HIGH PERFORMANCE
PERSONALISED
DOCUMENT CREATION

FUSIONPRO IS THE LEADING TECHNOLOGY FOR CREATING HIGHLY CUSTOMISABLE **MARKETING AND COMMUNICATION** DOCUMENTS FOR PRINT AND DIGITAL DELIVERY

THE POWER OF PERSONALISATION

With the FusionPro Product Suite, businesses of all sizes can offer a wide range of personalised applications to their end customers. From customised billing transactions, to tailored brochures and newsletters or targeted direct mail campaigns, you can leverage customer data to create highly personalised, relevant messaging that delivers stronger impact, improved response rates, and better customer retention.
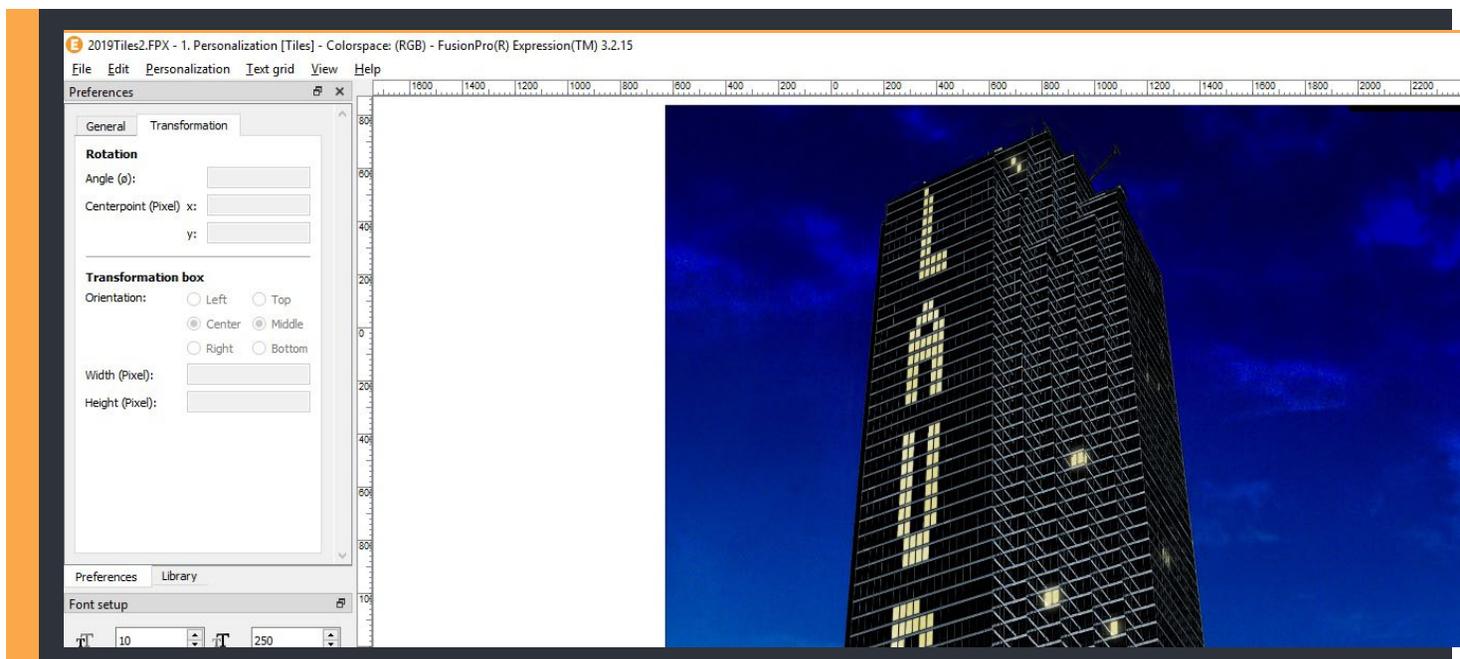
DYNAMIC DESIGN CAPABILITIES

FusionPro integrates with Adobe Acrobat and InDesign, giving you a seamless plug-and-play interface for flexible VDP document creation from any design file that can be converted to PDF. The software offers an arsenal of intelligent capabilities so that within minutes, your PDF document could be a live 1-to-1 communication.

Add FusionPro Expression personalised images to your design to create a connection between your client and your marketing piece.

EASY START-UP WITH USER-FRIENDLY WORKFLOW

An intuitive, easy-to-use GUI makes everything from one-off addresses documents to highly complex, automated document creation possible, empowering you to stay in demand with customer requests and provide more relevant collateral. Built-in rules eliminate the need for custom programming for most VDP jobs and simplify complex operations.

