



Pageflex Persona Cross Media Suite

Pageflex Persona™ Cross Media Suite gives you the power to create personalized cross media campaigns using the award-winning variable data capability of Pageflex™ on your desktop. You can produce an infinite variety of marketing materials in print and digital formats. Easily create compelling, database-driven marketing campaigns, all with the simplicity of a single desktop application. For example, you can develop multi-touch campaigns that include:

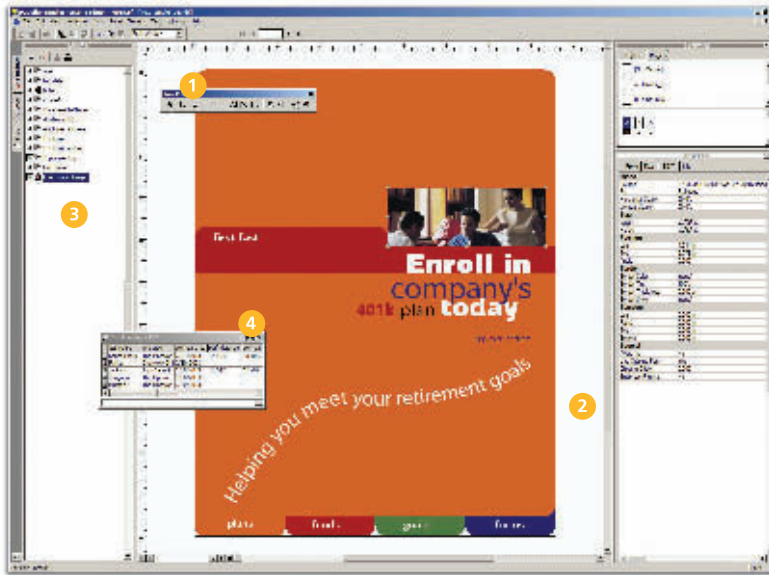
- **Personalized direct mail** — A personalized postcard or flyer introduces your offer to your database of customers.
- **Customized booklets and catalogs** — A variable-length booklet, also personalized and perhaps customized, further explains the range of products covered by your offer.
- **Personalized HTML E-mail** — A follow-up e-mail reminds the customer of your offer using the same text and images as the print pieces to keep the campaign's message consistent.

Pageflex Persona is an easy entry point for anyone getting started in variable data publishing. It offers powerful features not found in any other desktop variable data solution. Everything happens on your desktop, and there are no server components to install, even for e-mail output. desktop, and there are no server components to install, even for e-mail output.



Optimized Digital Color Printing
Personalization on Pre-Printed Shells
Customized Electronic Images
Personalized HTML E-mail

VARIABLE DESIGN TOOL



- 1 Use familiar desktop publishing tools for text, images, and shapes.
- 2 Design your documents with precision.
- 3 Easily access your project resources, such as variables, images, and text.
- 4 Preview your variable documents using data from the project database.

Workflows

Optimized Digital Color Printing

Design your variable data projects using Pageflex Persona Cross Media Suite, and then send them to a digital color press for output. Depending on your workflow setup, you can send projects directly from your desktop to a printer, or you can send the files Pageflex Persona creates to a print service provider for output. Pageflex Persona supports many output formats, both device-specific formats such as VIPP and VPS as well as industry standards such as PostScript® and native Adobe® PDF.

Personalization on Pre-Printed Shells

Use Pageflex Persona Cross Media Suite to create pre-printed shells using traditional production methods, such as offset printing or foil-stamping, then add personalized content to them. On-screen previews let you view your project with and without the pre-printed shell items visible. At press time, you can suppress printing of the shell items and be certain everything prints in perfect register.

Customized Electronic Images

With Pageflex Persona Cross Media Suite, the final output can be images in GIF, EPS, JPEG, and PDF formats. This is useful for printing on different

substrates, such as ceramics and plastics, displaying customized messages on electronic signboards, and sending as attachments to e-mail messages.

Personalized HTML E-mail

To send a personalized HTML e-mail campaign, you first create an HTML template using any HTML editor. You can be as creative as you want with HTML formatting and style information.

Open the HTML template in Pageflex Persona, and apply the variables you want to use to personalize or customize each e-mail. The resources for your cross media campaign—databases, images, and variables—are shared within the project, which means the images and variables you use in your print campaign are easily repurposed for the HTML e-mail.

When you are finished crafting your message, you can send the e-mail campaign directly from your desktop. Pageflex Persona takes care of sending the e-mail to every customer in your database. During this process, it automatically copies and converts high resolution images to a smaller size for delivery over the Web.

You can also create personalized HTML websites and dynamically launch them using an add-on mini-server for Pageflex Persona.

Features

Design with a Variable Design Tool

Pageflex Persona Cross Media Suite includes Pageflex Studio, a layout tool built for the unique design needs of variable data projects. You'll find all of the familiar and powerful formatting tools you have come to expect from high-end desktop publishing systems, such as precise text formatting controls, style sheets, drag-n-drop controls, and tools for creating text, images, and shapes.

