

PrintShop Mail

Personalization software
for PostScript® printers

- EASY DATABASE PUBLISHING
- FAST FLEXIBLE PRINT PRODUCTION
- INCREASE MAILING RESPONSE RATES
- GREATER DOCUMENT VALUE

PrintShop Mail



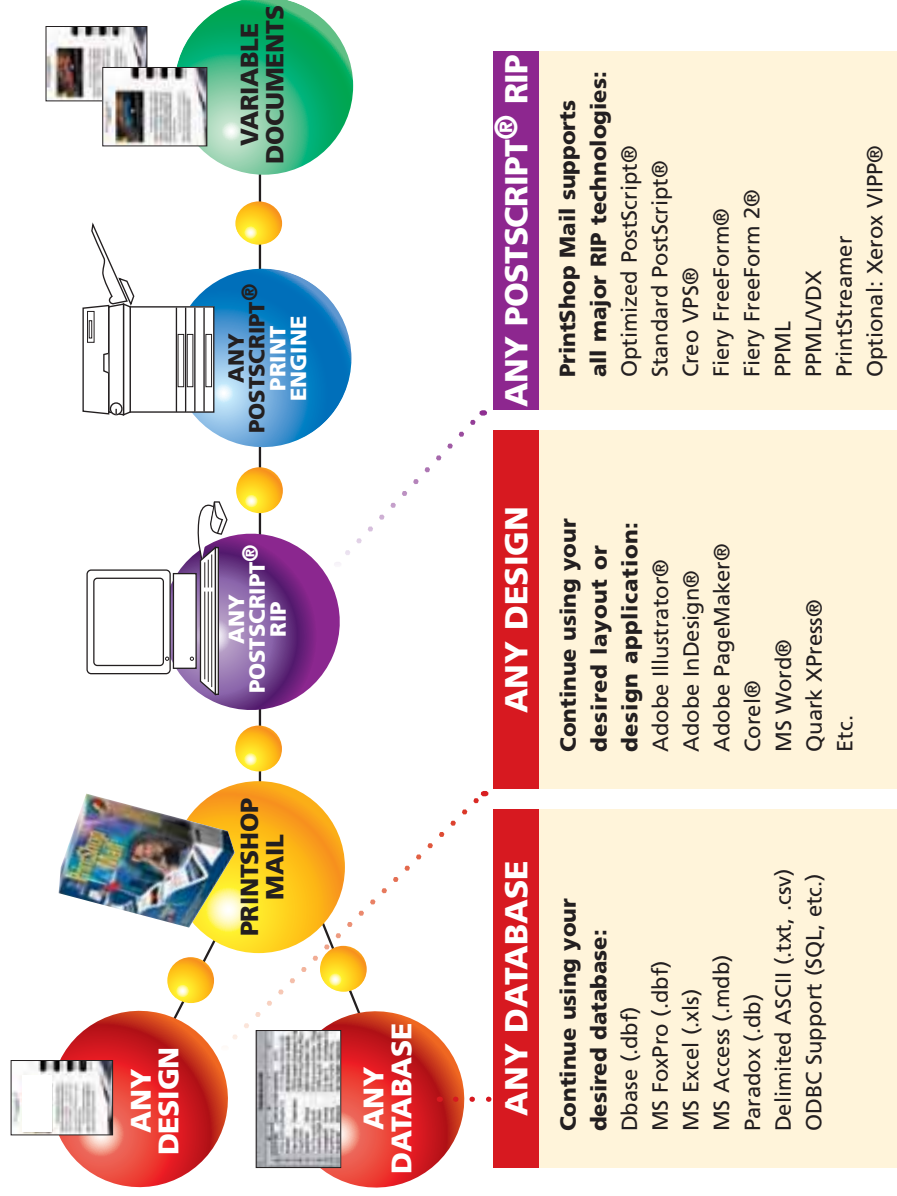
PrintShop Mail workflow

PrintShop Mail makes personalized printing quick and easy. It integrates database information into the layout of a document. You can create this document in any layout or design application, and use almost any database format.

By simply dragging and dropping database fields onto the document layout, PrintShop Mail creates a link between the database field and your document. PrintShop Mail gives you an instant preview and provides you with a powerful resource checking option.

The document with the link to the database is sent to the RIP only once. During the printing process, the variable information from the database is sent to the printer on the fly. The static portion of the job does not need to be reripped.

This greatly shortens the printing process and decreases your network congestion. PrintShop Mail lets your PostScript printer print at or near rated speed, depending on RIP capability. This makes variable data printing an efficient one-step process.



"The percentage of jobs run on our digital printer went from 10 per cent to 70 per cent since we started using PrintShop Mail a year and a half ago. We generate about two million personalized printed pieces per month using PrintShop Mail, and as we learned to utilize its features (to create large economies of scale), we increased our sales revenue by 20 per cent, while lowering production costs by 40 per cent. This translates into a true "win-win" business scenario for us and our customers."

Ken Bradley, Marketing Director for MidLantic Marketing.

Do you want to catch your readers' attention with a targeted, personalized document?

THINK
PERSONAL,
THINK
PRINTSHOP
MAIL



Variable addresses

Select one of multi-page design

Variable images



Variable addresses



Variable information
on pre-addressed
business reply cards

Variable signatures
or photographs



Automate date

Variable personal salutation



Multi-page layouts with variable
text and images on every page

Subset finishing and paper tray
selection per customer

Or do you simply want to customize your printing?



