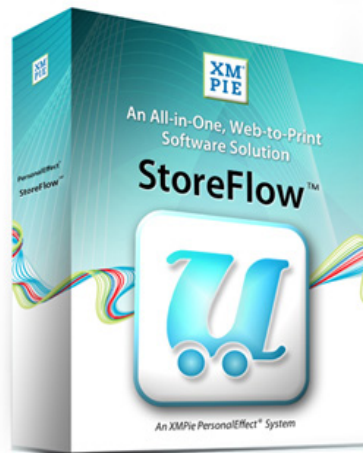




PersonalEffect[®]
Turn-key Systems

XMPie Turn-key Systems help service providers and marketers deliver communications that are relevant to each individual - in content, presentation, timeliness and channel.

Make it *relevant*. Make it *efficient*.
Make an **impression!**

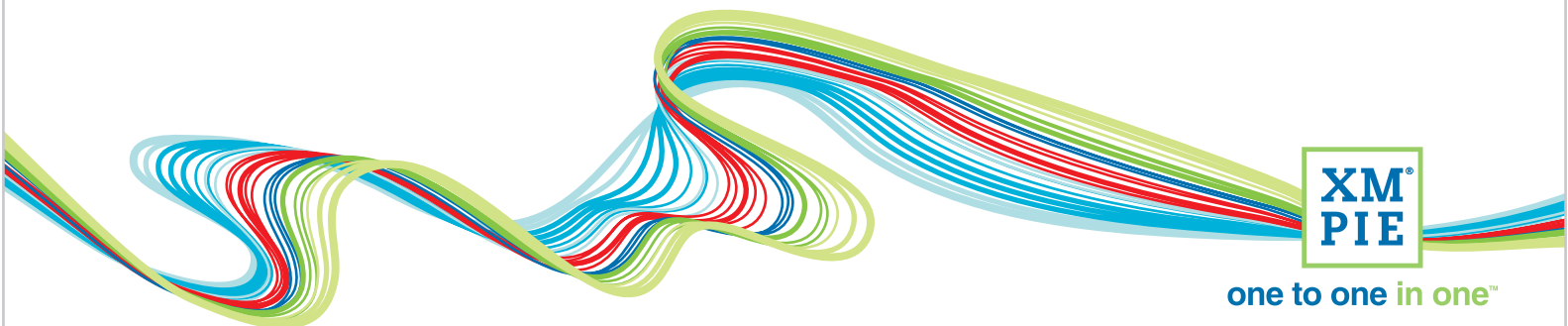


PersonalEffect Turn-key Systems

XMPie[®] PersonalEffect Turn-key Systems are out-of-the-box solutions that include all the tools necessary to accommodate the business needs most common to service providers. So whether you want to achieve individualized communications through high-volume, variable data print (VDP), automated Web-to-print sites or integrated cross media publishing – XMPie has a pre-packaged solution for you!

Packaged Solutions with Rich Functionality

Turn-key Systems provide powerful, single-server solutions for three of the most popular areas of dynamic publishing today. Choose PersonalEffect Print for professional-grade VDP applications, StoreFlow[™] for delivering best-in-class, Web-to-Print storefronts and TransMedia[™] for creating and delivering cross-media campaigns that span print, email and Web. For ultimate creativity, each of these systems has an enhanced “Pro” configuration which adds on Adobe[®] InDesign[®] Server document composition capabilities. Whatever your requirements may be, PersonalEffect turn-key systems provide modular and robust solutions that can easily be extended and configured to fit the changing needs of your business as it grows.



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PersonalEffect®
Turn-key Systems

Print and Print Pro *Increase Response with Dynamic Print*

Marketers have long understood the unique advantage of VDP and its ability to reach customers and evoke response. Hence, print continues to be effective even during the ongoing digitization of marketing material.

