

# PLANETPRESS DESIGN

## Create. Design. Print.

Flexible, Powerful, Transactional and Personalized Document Creation.

Create transactional and personalized variable data documents with PlanetPress Design. Everything from a simple mail merge to transactional documents to documents varying completely in size and shape can be created with PlanetPress Design. Learn to use the surprisingly easy to use design tool, or have your supplier's professional services design and implement documents into your existing host environment.

Start with a blank page and either add a PDF or EPS image as a background, or build a customizable design from the ground up. Easy drag and drop mapping of variable data fields, commingled with static text. Insert data driven messages, graphics, variable pie charts and internationally used barcodes. Documents can be printed to open systems printers or integrated into an automated distribution process workflow via PlanetPress Watch or PlanetPress Server.

### Benefits

- Print complex documents at high speed
- Move to flexible open system printers
- Eliminate expensive pre-printed forms and documents
- Reduce operational cost associated with printing
- Apply rules and conditions to better target your customers
- Improve output quality and corporate image
- Intelligently target your customers' personal interest by tailoring content based upon your customer data

### Business Applications

Create your transactional, promotional or transpromo documents using full color or monochrome, to give your customer only the information that they want to see.

#### Transactional documents

- Multi-part business form replacement
- Invoices & statements
- Grey bar reports
- Checks
- Insurance policies and forms
- Grade reports
- Financial portfolio reports and updates
- Pick tickets and shipping labels

#### Transpromotional documents

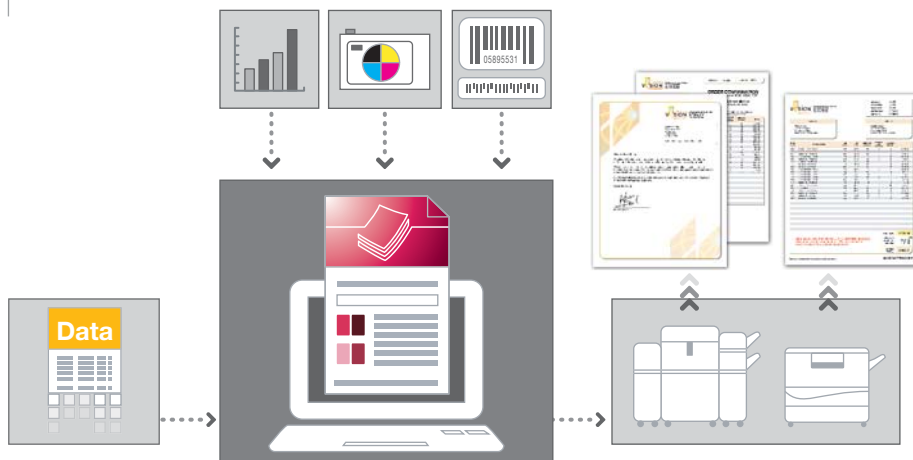
- Statements with targeted marketing messages
- Invoices with one to one promotions

#### Promotional documents

- Direct mailings
- Discount coupons
- Postcards
- Tickets

For a maximum return on your investment, transform your transactional documents into advertising vehicles. Whether the information gathered about your customer is based upon past purchases or from a form on your web site, use it to send targeted and personalized messages that will get their attention every time!

### VDP and automation made easy



- 1 Import data** from almost any source :
  - Native XML
  - Database
  - Line printer
  - Channel Skip
  - ASCII
  - User Defined
  - CSV
- 2 Design** the layout of the document as desired in monochrome or color. Create data driven, conditional content such as text, images, graphics, charts and barcodes.
- 3 Print** variable content documents at optimum rated engine speed. Incorporate PlanetPress Watch or PlanetPress Server module to your solution for automated electronic output distribution.

