Print Standard Plug-in	uCreate Print Plug-in	uPlan	uProduce	uChart	uImage	uImage Processing Unit	Adobe InDesign Composition	uProduce API
uDirect Classic	■							■	
uDirect Studio	■				■	■		■	
PersonalEffect Print		■	▲	■	▲	▲	▲	▲	
PersonalEffect Print Pro		■	■	■	▲	▲	▲	■	
Enterprise Print		■	■	■	▲	▲	▲	■	■

■ Included in product ▲ Available as additional purchase

XMPie offers two types of variable data printing (VDP) solutions – desktop and server. For convenient and cost-effective desktop VDP, choose either **uDirect Classic** or **uDirect Studio**. If your business requires high volumes of VDP, production automation, online links to databases, solution customization, or web-to-print capabilities, then either **PersonalEffect Print (Pro)** or **Enterprise** server-based solutions is what you'll need.

The best part is no matter where you start in the family of XMPie print products, you can easily upgrade in the future. You can move from desktop to server, single-server to multi-server, or print-only to full multichannel capabilities, without losing any of the work you have already created. So, regardless of the solution you choose, it can scale to meet your future business needs.

uDirect Classic. Enter the world of relevant, creative and personalized communications and graphics with uDirect® Classic. This easy-to-use desktop software lets you work natively in Adobe® InDesign® on Mac or PC and create visually-rich documents. Leverage the full creative capabilities of InDesign for creating dynamic, data-driven elements, such as text, text on a path, images, transparency effects, character styles, layer visibility, and many more. Additionally, WYSIWYG previews of the finished document, including the dynamic elements, can be viewed at any stage during the design process. The data can be any single table, local data source such as CSV files or Microsoft® Excel® spreadsheets.

uDirect Studio. For a powerful desktop variable data print solution that offers data-driven print with personalized images and dynamic charts, choose uDirect Studio. Building on uDirect Classic functionality, it additionally offers uImage® for advanced image and graphics personalization and uChart® for design rich, data-driven graphs and charts.

XM PIE
one to one in one™
A xerox Company

PersonalEffect Print and **Print Pro**. If your busy shop often produces high volumes of VDP output, handles a large number of VDP jobs at one time, or requires online connections to data, then the increased production power delivered by PersonalEffect® Print servers is your answer. Choosing this server-based solution means your data experts, designers and production specialists will benefit from a team-based collaborative environment where each specialist can work within their own discipline on their specific task, simultaneously. With high-speed page composition that automatically takes full advantage of concurrent processing techniques, print-ready files are automatically prepared and sent directly to a printer or output location. The PersonalEffect Print Pro edition includes XMPie technology bundled with the Adobe InDesign Server for composing personalized documents that are completely loyal and pixel perfect to the designer's intention.

Enterprise Print is a multi-server, scalable and configurable platform which primarily focuses on VDP production. This platform includes all the fundamental components required to custom build a cluster configuration and meet the business needs of customers who require maximum flexibility. By providing a tailored platform, customers can add components, as needed, to address the type of production processes they wish to support and at the level of availability and fault tolerance required to support their business. For instance, if web-to-print capabilities are required, uStore® can be added; if growing print volumes require more production power, Extension Servers can be added; if personalized images are desired, uImage Processing Units can be added. Enterprise Print comes standard with the full set of APIs and SDKs required for custom application development. A Development Server is included to test applications before going live on the production cluster.

Design
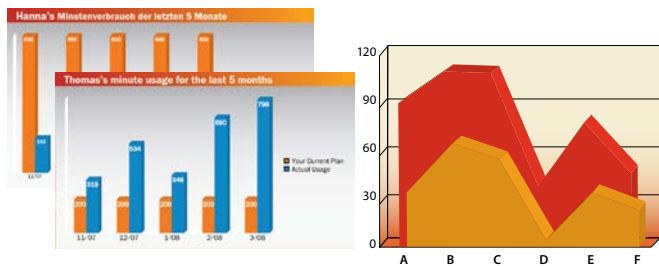
Personalized
Images ➔

←Custom
Charts and
Graphs

Feature	Benefit	uDirect Studio	PersonalEffect Print Pro	Enterprise Print
Complete InDesign Creativity	Harness the full creative power of Adobe InDesign, driving virtually any design decision with data and logic to generate highly creative variable data print.	✓	✓	✓
Text Copy Fitting	Automatically adjusted text size lets the designer accommodate data variability to support underflow and/or overflow by defining minimum and maximum thresholds for text size, horizontal spacing and leading.	✓	✓	✓
Automatic Image Fitting	To automatically accommodate for different variable image sizes, the designer can pre-select the dynamic graphic properties of an image to 'Center In Frame', 'Fill Proportionally', and more.	✓	✓	✓
Custom Charts and Graphs	Add personalized, design-rich, data-driven graphs and charts to your VDP output, displaying tabular information within a page layout as a pie, bar, area or line chart.	✓	*	*
Personalized Images	Embed special text effects within images and images within images, personalized for each recipient in your variable data print campaign.	✓	*	*
Image-Based Fonts	Generate personalized images with text constructed from objects like dominoes, bubbles or pebbles.	✓	*	*
Robust Built-in Support for Barcodes	Create the barcode as a graphic element in the design. Over 100 industry-standard barcodes are supported, including QR Codes, ISBN, GS1 barcodes including Data Bar, KIX and more. Customize barcode color, line width and more.	✓	✓	✓