MULTILINGUAL AND ACCESSIBLE FOR GLOBAL MARKETING

FusionPro supports **over 30 international languages** with vertical and right-to-left typesetting capabilities. Unicode functionality helps multinational operations to produce variable documents in an extended set of international languages.
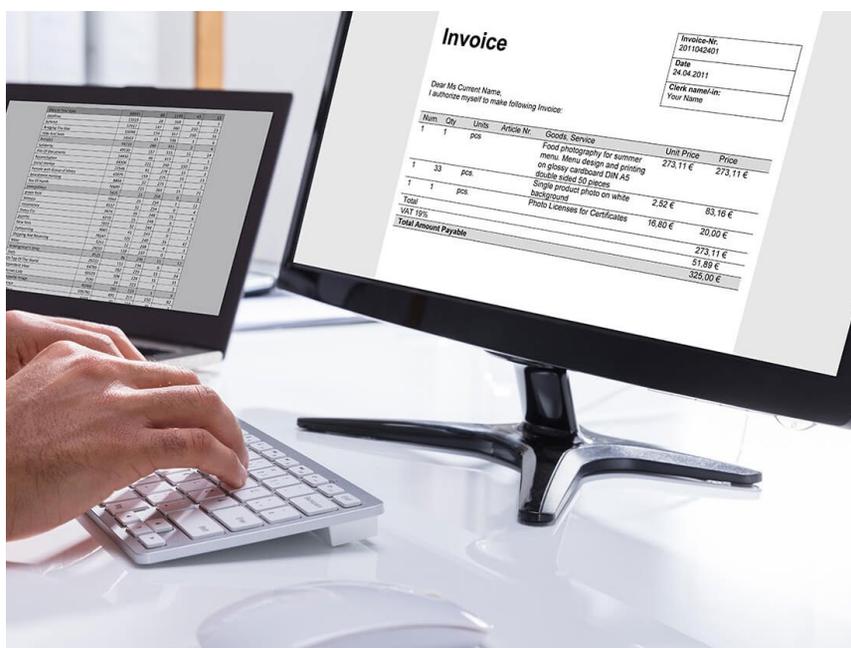
SMART WORKFLOW EFFICIENCIES

Automate with speed and accuracy, creating everything from engaging personalised communication to data-rich business documents in a faster, smarter and more cost-effective way. Develop efficiency across your operation with features like flexible output options compatible with your print and digital delivery workflows, a variety of imposition options to reduce production time and mailing costs, and optional watch folder support (with FusionPro Server) to connect customer jobs and data seamlessly.
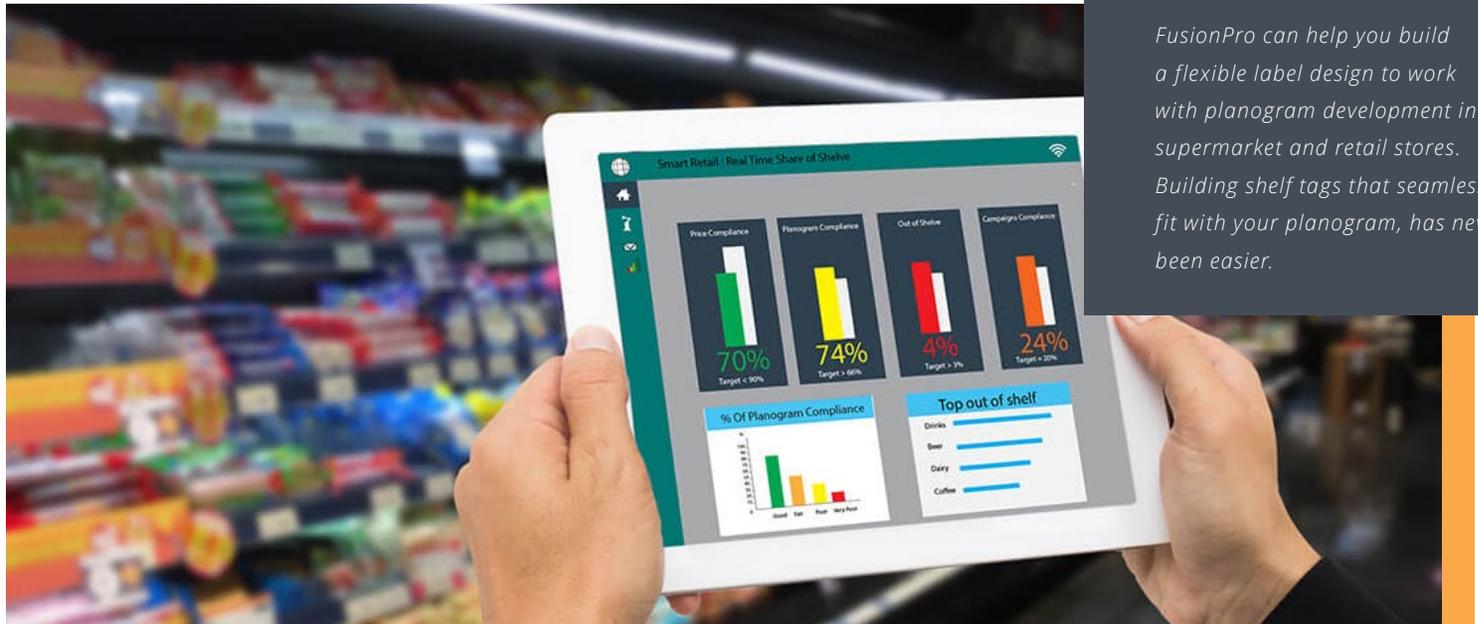
SCALE WITH YOUR BUSINESS NEEDS