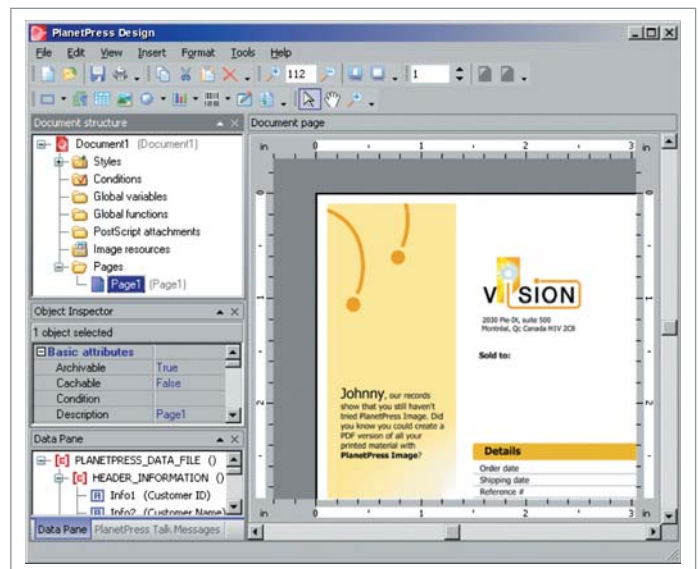


## Features Overview

- **Utilize data from most host<sup>1</sup>**  
PlanetPress Design accepts data from most host including XML, ASCII, Line, DJDE, ODBC Compliant Database, CSV, Channel Skip. Hosts/Host Applications include Mainframe, ERP/CRM, Revenue Cycle Software, and Commercial Print Applications.
- **Easy rules based conditional output**  
Text and graphics, or even entire pages, can logically appear or disappear, according to business needs, based upon information contained in the data stream. Print the right elements for the right customers, every time. Line conditions are also supported, changing for example the font or color of a line based on information contained within that line.
- **Data capture tool**  
Capture data natively from Telnet, Serial, LPD, Email and Windows Printer Queues, streamlining the document design cycle.
- **PlanetPress Talk**  
While most forms can be developed entirely in the design interface, for highly complex or unique requirements, a simple, yet powerful scripting language is built right in.
- **Direct control over printer finishing features**  
When designing variable data documents for a specific printer, you can easily incorporate commands to call finishing features such as stapling, collating and folding – even dynamically.
- **Drag and drop graphic import**  
Drag and drop EPS, BMP, TIFF, JPG or PDF files with full color support. For high-speed printing, graphics are automatically scaled for optimal resolution. Rotate and scale, snap to guidelines, and group objects directly in PlanetPress Design. Images can be conditionally printed, producing dynamic documents.
- **Data driven barcodes, pie, line and bar charts**  
Use wizard driven tools to quickly generate industry standard bar codes including: PDF-417, UPC/EAN, Code 39, Code 128, Codabar, Code 11, Code 93, Discrete 2 of 5, PostNet, OneCode Solution, and a wide array of internationally specific barcodes. PlanetPress Design also allows you to easily create dynamic, data-driven business graphs.
- **Adobe Distiller RIP engine**  
PlanetPress Design now uses the same RIP engine that Adobe Distiller uses which optimizes the quality of the documents and makes the resulting documents highly predictable and consistent.
- **User friendly interface with integrated text editor**  
PlanetPress Design offers a user-friendly Graphical User Interface (GUI) based on the standard Windows environment with easy drag and drop of text and images, fully customizable toolbars and dockable windows that improve the user experience. With elaborate stock objects toolbars for enhanced drawing capabilities, PlanetPress Design enables quick and easy document design. Complete formatting capabilities, including comprehensive spell check options to ensure accuracy.
- **Ability to add cut marks to document pages**  
Adding cut marks to documents is essential when designing n-Up documents. Cut marks gives document designers a true view of the document and ensures that the document will be cut in the right places during post-processing.



- **Simple data overflow handling for variable length transactional documents**  
When a data page contains more text than a PlanetPress Design document page can accommodate, due to layout or paper size constraints, simple data overflow allows PlanetPress Design to dynamically generate additional pages to accommodate the surplus data.
- **Color management**  
Use color management, adjusting for printer and monitor profiles, to ensure accurate rendering of documents on-screen through the creation process. Complete support for profiling based on printing criteria. You can also select color from anywhere on the screen to fill in outline shapes or business graphics, or specify RGB, HTML or CMYK values.
- **Reusable libraries for global variables and functions**  
In order to allow for efficient variable data document design, create groups of functions and global variables that you frequently use and store them in libraries for later use.
- **Codehost BrightQ connectivity**  
PlanetPress Design offers connectivity to BrightQ, which provides UNIX users with the same kind of feature-set and ease of use that Windows users have been enjoying for a while. BrightQ acts as a Windows Printer Driver to make configuring and printing as simple as in the Windows world, while achieving a high level of optimization of the output files sent to print devices. Furthermore, PlanetPress Design can directly receive data from the BrightQ server allowing for easier design of PlanetPress Design documents that integrate variable content coming from a Unix or Linux platform.



<sup>1</sup>This is a representative, not an exhaustive list of host, host applications and data streams.

For more information on our line of products, visit our Web Site.

www.objectiflune.com