PersonalEffect Print is a full solution for print service providers who require the ability to process large volumes of dynamic print documents. Ideal for generating

VDP, PE Print is a server-based solution that allows customers to work with Adobe InDesign together with the XMPie uCreate® plug-in, to connect to single or multiple data sources, and use simple to sophisticated campaign logic. The XMPie uProduce™ server included with PersonalEffect Print uses the XLIM® document format and composition engine developed by XMPie to provide an affordable yet extremely capable solution.



StoreFlow and StoreFlow Pro *Streamline Operations with a Web-to-Print Solution*

With shorter runs and greater competition, print service providers are being challenged to find ways to streamline their workflows while still meeting the needs of their demanding clientele. For your business to thrive in this fast-paced environment, you need a flexible, easy-to-use solution that will adapt to your needs, increase workflow efficiency and help you stay ahead of your competition. StoreFlow gives you all the functionality you need to help you create profitable Web-to-print storefronts and marketing portals that can help you reduce the costs to acquire, process and fulfill orders.

PersonalEffect StoreFlow is a high-value Web-to-print solution

supporting static, user-submitted Microsoft® Word, PowerPoint and Adobe PDF formats as well as template-driven, variable documents. For variable documents, StoreFlow leverages XMPie's proven XLIM document format and composition engine with an easy-to-use creative workflow, using Adobe InDesign and XMPie uCreate plug-in.

StoreFlow automates order acquisition and implements efficient workflow processes without sacrificing key functionality, allowing businesses or in-plants to create and deploy cost

effective Web-to-print storefronts, serving their clients 24/7.

StoreFlow is JDF-compliant so that customers can gain the benefits of greater prepress automation, speed,

cost-efficiency and ease-of-use. StoreFlow's JDF scheme has been validated with Xerox FreeFlow Process Manager® and also fully supports a

JDF-based workflow with HP Indigo Digital Presses.



VDP

Print
Print Pro



Web-to-Print

StoreFlow
StoreFlow Pro



Cross-Media

TransMedia
TransMedia Pro



TransMedia and TransMedia Pro

Transcend Media Boundaries with ICM

As new modes of media and communications evolve, companies that provide a positive, holistic customer experience across all media touch points are poised to succeed. With XMPie solutions, you'll be able to transcend media boundaries with targeted, relevant communications in a highly effective and efficient manner. As you engage with your customers through an ongoing dialogue and reflect that information throughout your communications to them, you can transform that relationship into a much more loyal and strategic one. XMPie calls this Individualized Communications Management (ICM).

PersonalEffect TransMedia is an attractive, out-of-the-box solution enabling service providers to create, manage and monitor one-to-one, multichannel campaigns. Using TransMedia, customers can efficiently build simple to complex campaigns through a fully integrated solution that helps you build multi-touch, multi-phase campaigns across print, email, Web and mobile channels.

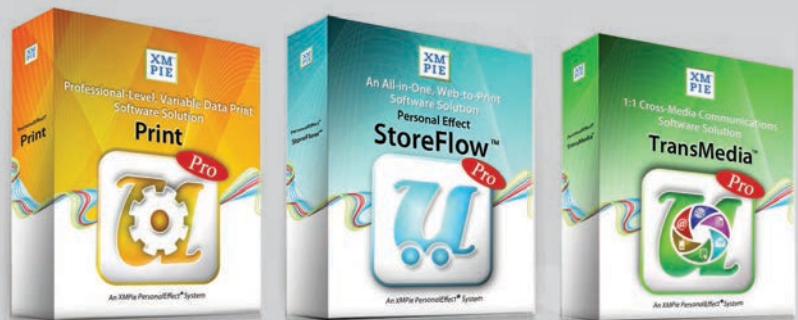
By leveraging the Adobe Creative Suite, you can create powerful designs with unlimited variability, including personalized images and graphics. Use uCreate plug-in, the XMPie plug-in to Adobe InDesign

for variable data print touch points and uCreate XM with Adobe Dreamweaver® for online media touch points including Personalized URLs (PURLs), emails and mobile communications. Create truly integrated multichannel campaigns using the same data sources along with a consistent set of business rules. Best of all, with TransMedia you'll be able to track and measure every recipient action or event and determine key performance indicators that will help you optimize your campaign ROI.