You can design everything you need for your variable data projects with Pageflex Persona Cross Media Suite. There are no requirements for any third-party design applications.

Start with Adobe InDesign or QuarkXPress

Pageflex Persona comes with a plug-in for Adobe InDesign® and an XTension for QuarkXPress®. Combined with Pageflex Persona, these tools give you the best of both worlds. You can start your design documents using these third-party applications, and then bring them into Pageflex Persona. Or, you can design everything right from the start with Pageflex Persona. Either way, once in Pageflex Persona, you can extend the amount of variability in your project and create truly unique documents.

Manage Marketing Campaigns

The project-based workflow of Pageflex Persona Cross Media Suite lets you reuse assets across your campaign. Templates provide the design and layout of each document. One project can contain many templates.

Text, images, and other variable content can be reused easily with many different templates.

Drive Campaigns with a Database

A database drives the creation of personalized documents. Your database can be as simple as a comma-separated-value file (CSV), a Microsoft® Excel® spreadsheet, or a Microsoft Access® database, or as complex as a multi-table relational database. Persona can connect to any ODBC-compliant database such as Oracle®, Microsoft SQL Server, Visual FoxPro®, dBase®, MySQL®, or IBM® DB2®.

Define Sophisticated Variables

Variables are the dynamic elements of a variable data publishing project. The columns in the project database provide one set of variables for adding personalization.

Pageflex Persona has several methods for defining variables by using the data in the project database to define additional content variables. These content variables go beyond simply inserting information from the project's database.

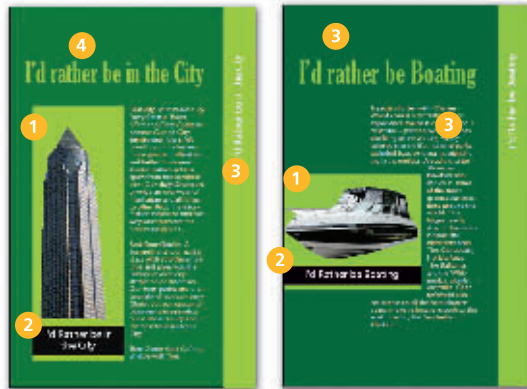
- Powerful “If-Then-Else” logic drives the insertion of text or the selection of additional content, articles and images for your documents.
- Scripts written with VBScript or JScript can perform calculations and evaluate complex logic to add another dimension of variability.
- Plug-ins allow you to connect digital asset managers (DAMs) or other content repositories to provide more content.

SHARE PROJECT RESOURCES

The image shows three examples of marketing materials: a booklet, a postcard, and an e-mail. Each item features a consistent branding with the name 'Jennifer' and a logo. The items are numbered 1 and 2, indicating shared resources and personalized content respectively.

1 Corporate branding requires that a consistent logo appear in all communications. For the HTML e-mail document, Pageflex Persona automatically converts the high-resolution image to lower resolution suitable for e-mail.

2 The recipient's name is used to personalize each component in this multi-touch campaign.



- 1 A landscape image replaces a portrait image by flexing the layout while maintaining the integrity of the design.
- 2 The image caption flexes horizontally to match the width of the image and also flexes vertically to allow for additional copy.
- 3 Body copy runs around the image to allow for a landscape image.
- 4 The variable headline copyfits to allow for additional copy.

Add Flex

An important and unique feature of Pageflex Persona Cross Media Suite is flex, the ability for elements in your documents, such as text, images, and shapes, to automatically resize and reposition themselves to fit the variable content in each document. This patented technology provides a high level of production automation with extremely professional results every time.

Flex maintains the relationships among elements in your document. For example, it preserves the clear space between two elements even when those elements are resized. Flex ensures that the design integrity, the qualities of your document that make it visually pleasing to the eye, is maintained through every variation. Only Pageflex gives you this powerful capability.

Components

Pageflex Persona Cross Media Suite includes the following:

- **Pageflex Studio** — A design application created especially for variable data applications. Using familiar tools, you can design graphically rich, interesting templates for each project.
- **Pageflex Librarian** — A tool for classifying text and images used in a project. Pageflex Persona lets you create easy queries to pull variable content into your project from the library.
- **Pageflex Packager** — A tool for collecting your project files so that you can move them to another location easily.
- **Plug-in for Adobe InDesign and XTension for QuarkXPress** — You can choose to design a document with Adobe InDesign or QuarkXPress and then bring it into Pageflex Persona as a template to apply variable data capabilities.
- **HTML Output** — You can send personalized HTML e-mail messages right from your desktop.
- **Standard Drivers** — Output for PostScript, optimized PostScript, Adobe PDF, EPS, JPEG, and GIF are all standard.
- **Optional Optimized Output Drivers** — Additional drivers are available for the following output formats: JLYT, PPML, VDX, VIPP, VPS. Pageflex Persona comes with one additional optimized driver of your choice.

Mini-Server Option for Web Pages

Pageflex Persona Cross Media Suite can create HTML output, which you can post to a Web server on your own. You can add the optional Pageflex mini-server to Persona to generate personalized HTML microsites. The mini-server option creates and serves unique Web pages on the fly when someone visits his or her personalized URL.