Three product tiers are available to handle workloads of all sizes and complexities. FusionPro Creator offers robust features for dynamic VDP design with basic desktop composition for smaller jobs. If you require high-volume output or custom workflows, you can scale up to FusionPro Producer and FusionPro Server which handle heavier lifting. With FusionPro Server, you can reach full scale automation. FusionPro can also be customised to include VDP imagery for impactful engagement and PURLs for cross media campaigns.

FusionPro® VDP is the award-winning variable data publishing (VDP) solution for creating personalised customer communication. Our technology brings document design, data, and business logic together into one scalable and intuitive platform to produce customer-centric, revenue generating, personalised marketing materials.

FusionPro can help you build a flexible label design to work with planogram development in supermarket and retail stores. Building shelf tags that seamlessly fit with your planogram, has never been easier.

Easily Create Personalised Communication for Almost Any Industry

- ⊘ Direct Mail Marketing
- ⊘ Coupons
- ⊘ Retail & Shelf Tags
- ⊘ Letters
- ⊘ Tickets
- ⊘ Ballots
- ⊘ Directories
- ⊘ Catalogues
- ⊘ Statements

- ⊘ Invoices
- ⊘ Reports
- ⊘ Welcome Kits
- ⊘ Identification Cards
- ⊘ Barcodes & QR Codes
- ⊘ Cheques
- ⊘ Personalised PDF Email Attachments
- ⊘ Booklets

FusionPro® Products

FusionPro Creator

✔ Variable Data Printing (VDP) Template Creation

✔ Desktop Composition

✔ Used by graphic designers and printshop personnel for moderate volume variable data printing

✔ Suitable for one user, up to 5,000 records per job

FusionPro Producer

✔ Includes FusionPro Designer for template building/design

✔ Single Server configuration

✔ Used by graphic designers and printshop personnel for multiple concurrent variable data jobs

✔ Suitable for up to 5 concurrent users, over 20,000 records per job

✔ Automatically route completed jobs to a hot folder

✔ Email notification of job completion status

FusionPro Server

✔ Includes FusionPro Designer for template building/design

✔ Single Server or Multi-Server configuration

✔ Used by IT to automate variable data printing workflow

✔ Scalable to enterprise users, 200,000+ records per job, millions of records a day

