

FusionPro® Expression™

The Ultimate Image Personalization Solution

FusionPro Expression 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 been 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. Best of all, FusionPro Expression products offer 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

Let's be honest, it's all about cost. Image personalization has always been an expense not many could afford. With FusionPro Expression products starting at just \$799 with unlimited usage, the revolution has begun.

Access Hundreds of Pre-Built Templates

The Expression Template library is full of unique images and fonts that can apply to almost any marketing campaign. Create a unique campaign with FusionPro Expression's simple interface or let our in-house design team create one for you.

Demonstrate the Power of Effective Print

While the overall use of print has declined, print campaigns using personalization continue to rise due to its undeniable effectiveness. Image personalization drives extraordinary readership and response rates.

Flexible, Scalable, Compatible

Macintosh and PC compatibility? Check. Desktop to server scalability? Check. Ability to integrate with FusionPro VDP, MarcomCentral, and third party systems? Check. Look no further, your solution has arrived.

Fascinating



FusionPro Expression Solutions

FusionPro Expression Creator

- Compose images directly to your desktop
- Output to .jpg .tif .png .eps formats
- 15 Free Expression Templates
- Free Online Training
- \$799 (unlimited usage, no charge per image)

FusionPro Expression Producer API/GUI

- Compose high volume images for custom applications
- Use API to produce images for web, email, or print
- 15 Free Expression Templates
- 5 FusionPro Expression Creator licenses included (non-composing)
- Call for pricing

Add-on FusionPro Expression to other Printable Products

MarcomCentral with Expression

- Enable image personalization across all storefronts
- Compose online with Printable servers or use for previewing
- 15 Expression Templates
- 5 FusionPro Expression Creator licenses (non-composing)
- Call for pricing (no charge per personalized image)

FusionPro VDP Direct with Expression

- Compose high-volume print and image files using a server
- Plug-and-play accessibility does not require programming
- 15 Expression Templates
- 5 FusionPro Expression Creator licenses (non-composing)
- Call for pricing (no charge per image)
- AVAILABLE JUNE 2010

FusionPro VDP Desktop with Expression

- Compose print and image files directly on a local computer
- 15 Expression Templates
- 5 FusionPro Expression Creator licenses (non-composing)
- \$799 (no charge per image, 7x FusionPro Desktop Required)
- AVAILABLE JUNE 2010

FusionPro VDP Server with Expression

- Compose high-volume print and image files using a server
- Open API facilitates custom applications
- 15 Expression Templates
- 5 FusionPro Expression Creator licenses (non-composing)
- Call for pricing (no charge per image)

ABOUT PRINTABLE
Printable is a leading provider of technologies for intelligent marketing for both enterprise users and print service providers. Built on open-architected collateral management technology, Printable offers both online corporate storefronts (available in both Software as a Service [SaaS] and server versions) and scalable variable data publishing (VDP) software to produce powerful personalized marketing campaigns. Printable technology integrates easily with a wide variety of ERP and content management applications, as well as production workflows from Hewlett-Packard, Canon, Xerox, Kodak and more.

Printable Technologies
201 Lomas Santa Fe Drive
Suite, 270
Solana Beach, CA 92075
Phone 800.220.1727
Fax 858.793.4120

www.printable.com

Interested in a Product Demo? Call 800.220.1727