Free fonts included for
variable barcode printing

Serialization and
crash numbering



Layout repetition with various printing order
options for easy stacking after cutting

PrintShop Mail benefits

- The more you target your reader's interests in your print communications, the more likely they are to read it, remember it, and respond.
- Compared to mass mailings, personalized mailings will increase response rates.
- The personalization of printing will generate revenue increase.
- Easy to learn - create personalized print jobs immediately.
- No programming - the drag-and-drop operation saves you time and money.
- Application independence - use existing design and database applications.
- No network congestion - the optimization of PostScript yields an efficient print/production process.
- Increase efficiency - the optimized work flow lets you print at or near rated speed.
- Open architecture - Plugs in easily into your existing workflow.

PrintShop Mail features

DESIGN

- Free designer software
- Free bar code fonts included:
Code 39, UPC/EAN, Interleaved 2 of 5, Code 128, Codabar, JAN, NW7, MSI Plessey, POSTNET
- Making database links on the design is an easy drag-and-drop
- Comprehensive set of conditional rules for database driven composition ("Expressions")
- Unlimited use of variable images, such as photographs, signatures, etc..
- Use any font, any size, or color
- Supports Unicode and Double-Byte characters (depending on Operating System)
- Word wrap
- Textbox overflow
- Snap frame to content
- Snap content to frame
- Color picking
- Instant preview to see results

PRODUCTION

- Page picking per record in multi-page designs
- Preflight check on variable data
- Serialization and crash numbering
- Layout repetition and Multi-up printing, such as label printing
- Print through-the-stack for easy sorting of multi-ups after cutting operation
- Paper tray selection (depending on printer capability)
- Subset finishing (depending on printer capability)

PRINT AUTOMATION

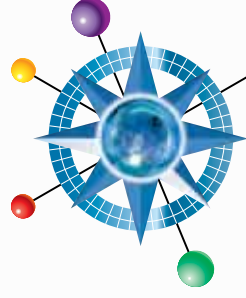
Optional: enable for automated printing like in Web-To-Print applications, using:

- Command Line Arguments,
- Extended Scripting,
- DDE
- Hotfolders

PrintShop Mail is available for Macintosh® and Windows®

NOTE: Some features may not be included in both Windows and Macintosh versions. Please check before purchasing.

PrintShop Mail is available in English, German, French, Spanish, Italian, Dutch, Japanese, Simplified Chinese and Traditional Chinese. Other languages on request



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Atlas Software is a leading developer of software aimed at optimizing and simplifying information flow. It is committed to achieving higher print communication value through personalization. The company was founded in 1989 in The Netherlands, where it has research and development facilities. Atlas has partnered with AHT, Canon, Creo, Danka, EFI, Fuji Xerox, Infotec, KonicaMinolta, Kodak NexPress, NRG, Océ, Oki Data, Xeikon, Xerox and others in enhancing their digital print capabilities.

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What's NEW PrintShop Mail Version 6!

PrintShop Mail

More functionalities for easier personalization and quicker design!

PrintShop Mail Version 6 includes a vast range of new features.

Here is a summary of the new functions available.

For more information, contact your reseller or your local Objectif Lune office.

> A User Interface adjustable to your needs

PrintShop Mail now comes with a newly designed User Interface (UI). Choose your preferred theme between Classic, Aqua and Blue. You can also adjust the interface to your needs with our dockable panels and customized toolbars, or move them to a second monitor. PrintShop Mail 6 also has a drop-down font selection element with a font preview for quicker design and barcode selection. You can also preview your print run before it is printed with the new Print Preview feature.



> No Acrobat required

PrintShop Mail now comes with an in-built Acrobat library. This allows the user to preview and print PDF documents in PrintShop Mail without installing Adobe® Acrobat.

> Save your templates for repetitive print jobs

For all repetitive batch runs, occasional or periodic, create various PrintShop Mail documents and save them as templates. Define your printer and document settings once and save them for future use. You will save time and money on your next run and will still be able to make minor adaptations on your document.

> Greater flexibility in the creation of n-Up documents

PrintShop Mail 6 now allows for easier creation of n-Up documents and supports the SKIP layout. You can also specify the number of copies you want to print, which enables you to produce "mixed" set lengths n-Up print runs.

> Easier creation of expressions

With the addition of an Expression Assistance menu, you can now refer to a wizard to assist you in creating the expression you need, every time and reduce syntax errors. In addition, many new expressions have been added. PrintShop Mail 6 also allows users to create their own expression with Visual Basic or Java Script. Add your customized expressions, program local barcodes and have no limitations in your scripting!

> Import XML data files

PrintShop Mail 6 supports the input of XML data files. Use your standard XML databases coming from any host to import and map data in your PrintShop Mail documents.

> Backward compatibility

All PrintShop Mail version 4 or 5 documents will be converted into Version 6 as they are opened. For more security, PrintShop Mail will also preserve the original file.

> DirectSmile integration



The PrintShop Mail 6 architecture will soon support modular extensions to the program. The DirectSmile plug-in, coming summer 2007, enables seamless integration between PrintShop Mail and DirectSmile for fast and easy production of personalized images that can increase recipients' response rates up to a phenomenal 50%!