✔ VDP Job Automation with FusionPro Watch folders – No programming required

✔ VDP Job Automation with API – Requires programming
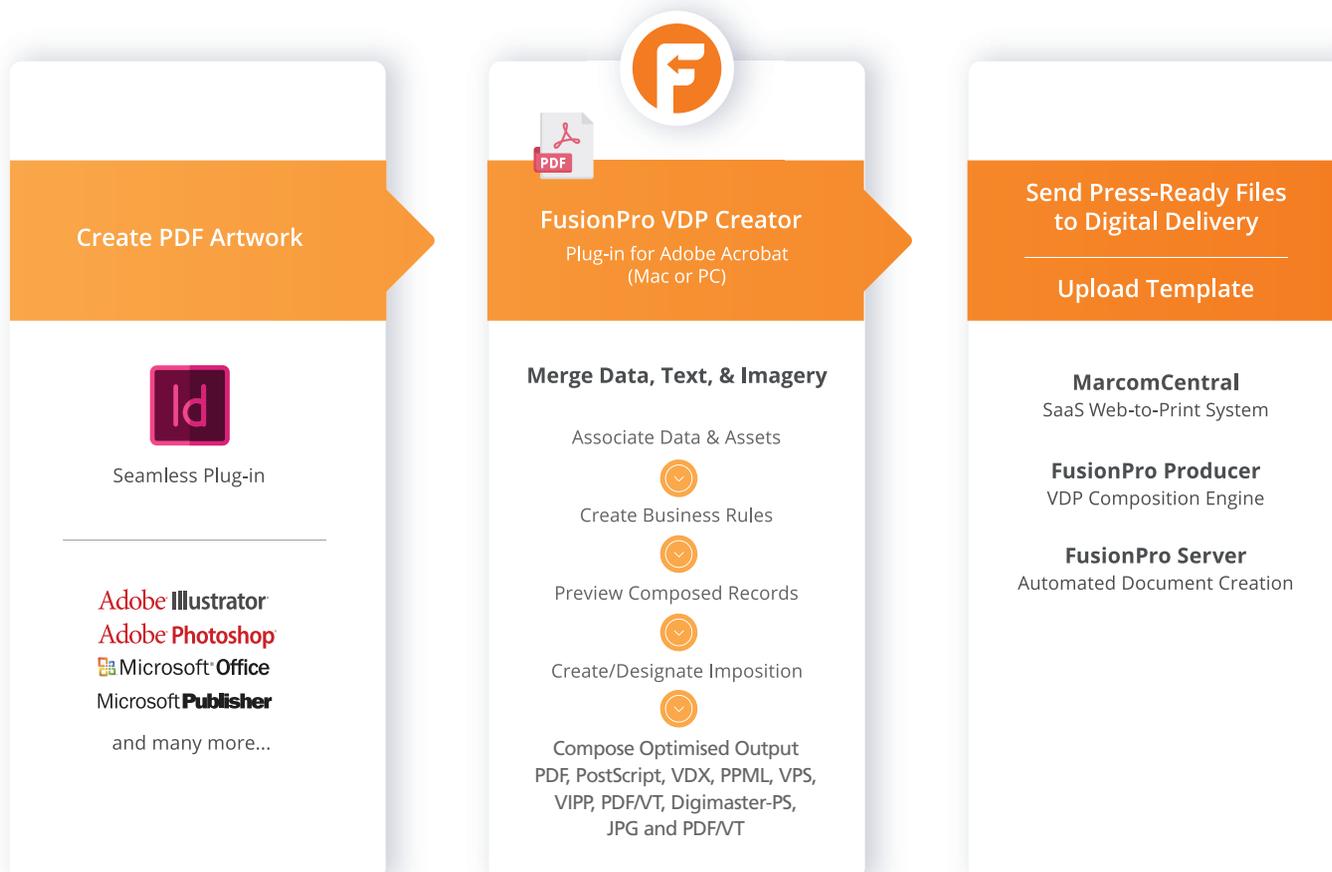
✔ Web to Print website integration – Requires programming

FusionPro® Creator

Simple, Fast, Powerful Personalised Documents

FusionPro Creator is a powerful, yet affordable, desktop design & layout tool for creating high-performance customised communications. **Thousands of graphic arts professionals worldwide use FusionPro Creator to produce both simple and complex marketing collateral** that incorporates customer or prospect data to create highly personalised messaging. This single desktop solution installs on your Mac or PC and features a scalable VDP workflow. FusionPro Creator templates can also be easily incorporated into any of the MarcomCentral solutions to meet specific client needs.

FusionPro® Creator Workflow

Create PDF Artwork

Id

Seamless Plug-in

Adobe **Illustrator**
Adobe **Photoshop**
Microsoft® **Office**
Microsoft **Publisher**

and many more...

FusionPro VDP Creator
Plug-in for Adobe Acrobat
(Mac or PC)

Merge Data, Text, & Imagery

Associate Data & Assets

⌄

Create Business Rules

⌄

Preview Composed Records

⌄

Create/Designate Imposition

⌄

Compose Optimised Output
PDF, PostScript, VDX, PPML, VPS,
VIPP, PDF/VT, Digimaster-PS,
JPG and PDF/VT