* Optional Feature
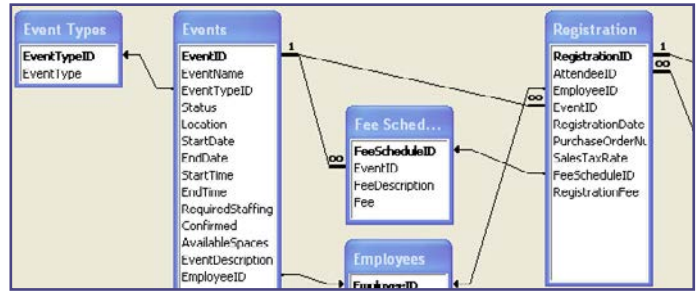
Personalized Images with Image-Based Fonts ➜

Data

←Simple Flat File

More Complicated Relational Database ➜

Feature	Benefit	uDirect Studio	PersonalEffect Print Pro	Enterprise Print
Simple Data Files	Drive variable data print from flat data files, such as single Excel spreadsheets, single tables in an Access database, or comma separated value (CSV) files.	✔	✔	✔
Complex Data Sources	Create variable data print jobs where the data is spread across multiple sources, such as one table for an account number, name and address, and another for transactions for each account. This information may reside in multiple tables in a single relational database, or across multiple tables in multiple relational databases. Includes a Wizard to help quickly create variable data fields for your designers, and to automatically define connections to any data source.	✘	✔	✔
Live Database Access	Pull data from a live data source, such as a SQL database, ensuring up-to-the-minute information driving variable data print. Live data sources may exist in the same room as the production server, or around the world with simple internet access.	✘	✔	✔
Menu-Driven Rules	A simple-to-use, menu-driven GUI that easily allows business rule creation and editing.	✔	✔	✔
XMPie Audience	Individual Personalization together with Audience Segmentation enhance the communication levels in a document. XMPie Audience lets marketers make decisions that affect a group of people at once – like which image would best fit the VIP Members.	✔	✔	✔
Full Programming Language	A full programming language-based solution, with custom functions and variables, allowing IT professionals to harness even the most complex data and business logic.	✘	✔	✔
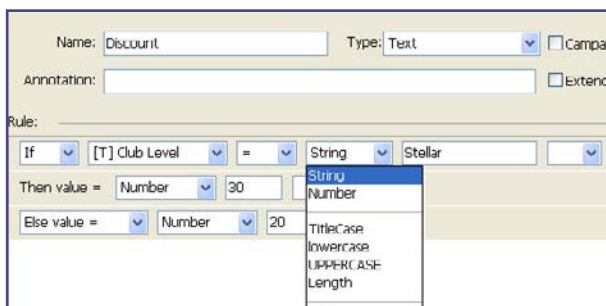
←Basic Menu-Driven Approach

Full Programming Language ➜
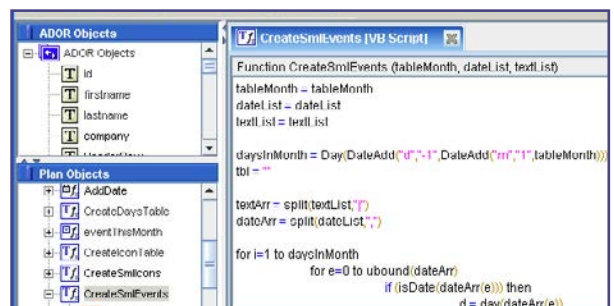
PRODUCTION & WORKFLOW

Feature	Benefit	uDirect Studio	PersonalEffect Print Pro	Enterprise Print
Variety of VDP Output Formats	Produces a variety of print-ready files, including PDF, PDF/VT, PostScript, PPML, VDX, VIPP and VPS.	✓	✓	✓
Submit VDP Documents for Web-to-Print	Prepare variable documents for uStore or StoreFlow™ – XMPie's world-class e-commerce solutions.	✓	✓	✓
Remote Connectivity to uProduce Server	Designers can seamlessly work on and save documents in uProduce™ directly from uCreate™ Print desktop environment. Facilitates a streamlined workflow between PSPs and their in-house or external design teams.	✓ +	✓	✓
Support for Automated Workflow	Availability of Software Development Kits (SDKs), including ASP.NET and C# coding samples, which can be used to develop new, custom-made applications that seamlessly integrate with workflow technologies and third-party databases and systems.	✗	*	✓
Image Servers	Ability to add uImage Processing Units on a separate server for increased processing power of personalized images.	✗	✗	✓
Automatic Job Splitting	Ability to split large print-ready files into smaller files, including automatic file naming.	✗	✓	✓
Simultaneous Design, Data, and Production	Designers, programmers and production personnel can work independently within their disciplines on specific tasks. Designers can work on one document at the same time a production operator is producing output for another, and a data professional is updating business rules on a third.	✗	✓	✓
One Step Printing from Complex Data	Ability to generate print-ready output files from simple, complex and even live data sources, and send to final location without manual intervention.	✗	✓	✓
Automatic Output File Transfer	Ability to automatically transfer output files directly to a printer, to any folder on a network, or via FTP to any location in the world.	✗	✓	✓
Upgrade via Add-Ons	Ability to add e-commerce, personalized email and websites, additional servers, failover and redundancy solutions, campaign tracking and analytics, and more.	✗	*	✓

* Optional Feature

+ Requires an XMPie Server

Learn more about the full line of XMPie products.
Visit www.xmpie.com or email: info@xmpie.com

XMPIE
one to one in one™

A xerox Company