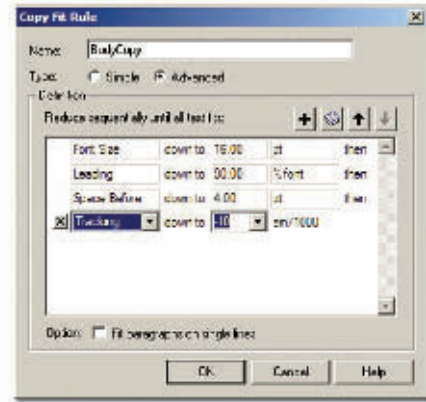
Create Variable Length Documents

Pageflex Persona Cross Media Suite has many features for managing long documents with a variable number of pages.

- Master pages provide design consistency.
- New pages are automatically inserted for text overflows.
- Adobe PDF documents can be inserted as variable content.
- Automatic filler pages can force content onto a left or right page, if needed, and make signature counts even out.
- Page and section numbers are added automatically.
- A new Table of Contents is generated for each document variation.
- Pages can be hidden under certain conditions.

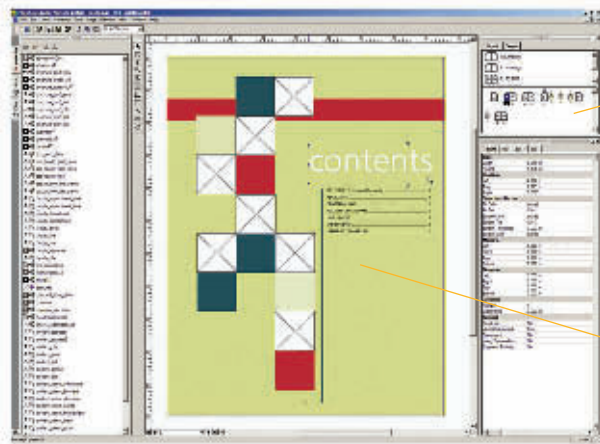
You can preview how and where the pages are flowing in each variable length document with the Pages window.

ADVANCED COPYFITTING

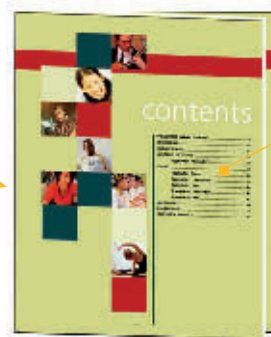


Pageflex Persona adjusts each text attribute in the order it is listed in the rule. The copyfit process stops as soon as the text fits into its container.

VARIABLE LENGTH DOCUMENTS



The pages window shows the automatically created pages (in yellow)



The table of contents is automatically generated, and varies from document to document.

Fit Text with Advanced Copyfitting

Sophisticated copyfitting controls eliminate text overflow situations when your variable text doesn't fit into the allotted space. Copyfitting lets you decide how the text is reduced and which formatting characteristics are most important to preserve.

Simple copyfitting rules quickly reduce text characteristics uniformly to fit all of the variable content. Advanced rules let you fine-tune your preferences to reduce the text one attribute at a time. The attributes you can control with copyfitting are: font size, leading, horizontal scale, tracking, and space before and after a paragraph.

Market in 60+ Languages

With Pageflex Persona Cross Media Suite, your variable documents can speak to people around the world. Pageflex Persona supports text composition and output in over 60 languages, including Asian languages such as Chinese and Japanese.

Combined with the **flex** and **copyfitting** capabilities of Pageflex Persona, you can be sure that text in any language always looks good and easily meets any global branding requirements you may have.

MULTI-LANGUAGE SUPPORT



Migrate Seamlessly to Pageflex

All projects created with Pageflex Persona Cross Media Suite already work with any Pageflex server-based products, including the Pageflex variable publishing platform and Pageflex Storefront. The project formats and requirements are identical. Pageflex Persona can submit jobs directly to Pageflex server products if necessary, and vice versa. Database-driven projects created with Pageflex also work with Pageflex Persona.

Pageflex Persona is an excellent extension to the Pageflex server-based workflow, and is particularly helpful if you need immediate access to output. For example, in remote office locations, Pageflex Persona can be used to test the project output before submitting the job to a Pageflex server. On the other hand, you may find that some database-driven jobs, such as an e-mail campaign, simply make more sense to run using Pageflex Persona rather than sending them to a Pageflex server.

System Requirements

Hardware

- 2 GHz Pentium® processor, or faster
- At least 512 MB RAM (1 GB recommended)
- 200 MB disk space (for program files)
- True Color (24-bit) video card and display settings

Software

- Microsoft Windows XP® Professional (SP1 or later), Windows 2003 (SP1 or later), Windows® 2000 (SP4 or later)

For HTML E-mail Output

- Microsoft Internet Information Services (IIS) version 5.0 or later
- Microsoft SMTP Services



Solution
PARTNER

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