

FusionPro *Expression*™ Creator

The Ultimate Image Personalization Solution

FusionPro Expression Creator is the premiere image personalization solution that combines data and imagery to produce truly unique and compelling personalized images. The use of personalized images within print, email, web, and other marketing vehicles has proven to dramatically increase readership and response rates. This innovative product is now widely available and affordable to the marketplace operating on both MAC and PC platforms. FusionPro Expression Creator offers unlimited usage with no charge per image providing limitless possibilities.



Perfect Your Solution Suite

Adding image personalization to your organization's capabilities increases your brand value. Use FusionPro Expression images in print, email, or web to provide truly unique cross media campaigns.

Unlimited Usage and No Charge per Image

Starting at an affordable price with unlimited usage and no charge per image produced, FusionPro Expression Creator is the personalization tool to complete your solution suite.

Hundreds of Pre-Built Templates

The template library is full of unique images and fonts that can apply to almost any marketing campaign. Take advantage of pre-built templates, create your own designs, or utilize PTI's full service design team to maximize your resources.

Intuitive User Interface

Users need minimal training to modify or produce highly effective designs thanks to FusionPro Expression Creator's intuitive user interface.

Powerful and Effective Campaigns

Print and digital campaigns using personalization continue to rise due to its undeniable effectiveness. Use FusionPro Expression products to drive extraordinary readership and response rates.

Flexible, Scalable, Compatible

FusionPro Expression products are Macintosh and PC compatible. Output images using a local desktop computer or PTI's cloud servers. FusionPro Expression Creator scales quickly and easily with integrations into the FusionPro VDP Suite, FusionPro Expression Cloud and MarcomCentral.

FusionPro Expression™ Creator Workflow

RELATED PRODUCTS

FusionPro Expression Producer (Cloud)

Compose personalized images on demand using a URL string and without local servers.

FusionPro VDP Suite

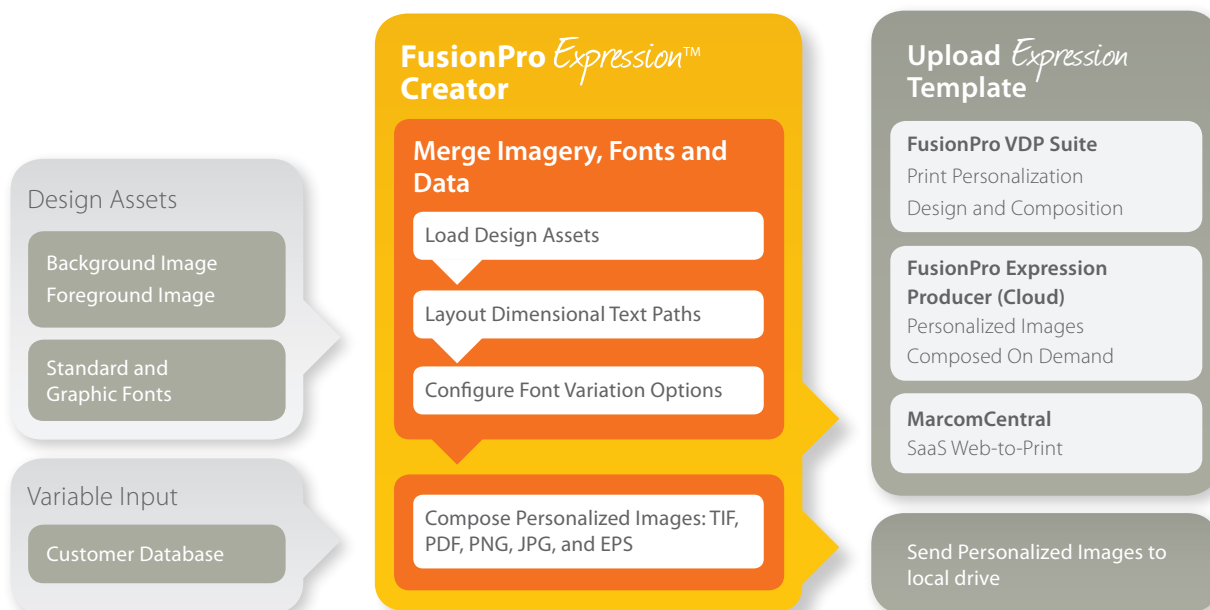
Design and compose personalized print campaigns.

FusionPro Links

Create personalized URLs and microsites to drive and track responses in cross media campaigns.

MarcomCentral

Marketing on demand portal hosts a variety of marketing materials that can be customized and ordered across a distributed network.



FusionPro Expression™ Creator Features

	Features	Benefits
Delivery Type	Desktop (Mac or PC)	Design personalized image templates for print, email, or web campaigns using a Mac or PC desktop computer.
User Interface	Intuitive	Intuitive user interface to create new designs with built-in text and image formatting.
Price Structure	License	\$799 (unlimited usage, no charge per image).
Font Types	Multiple	Includes multiple ways to create personalized fonts including Image Characters, Masking Text, Fill Randomly, Nodes and Paths, Tiles, and Textures.
Outputs	Templates or Images	Create an Expression template (FPX file) to upload in other PTI products or compose images directly with the built-in producer engine that utilizes the desktop CPU.
Image Output Formats	Multiple	JPG, TIF, PNG, EPS, PDF.
Complimentary Templates	Included	15 Expression templates included. Visit http://templates.expression.pti.com to view all complimentary templates.
Additional Templates	Available	Over 200 templates are available for purchase. Visit http://templates.expression.pti.com .
Custom Templates	Yes	Create a completely unique template quickly and easily by uploading your imagery and fonts to use in a unique text path. For a faster design, use a font from the FusionPro Expression Gallery and simply swap imagery and modify the text path.
Template Services	Available	PTI offers template services for FusionPro Expression Creator. Services can range from photography to font creation. Email creative@pti.com for a quote.
Font Layout Options	Unlimited	Personalized graphic text to wrap, bend and skew to any form or path.
Composition Speed	High	Allows 2 CPUs to be used per installation and has built-in slicing technology that allows you to designate a portion of the image for personalization.
Integration	Yes	Easily integrates with other PTI products including FusionPro Expression Producer (Cloud), FusionPro VDP Solutions, and MarcomCentral.
Training	Yes	Free online training available.