Send Press-Ready Files to Digital Delivery

Upload Template

MarcomCentral
SaaS Web-to-Print System

FusionPro Producer
VDP Composition Engine

FusionPro Server
Automated Document Creation

FusionPro® Expression

Included with FusionPro Creator to Create Highly Personalised Images

FusionPro Expression is the premiere image personalisation solution that combines data and imagery to produce truly unique and compelling personalised images. The use of personalised images within print, email, web, and other marketing vehicles has been proven to **dramatically increase readership and response rates**.
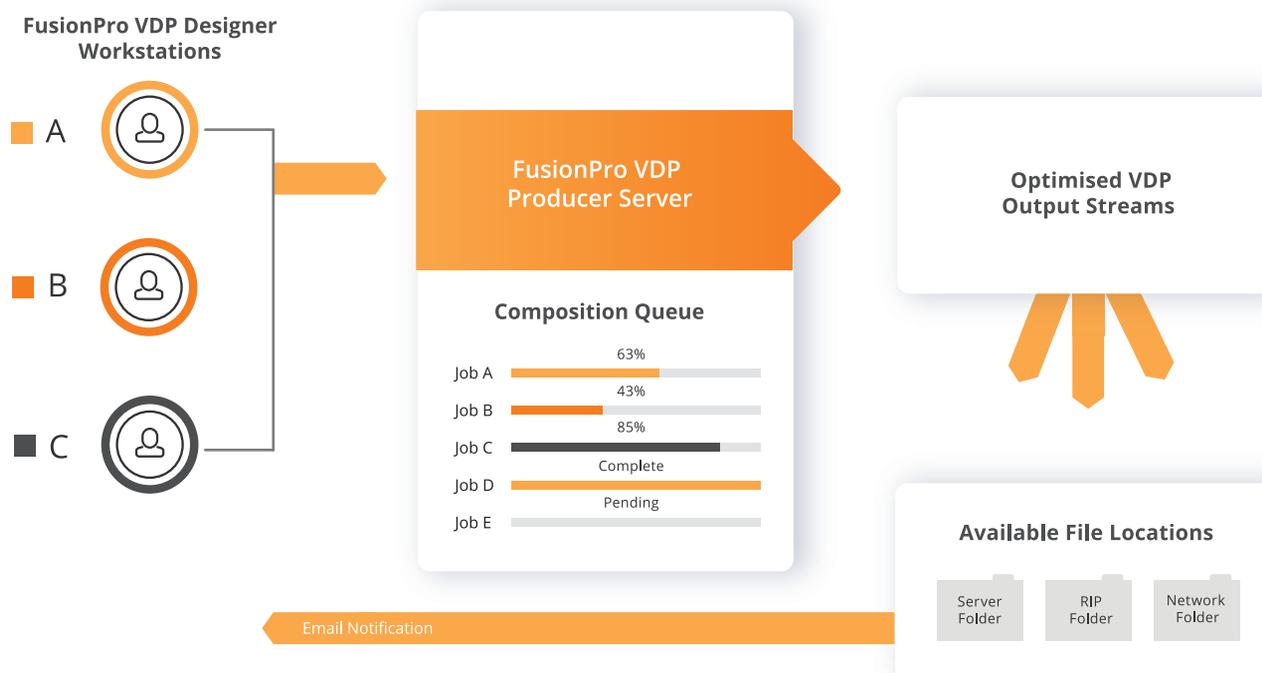
HIGH VOLUME
PRODUCTION

FusionPro® Producer

Fast Composition, Production Workflow

FusionPro Producer is a server-based application that operates up to **10 times faster** than FusionPro Creator and reduces the number of steps required for most VDP workflows. Streamline the composition and delivery of large or complex personalised print projects with a centralised job queue that accepts simultaneous jobs and can be viewed and controlled by any workstation with FusionPro Creator. **Requests flow directly to the FusionPro Producer, offloading the composition process from local desktop machines freeing up wait time in Acrobat so you can work on that next job quicker**. Features like email notifications and auto delivery of final output to a RIP hot folder enhance overall productivity.

FusionPro® Producer Workflow

FusionPro VDP Designer Workstations

A

B

C

FusionPro VDP Producer Server

Composition Queue

Job A	63%
Job B	43%
Job C	85%
Job D	Complete
Job E	Pending

Optimised VDP Output Streams

Available File Locations

Server Folder

RIP Folder

Network Folder

Email Notification

FusionPro® Server

Large-scale, Lights-out Composition with APIs for Custom Workflows

FusionPro Server helps create and manage large-scale dynamically created personalised documents using high-volume, hands-off VDP composition workflows, generating hundreds of thousands of document pages per hour from layouts created with FusionPro VDP Creator. **Simultaneously compose a variety of VDP jobs for unparalleled scalability and redundancy**, and incorporate multiple composition engines into composition farms to run virtually any size job. The Dashboard application allows you to monitor the status of jobs, pause, cancel, and resubmit through a GUI or use the web services API to integrate into your own solution.

