

PAGEFLEX[®]  BITSTREAM[®]



Pageflex Studio ID[™]

Bitstream has been a pioneer in developing variable data printing (VDP) and web-to-print software since 1997. The Pageflex Studio ID plug-in brings this expertise to Adobe[®] InDesign[®] CS4 and CS5 (Windows and Mac). Pageflex Studio ID also can be used to prepare variable data templates for use in Pageflex Storefront, Bitstream's web-to-print offering.

Whether you want to automate production of business cards, create personalized direct mail postcards, or generate an advertisement in multiple languages (including bi-directional languages, such as Arabic and Hebrew), Pageflex Studio ID is your toolset to get it done easily and well.



Pageflex Studio ID

Pageflex Studio ID fits in with your workflow today and takes your business to tomorrow.

Write a recipient's name in the swirl of a ribbon of color. Use transparent drop shadows to make your variable headline stand out. Apply soft edges to your variable images. Change the color scheme throughout your document.

Pageflex Studio ID makes this all possible. You have the full visual power and graphic creativity of Adobe InDesign.

Pageflex Studio ID pairs your graphic design with a data file to design, setup, and run variable data projects directly in InDesign. With Pageflex Studio ID, you work entirely within InDesign. The Pageflex Studio ID palette lets you create variables, business rules, Pageflex patented flex settings, action scripts, and print output settings for each job.

Pageflex Studio ID includes an easy-to-use business rule editor for writing the if-then-else rules that will determine what content replaces each variable in your document. The rule editor can do text and numeric comparisons (e.g., if price equals 10) and perform numeric calculations (e.g., multiply quantity by price for a total price). Or for more complex variable rules, you can use Adobe ExtendScript (an Adobe JavaScript implementation). Your variable content can be text, an image, an Adobe InCopy file (formatted text), or an InDesign snippet. The snippets act as self-contained InDesign documents, with full formatting, that you can place in your template. You can have variables in the snippet and even embed snippet files within snippets. The InCopy text files also can have variable tags.

Feature Overview

- Use projects to share VDP intelligence across templates.
- Create variables and apply them to an InDesign document.
- Create variable business rules using a powerful and intuitive point-and-click wizard.
- Optionally set variable values and document styles using scripts.
- Apply copyfitting to text to dynamically make adjustments when variable content causes the text to overflow or under-fill a text box.
- Use flex settings to adjust the layout on the fly based on the variable content.
- Use powerful Pageflex Actions to enable every aspect of a document to be modified on a record-by-record basis.
- Use InDesign snippets and Adobe InCopy stories as variable content.
- Preview variability on a record-by-record basis to check for errors.
- Output variable jobs to PPML, PostScript, PDF, and JPEG.
- Batch jobs with a large number of data records into a series of smaller output files.
- Package all components (template, images, fonts, variables, and output settings) and easily move a project into Pageflex Storefront for Web-to-print customization and ordering.

Be More Persuasive With Flex

Pageflex documents have the ability to “flex,” which means that the design elements can resize and reposition themselves on a page based on the size or amount of variable content they contain. With this Pageflex patented technology, you can dynamically produce documents that communicate appropriate content to each recipient without copywriting variable text or cropping variable images to all be the same size. You control how your design responds to variable content by applying flex settings to your InDesign layout.

Pageflex Actions

Pageflex Actions are a powerful scripting tool that advanced users can utilize to dynamically manipulate every aspect of an InDesign document. Pageflex Actions give you complete control; you define when the action script should run:

- **Beginning of a job**—for example, change the document size
- **Before the variable values are determined**—for example, pre-set a variable value rather than use the result of a rule or script
- **After variable values are determined, but before variable content is put on the page**—for example, replace all variable images of New York with a photo of the Empire State Building
- **After the variable content is put on the page**—for example, change the color scheme in the document
- **At the end of the job**—for example, rename the output file.

Only Pageflex Studio ID gives you this much control over how your variable project is produced in InDesign. Pageflex Actions can be used to eliminate time spent creating a number of similar templates or making tweaks to an endless number of files.

Coordinated VDP Campaigns

Pageflex Studio ID turns your InDesign application into project central for your VDP campaigns. Within each Pageflex Studio ID project you can have access to multiple related templates, variables, images, InDesign snippets, and InCopy text. For instance for a store grand opening event you may have invitation, ticket, and coupon design templates all in the same project. Each of these templates can draw data from the same customer list and use the same variable imagery and text to maintain consistency across the pieces. You simply create one set of variables and variable business rules and then you can apply them to any template in the project. This centralization in a project is unique to Pageflex variable data applications and saves you time and repetitious work.



Pageflex Studio ID

PAGEFLEX®  BITSTREAM®



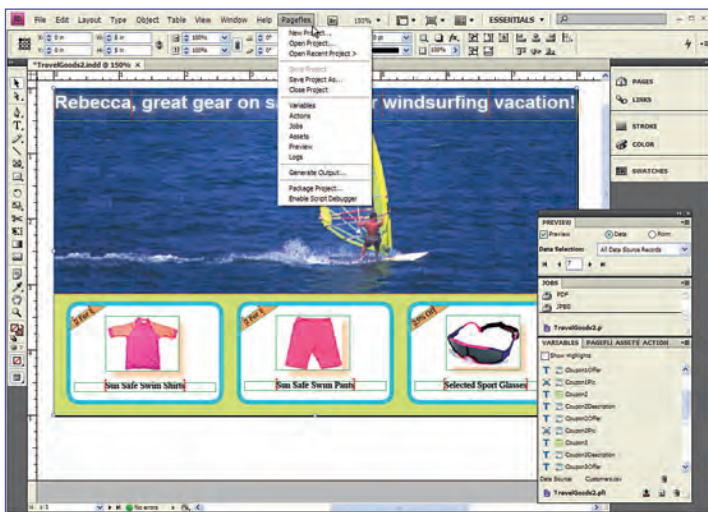
Create VDP Documents for Web-to-Print

Whether you use Pageflex Storefront today or simply want the option of providing web-to-print services in the future, Pageflex Studio ID makes it easy to prepare files for use in Pageflex Storefront. You do all of your work in InDesign. You don't need to do any file conversions.

Pageflex Studio ID includes the ability to package all of your project files—including templates, images, fonts, variables, and job settings—for upload into the Pageflex Storefront online catalog. Remote users then can submit variable content through web forms and by uploading data files. Your remote users could be sales people, franchise owners, customers, or consumers.

Pageflex Storefront, Bitstream's award-winning Web-to-print offering, enables companies to quickly launch online document customization and ordering sites. Pageflex Storefront will support document production through the Adobe InDesign Server (CS4 or CS5) and/or the Pageflex Server. Within the Pageflex Storefront online catalog, end users can not distinguish between InDesign-based and Pageflex-based documents. They can be completely co-mingled.

Pageflex Studio ID provides you with a seamless migration path from desktop VDP to offering document customization through an online Storefront.



Pageflex Studio ID



Solution
PARTNER