

# FusionPro® VDP Producer (API)

*The Right Tools for Maximum Composition Strength*

FusionPro VDP Producer (API) helps create and manage large-scale personalized marketing collateral programs using the core FusionPro variable data publishing (VDP) composition engine. It can be integrated with a variety of web-to-print solutions and high-volume, hands-off internal VDP composition workflows, generating tens of thousands of document pages per hour from layouts created with FusionPro VDP Creator. Web-enabled soft proofing powers instant PDF or JPG/GIF previews. For online versioned or variable documents, users can choose images and specify content on the web to be merged into layouts defined by FusionPro VDP Creator.



## **Build Your Vision**

Take your one-to-one marketing strategy online with web-enabled personalization functionality that can be integrated into any web server platform through simple HTTP post commands.

## **Instantly Obtain 12 Years of Development**

No need to wait while your developers catch up to build the technology you need. Get access to the tools your business requires most.

## **The Best of Both Worlds**

Implement powerful VDP preview and output capabilities in custom web-to-print environments that can be integrated with your own high-volume digital workflow.

## **Custom Applications, Custom Workflows**

Whether it's high-speed web-to-print or automated workflow solutions, leverage the power of high-volume, hands-off print production and the ability to generate tens of thousands of pages per hour to meet your customers' needs.

## **Output Maximization and Faster Composition Speeds**

Create automated VDP composition workflows for internal or distributed environments. Simultaneously compose multiple VDP jobs for unparalleled scalability and redundancy, and incorporate multiple composition engines into composition farms to run virtually any size job.

# Unlimited

## FusionPro VDP Producer (API) Workflow

### Your Custom Web-to-Print Solution

1. Load Templates from FusionPro VDP Creator

2. Customer Chooses Design

3. Live Design Editing w/ FusionPro Live (Optional)

4. Customer Enters Data / Selects Data Source

5. Preview Proof

6. Customer Checks Out

7. Press Ready Output Files

### FusionPro VDP Producer (API)

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

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

## FusionPro VDP Producer (API) Features

<b>VDP Workflow</b>	<i>Adobe® PDF workflow.</i>	Supports designs from literally any design application.
<b>Queuing</b>	<i>Job queue API to schedule and route composition requests.</i>	Allows for integration into custom-designed applications.
<b>Cross-Platform Font Technology</b>	<i>Properly transfer fonts (Mac or PC) to the Windows PC hosting FusionPro VDP Producer (API).</i>	Supports both designers and those using server-based applications.
<b>Input Formats</b>	<i>Accepts a variety of formats, including tagged text, flat files, CSV, ODBC, or XML.</i>	Accommodates a variety of input options.
<b>Business Rules Creation</b>	<i>Intuitive conditional logic interface, extendable "templated rules" dialogues, and logic wizards.</i>	Business logic is made easy using dialogue boxes. Collect information from VDP designers without the need to edit JavaScript for those rules.
<b>Imposition</b>	<i>Libraries of layout templates; gang jobs by quantity or optimized groups, across multiple products and customers.</i>	Easily managed and reusable libraries leverage technology across FusionPro product family for seamless production and fulfillment workflow.
<b>Variable Text Effects</b>	<i>Text on a curve features and soft drop-shadow effects can be applied to variable text.</i>	Flexibility for designers to create variable text curves using an intuitive set of curve-drawing tools.
<b>Dynamic / Automated PDF Creation</b>	<i>Can be integrated into another solution such as a web site that accepts data, composes, and routes it to digital printers.</i>	Capability of producing at very high volumes as well as using lights-out composition farms. Works with web-to-print as well as other systems, such as point-of-sale systems.
<b>Optional Design Plug-ins</b>	<i>Adobe Acrobat® plug-in available for both Mac and Windows platforms, including Adobe InDesign® and QuarkXPress.</i>	Ensures maximum compatibility and accuracy throughout the VDP workflow.
<b>Copy-Fitting</b>	<i>Advanced copy-fitting, content overflow and automatic page insertion.</i>	Eliminates need for JavaScript programming.
<b>Variable Text Editor</b>	<i>Zoom Control</i>	Effectively view very large or very small text.
<b>Output Formats</b>	<i>PDF, PostScript, VDX, PPML, HP-PPML, VPS, JLYT, VIPP, Digimaster-PS, AFP, JPG, PDF/VT, and HTML.</i>	Compatible with leading digital print workflows.
<b>Load Balancer</b>	<i>Optional add-on</i>	Adds unlimited scalability.
<b>Dynamic Charts and Tables</b>	<i>Create using JavaScript or FusionPro tagged markup language.</i>	Add more personalized visuals to your campaigns.
<b>Image Personalization</b>	<i>Optional Add-on</i>	Unique FusionPro Expression integration produces high-impact, customized personalized imagery.
<b>Finishing Options</b>	<i>Control your either PostScript-based or JDF-based finishing commands, and submit the output to a device.</i>	Through a simple GUI, select media, finishing options, such as stapling or folding, and other features of your printer.

### RELATED PRODUCTS

#### FusionPro VDP Creator

Design personalized print templates for VDP campaigns.

#### FusionPro Expression Suite

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