Web Connectivity

FusionPro Server can be **integrated with virtually any web application** that requires online proofing or composition of your FusionPro design templates. Web-enabled soft-proofing powers instant PDF or JPG/GIF previews. For personalised documents or products, users can choose images and enter content online to be merged into layouts defined by FusionPro Creator and launch batch hi-res composition to one of several print or image output formats.

> *FusionPro Server is the automation superstar. It provides high-volume, hands-off VDP composition workflows, generating tens of thousands of document pages per hour and eliminates human error to become an efficient production machine.*
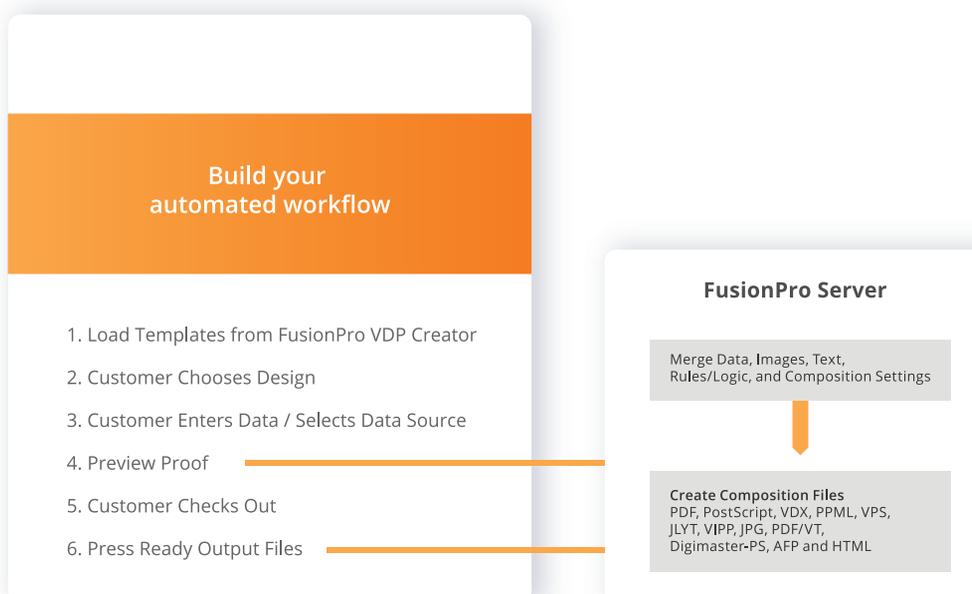
Automated Production VDP Workflows

FusionPro Server provides a scalable and automated workflow with web service API integration, command line options, watch folder or batch processing. House templates in a built-in repository and invoke the system to launch jobs through the web services API at your command (ie: when data is delivered, at certain times of day, at the request of a web page).

Folder Watcher (optional add-on)