Adobe InDesign Server/Composition Engine "Pro" Configurations for the Ultimate in Creative Freedom

All PersonalEffect "Pro" configurations - Print Pro, StoreFlow Pro and TransMedia Pro - build on their base PersonalEffect system by adding the Adobe InDesign Server and composition engine to the configuration. The InDesign Server allows for the production of graphically complex dynamic output. For customers who work with variable documents that utilize all of InDesign's advanced text, graphic and document layout features or require strict color management through ICC profiles, PersonalEffect Pro configurations will provide the ultimate flexibility and creative freedom.



Learn more about the full line of XMPie products.
Visit www.xmpie.com Email: marketing@xmpie.com

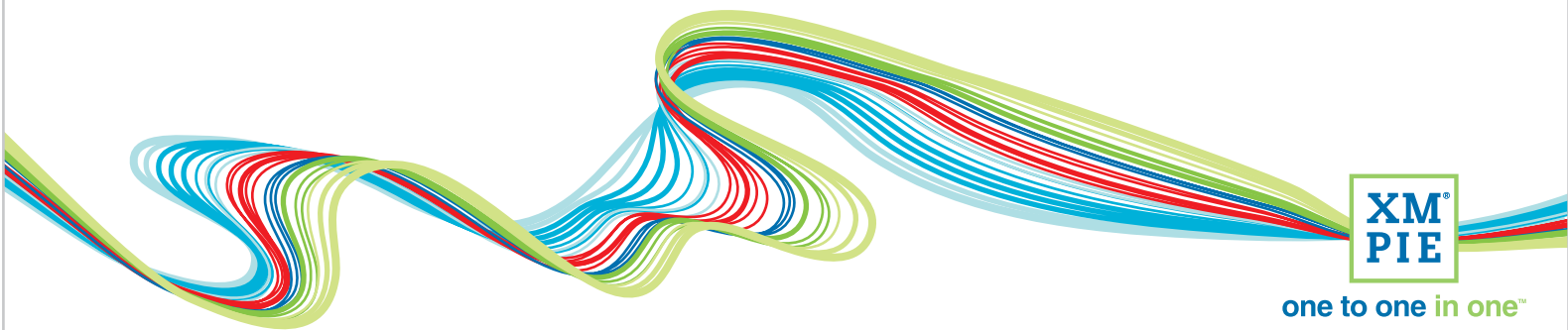


PersonalEffect®
Turn-key Systems

Legend	
✓	Included in Configuration
●	Optional Purchase

Product Name	Media					Capabilities					Desktop Software	
	Dynamic Print			Online Media Email/Web/Mobile		Solution Capabilities					Adobe Desktop Applications Required	XMPie Supplied Desktop Software
	Desktop InDesign Composition	XLIM Composition Server	InDesign Composition Server	Cross Media Services	Email Services +	Web-to-Print (uStore)	Personalized Images and Graphics	Dynamic Charts and Graphs	Campaign Analytics +	APIs		
PersonalEffect® Print	●	✓	●	●	●	●	●	●	●	●	InDesign	uCreate Designer
PersonalEffect® Print Pro	✓	✓	✓	●	●	●	●	●	●	●	InDesign	uCreate Print uCreate Designer uPlan
PersonalEffect® StoreFlow	●	✓	●	●	●	✓	●	●	●	●	InDesign	uCreate Designer uEdit HD
PersonalEffect® StoreFlow Pro	✓	✓	✓	●	●	✓	●	●	●	●	InDesign	uCreate Print uCreate Designer uPlan uEdit HD
PersonalEffect® TransMedia	●	✓	●	✓	✓	●	✓	●	✓	●	InDesign Dreamweaver Photoshop	uCreate Designer uPlan uCreate XM ulmage
PersonalEffect® TransMedia Pro	✓	✓	✓	✓	✓	●	✓	●	✓	●	InDesign Dreamweaver Photoshop	uCreate Print uCreate Designer uPlan uCreate XM ulmage

+ Requires cross media services



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