

Pageflex Chart

Bring visual power to your documents with data-rich charts and graphs

Pageflex Chart simplifies the process of adding visually-appealing, data-rich charts to Pageflex documents to improve your one-to-one communications. Whether you need to share financial information, data comparisons, or demographic statistics, charts and graphs convey detailed information in a visually accessible format. They draw your audience into your document and convey vital information at a glance.

A Variety of Format Choices

With Pageflex Chart you can feel confident that you have the ability to produce data in the style that your customer requests. Pageflex Chart gives you creative freedom with seven of the most common chart formats—more than any other variable data printing (VDP) charting application—and multiple options for customizing the look and feel of each format. You can easily produce:

- 2D line charts
- 3D line charts
- 2D column charts
- 3D column charts
- 2D pie charts
- 3D pie charts
- Spline charts

Within each format you can select from a wide array of color, font, and style options to produce graphically pleasing charts that compliment the document design they will be placed in. Unlike most other applications, Pageflex Chart produces realistic light ray affects on 3D objects. It replicates in high-res print-ready files the various styles that many consumers are now used to seeing on the web and in slide presentations.

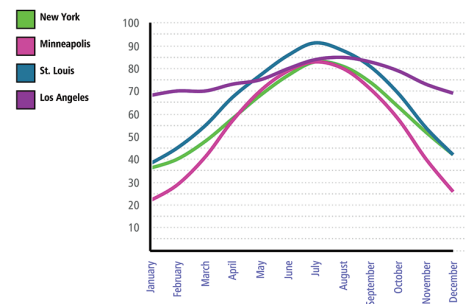
Make a Visual Impact

Pageflex Chart produces beautiful, visually-rich charts. You use an intuitive WYSIWYG editor to design your chart or graph, and add a title, legend, and axis labels to help your readers understand the information.

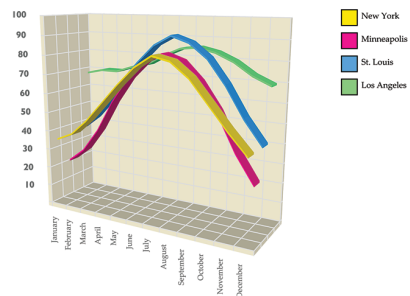
Your charts will have transparent backgrounds enabling them to be layered on static or variable backgrounds within a document. You can even overlay them on photographs. The chart acts like a variable image; it can be resized on-the-fly to fit in an image box or, by using Pageflex's Flex technology, the page layout can adjust to make room for the chart.

PAGEFLEX CHART SAMPLES

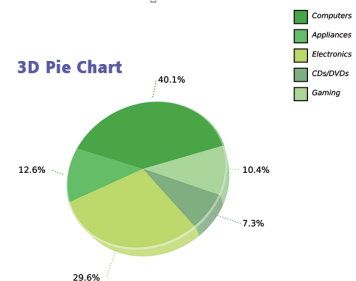
Spline Chart



3D Line Chart



3D Pie Chart



You can graphically create a chart template before you receive the data, and preview charts with test data prior to receiving the live data. Then once you have the final data, you can connect Pageflex Chart to your database or website to produce the charts in real-time as your VDP documents are produced. Your data source for the charts can be different than the data source you use for the rest of the variable data fields in your document. You can use the preview mode to proof the chart within the document design with real or test data. The chart template you create can then be re-used (and modified as needed) for future projects. This workflow is ideal in print shops with tight turnaround schedules.

No More Compromises

Publishing charts is often an area of compromise in VDP campaigns. Either simplistic or low-resolution charts are produced on-the-fly as part of the variable data production process; or more graphically-rich charts are produced off-line and then matched up with the variable documents—a quality assurance risk when it is essential that the correct person receive their own personal data chart. Pageflex Chart solves these problems. It is a robust charting engine for generating thousands of graphically-rich, high-resolution charts quickly and reliably. Pageflex Chart works in tandem with other Pageflex products to generate each chart as an integral part of the production of each variable page; there is no pre-generation and match-up process that could result in error.

Whether you need to publish charts based on data in a database or create them on-the-fly as part of a Web-to-print workflow, Pageflex Chart will respond. It can run on a desktop or server, and receive data from a variety of data sources (e.g. web forms, VDP projects, csv files, Microsoft Excel, Microsoft Access, FoxPro, Oracle, SQL databases, or Sybase ASE, etc.). Pageflex Chart relies on a modern architecture by using OLEDB, instead of ODBC, for connection to external data sources giving you the ability to use a wider array of data sources and simplify your setup process.

Pageflex Chart produces files that are small, scalable, and compatible with a wide-range of document output formats. Documents that contain these charts and graphs can be produced using PostScript, Optimized PostScript, Adobe PDF, EPS, PPML, JLYT, VDX, VIPP and VPS output.

Pageflex Chart works with Pageflex Persona™ Cross Media Suite, Pageflex Storefront, and Pageflex Server. For more information about how you can add visual impact to your documents by using Pageflex Chart, contact Pageflex sales at 617-520-8600 or sales@pageflex.com.

“Prior to using Pageflex Chart, our designers created the charts and placed the artwork after the order was placed. Now our customer can enter the data online in Pageflex Storefront and preview the chart immediately. The order can now continue on our streamlined order process and workflow, and go directly to our digital press without stopping at the designer’s desk.”

-- Eric Leslie, manager of information systems at Metzgers Printing + Mailing in Ohio

SAMPLE PROJECTS



Pageflex Chart includes two sample projects illustrating the use of different data sources in the creation of variable charts. One is a simple project, creating charts with data from the project’s data source to display childrens’ test results. The other is more complex, creating charts from both the project data source and an external database, and summarizes mutual fund investment information.