This plug and play solution can be set up to watch a set of hot folders for input, executing composition against a specified template for each folder when files are dropped in. The folder watcher can perform specific actions based on the data provided. A GUI defines which template to run based on the name of the data file and multiple compositions can be launched with different job parameters. One trigger file can create output for archival, print, and email attachments.
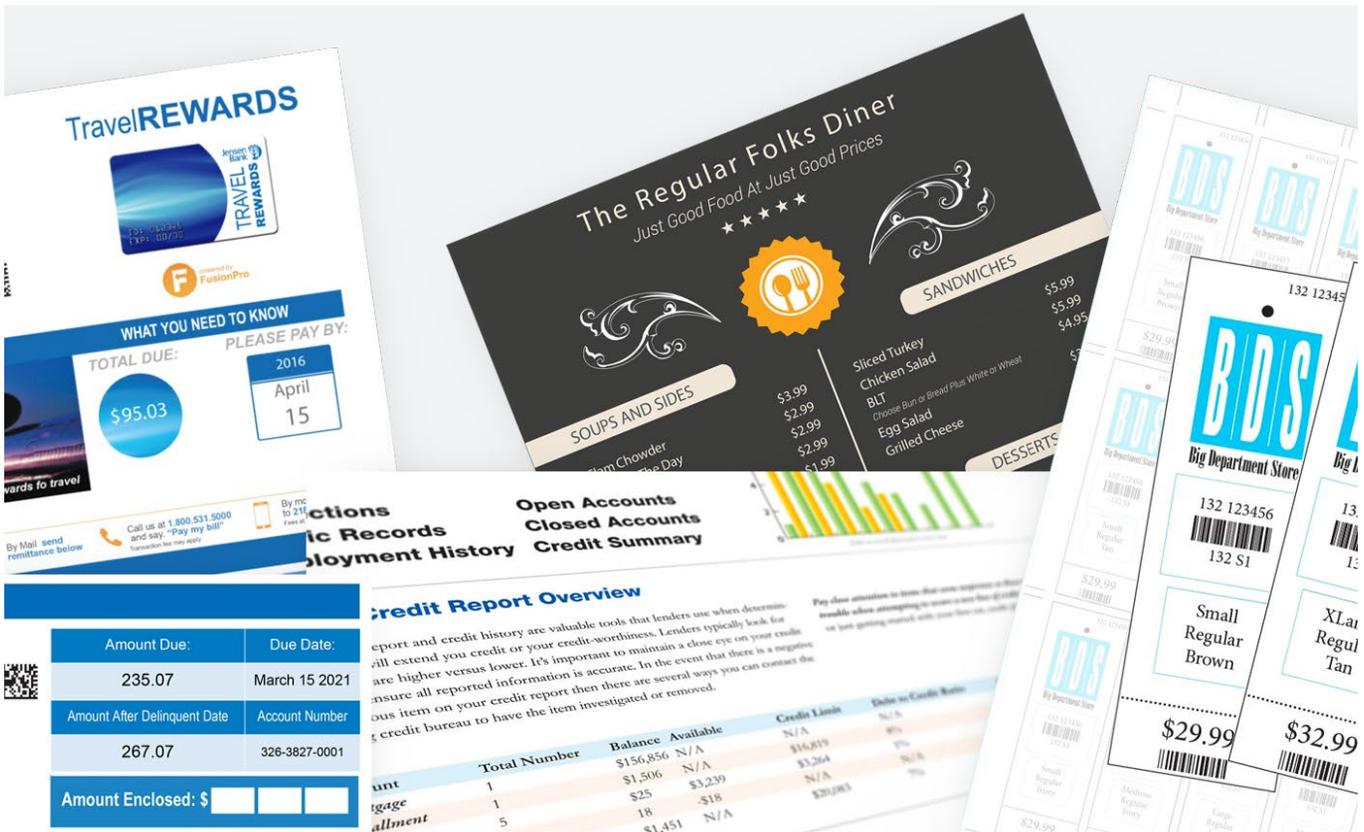
FusionPro® Server Workflow

Build your automated workflow

1. Load Templates from FusionPro VDP Creator

2. Customer Chooses Design

3. Customer Enters Data / Selects Data Source

4. Preview Proof

5. Customer Checks Out

6. Press Ready Output Files

FusionPro Server

Merge Data, Images, Text, Rules/Logic, and Composition Settings

Create Composition Files
PDF, PostScript, VDX, PPML, VPS, JLYT, VIPP, JPG, PDF/VT, Digimaster-PS, AFP and HTML

