

Effective

FusionPro® VDP Creator

The Leading Variable Data Design and Production Tool

FusionPro VDP Creator is the industry-leading variable data publishing (VDP) solution that brings template design, data file definition, business logic and print stream creation together into one cross-platform program to produce personalized printed materials. From extremely complex to very simple, FusionPro VDP Creator helps print service providers produce marketing collateral that incorporates customer or prospect data, to create highly personalized messaging. This desktop-based platform supports both design and output of targeted VDP print streams, including twelve optimized VDP output formats via an Adobe Acrobat® plug-in. Powerful business logic rules can be created via a simple drag-and-drop interface or through JavaScript. Featuring a scalable VDP workflow, FusionPro VDP Creator templates can be easily incorporated into any of the other FusionPro solutions to meet specific client needs.



Maximum Power at a Modest Price

Powerful, yet affordable desktop VDP solution, used by thousands of graphic arts professionals incorporates template design, input data file definition, business logic and print stream creation into one stand-alone offering.

Ultra-Personalized VDP Communications

Put your customers' data to work with templates that include the right messaging and imagery to create compelling, eye-catching and dynamic marketing pieces that offer 1-to-1 communications for better customer retention and return on investment.

Easy Start-up with User-Friendly Workflow

An intuitive built-in workflow makes any variable data publishing project easy whether it's simple, intermediate or complex. Online support includes video tutorials and an active user community.

Flexible Output Options

The thirteen included VDP output formats (PDF, PostScript, VDX, PPML, HP-PPML, VPS, JLYT, VIPP, Digimaster-PS, AFP, JPG, PDF/VT and HTML) offer compatibility with the leading digital print workflows.

Internationalization

Multilingual variable data composition in a range of languages including: Chinese, Japanese, Korean, Russian, Finnish, Polish, Greek, Turkish. Unicode VDP typesetting support helps customers with multinational operations to produce variable documents in an extended set of international languages.

RELATED PRODUCTS

FusionPro VDP Producer
Compose high volume personalized print output through a plug-and-play workflow.

FusionPro VDP Producer (API)
Compose large-scale personalized output through a custom workflow using APIs.

FusionPro Links
Create personalized URLs and microsities to drive and track responses in cross media campaigns.

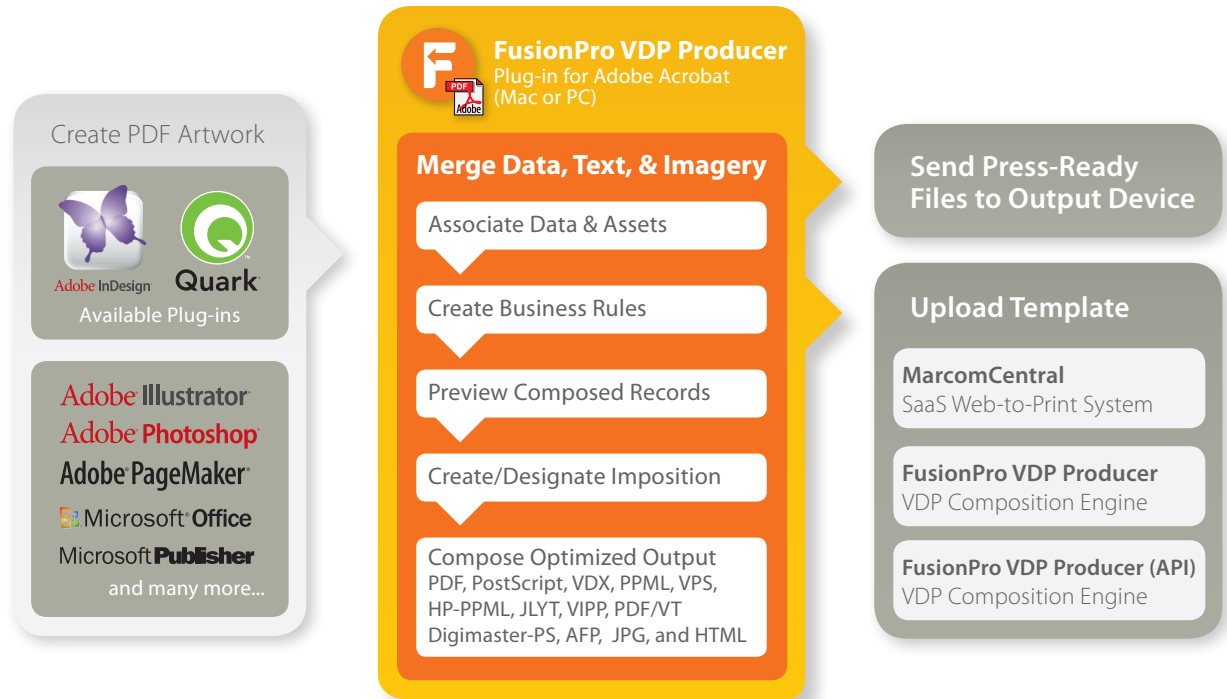
FusionPro Expression Suite
Design and compose personalized images to drive responses for print, email, or web campaigns.

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

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FusionPro VDP Producer Workflow



FusionPro VDP Creator Features

	Features	Benefits
VDP Workflow	Adobe PDF workflow	Supports designs from literally any design application.
Optional Design Plug-ins	Adobe InDesign® and QuarkXPress. Versions supported at pti.com/help-center/system-requirements/ .	Ensures maximum compatibility and accuracy throughout the VDP workflow.
User Interface	Acrobat toolbar with quick access buttons, frame dialogues, "Steps" and "Document Overview" palette.	Easy for new FusionPro users or users completely new to the VDP workflow.
Input Formats	Accepts a variety of formats, including tagged text, flat files, CSV, ODBC, or XML.	Accommodates a variety of input options.
Output Formats	PDF, PostScript, VDX, PPML, HP-PPML, VPS, JLYT, VIPP, Digimaster-PS, AFP, JPG, PDF/VT and HTML.	Compatible with leading digital print workflows.
Business Rules Creation	Intuitive conditional logic interface, extendable "templated rules" dialogues, and logic wizards.	Business logic is made easy using dialogue boxes. Collect information from VDP designers without the need to edit JavaScript for those rules.
Imposition	Libraries of layout templates; gang jobs by quantity or optimized groups across multiple products and customers.	Easily managed and reusable libraries leverage technology across FusionPro product family for seamless production and fulfillment workflow.
Image Personalization	Unique FusionPro Expression integration produces both personalized image and print files directly to the desktop.	Image personalization produces high-impact customized print collateral that increases response rates and readership.
Copy-Fitting	Advanced copy-fitting, content overflow and automatic page insertion.	Eliminates need for JavaScript programming.
Variable Text Editor	Zoom Control	Effectively view very large or very small text.
Scalability	Numerous upgrade paths, including FusionPro VDP Solutions and MarcomCentral.	FusionPro VDP Creator templates can be easily incorporated into other FusionPro solutions.
Dynamic Charts and Tables	Create using JavaScript or FusionPro tagged markup language.	Add more personalized visuals to your campaigns.
Barcode Creation	Produce QR barcodes and other standard barcodes.	QR barcodes are used by smart phones to perform many functions. Mail barcodes improve trackability and delivery.
Finishing Options	Control your either PostScript-based or JDF-based finishing commands, and submit the output to a device.	Through a simple GUI, select media, finishing options, such as stapling or folding, and other features of your printer.
System and Software Requirements	Go to pti.com/help-center/system-requirements/	Provides platform flexibility regardless of the operating system.