FusionPro VDP Features & Benefits		Version Availability		
Feature	**Benefit**	**FusionPro Creator**	**FusionPro Producer**	**FusionPro Server**
System & software requirements	Platform flexibility for Mac and PC operating systems	Mac & Windows	Windows	Windows
VDP workflow	Adobe PDF workflow ensures maximum compatibility and accuracy	yes	yes	yes
Design support	Export Plug-in for Adobe InDesign and support from literally any design application with conversion to PDF	yes	yes	yes
Document types	Letters, postcards, direct mail, statements, billing, transpromo, catalogues, brochures, self mailers, business cards, tickets, labels, shelf tags, etc.	yes	yes	yes
Simple user interface	Toolbar with quick access buttons, frame properties, built-in common functions, "steps" and "document overview" palette to simplify complex VDP operations	yes	yes	n/a
Input formats	Accepts a variety of data input formats including tagged text, flat files (fixed record length, TXT & CSV), Excel, ODBC, XML, DBF	yes	yes	yes
Multi line record support	Supports access to multiple lines of data from the input file as a single record of data, and reads in a variety of input formats including line data. Essential for statements, invoices, identification cards, etc.	yes	yes	yes
Output formats	10 included VDP output formats for compatibility with the leading digital and print workflows: PDF, Postscript, VDX, PPML, HP-PPML, VPS, JLYT, VIPP, Digimaster-PS, JPG, PDF/VT	yes	yes	yes
International language support	Unicode functionality allows for multilingual variable data document creation in over 30 different global languages	yes	yes	yes
Business rules creation	Business logic made easy an intuitive, conditional logic interface, extendable "templated rules" dialogues, and rule wizards to collect information from VDP designers without the need to edit JavaScript for those rules.	yes	yes	yes
Imposition	Support for complex imposition including 3-D stacking, automatic breaks for mail trays, managed and resuable libraries for seamless production & fulfilment workflow	yes	yes	yes
Multi-page layout management	Control the total length of the document and add appropriate filler pages automatically	yes	yes	yes
Ad resizing	Resize pages and automatically rearrange document elements based on new page size. Appropriate for automating advertisements.	yes	yes	yes
Copy-fitting	Create dynamic text sections that resize content automatically to adjust to available content or accommodate overflow	yes	yes	yes
Custom clipping paths	Clip images to arbitrary shapes	yes	yes	yes
Dynamic charts	Create pie, bar or line charts from variable data using JavaScript or FusionPro tagged markup language	yes	yes	yes
Dynamic tables	Create advanced tables including headers and footers that flow from page to page, as well as borders, shading, and embedded graphics using JavaScript or FusionPro tagged markup language	yes	yes	yes
Barcode creation	Produce a variety of barcodes including QR, text, graphic, Intelligent mail, and DataMatrix with CMYK output support in some cases	yes	yes	yes
Image personalisation	Seamless integration with FusionPro Expression ties the personalised image template with the design template and allows for preview and composition directly in the design tool	optional add-on	optional add-on	optional add-on
Finishing options	Through a simple GUI, select media and finishing options to the features of your printer. Control either PostScript-based or JDF-based finishing commands and submit the output to a device.	yes	yes	yes
JDF Support	Job Definition Format (JDF) is a technical standard developed by the graphic arts industry to facilitate cross-vendor workflow implementations of the application domain. It is an XML format about job ticket, message description, and message interchange.	yes	yes	yes

FusionPro VDP Features & Benefits		Version Availability		
Feature	Benefit	FusionPro Creator	FusionPro Producer	FusionPro Server
No programming required	Built-in templated rules eliminate the need for custom programming for most VDP jobs	yes	yes	yes
Ganged imposition	Ability to gang multiple jobs of the same size	no	no	yes
Email notifications	Alerts users when composition is complete	no	yes	yes with optional Watch Folder System
Template repository	GUI interface to library of jobs	no	no	yes
Job queuing	Queues multiple jobs	no	yes	yes
Job scheduling	Uses API to schedule and route composition requests	no	no	yes
Cross-platform font technology	Properly transfer fonts (Mac or PC) to a Windows PC hosting server to support both designers and those using server-based applications	no	yes	yes
Streamlined file submission	Direct submission to RIP hot-folders	no	yes	yes
Dynamic document creation	Rearrange the pages, frames, and content of a document programatically using an API to create custom documents with variable length text and variable graphics.	no	yes	yes
Callable from multiple languages	API that is natively C# and .Net but can be called from PHP, and any other language that supports Web Service calls making it suitable for integration into a website or callable from a custom application integrated into your workflow.	no	no	yes
Easy web-to-print integration	Integration with your existing web-to-print GUI to provide fast previews of personalised documents. Output can be sent to a hot folder for printing or submitting via JDF.	no	no	yes
Custom web-to-print solution	Build your own custom web-to-print solution utilising powerful web service APIs	no	no	yes
Automated VDP workflow	Capable of producing at very high volumes as well as using lights-out composition farms. Can be integrated to work with other web-to-print or point-of-sale systems that accept data, compose and route to digital printers.	no	no	yes
Web service API	Automate workflows	no	no	yes
Web service API - online proofing	Web-enabled FusionPro templates on any website	no	no	yes
Web service API - custom templates	Build any FusionPro template that can be accessible via any browser and accept file upload, edit text, see a proof, compose for final output	no	no	yes
Universal template	When co-mingling multiple jobs of the same size, a univeral template makes use of dynamic frames to compose the job in a single run in order to maximise postal discounts.	no	no	yes
Data driven document design	Document layout could be driven by data streams to position text and graphics frames, unique for each data record/recipient coming from your application.	no	no	yes
Watch folder	A GUI defines which template to run based on the name of the data file and multiple compositions can be launched against that data.	no	no	optional add-on
Composition speed	A variety of workflow speeds to accommodate any level of composition	low volume	mid volume	mid volume
Composition processing	Processes final output in a variety of ways	single desktop	across multiple workstations	across multiple servers

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