



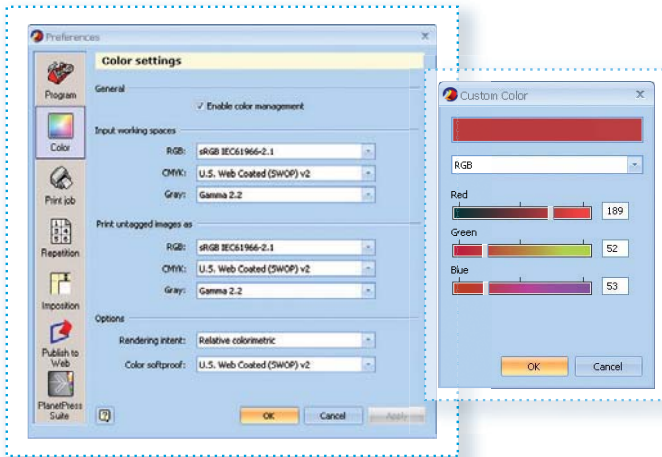
PrintShop Mail **Easier and greater design capabilities with workflow automation features!**

New color management tools for a perfect match

For documents that need a perfect color match, at design and print time, PrintShop Mail users can now define the color settings in the PrintShop Mail's Preferences' panel as well as defining spot colors.

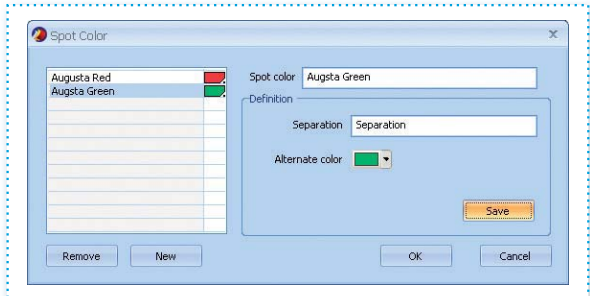
Enhanced color management capability

Define the same color scheme profile used by the output color printer, without impacting the embedded color scheme of images, using the color profiles delivered with the application or create your own for custom applications. Color profiles can be defined for input working spaces, untagged images, rendering and softproof.



Spot color functionality

Often used in offset printing, spot colors are specially mixed inks that can often reduce printing costs and can provide solid colors that cannot be exactly reproduced using process colors (such as CMYK). Additionally, color libraries like Pantone are actually palettes of predefined spot colors. In applications, spot colors are displayed based on an approximation color. This approximation color (Alternate color) is also used to allow printers that do not support spot colors directly to print the job by approximating the spot color via process colors. At printing time, the spot color definition with the alternate color will be sent to the printer. If the spot color definition matches the definition on the printer, the spot color will be used. If the spot color is not available on the printer, the alternate color will be printed.

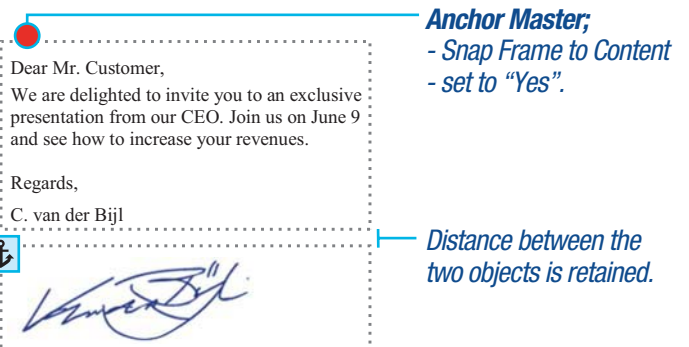


Design your documents with even more ease

PrintShop Mail Version 6.1 features some great new tools to make your document design and printing even more efficient!

Object anchoring

PrintShop Mail users can now define a dynamic relationship between two objects, allowing easier management of position and sizes of variable elements. For example, an object box containing the signature of a sales representative with contact information could automatically move up or down, depending on the size of the letter, retaining the same distance between the letter and its desired position.



Anchor Child;
- Vertical anchor aspect is set to "Bottom".

Anchor Master;
- Snap Frame to Content - set to "Yes".

Distance between the two objects is retained.

➤ **Bleed and crop marks at page level for space maximisation**

Every designer knows the importance of bleed in a printed document, allowing an image or element on a page to touch the edge of the page, extending beyond the trim edge, leaving no margin. Adding to the PrintShop Mail's possibility to add bleed and crop marks to the job or to include them in the job, users now have the ability to add them at page level. Especially useful when using layouts with repetition settings, adding bleed and crop marks at page level allows users to maximise the space available on page, eliminating unwanted spacing between each elements.



➤ **Creation of expressions using the Expression Assistant wizard or with custom scripting**

With the addition of an Expression Assistance menu, you can now refer to a wizard to assist you in creating the expression you need. In addition, many new expressions have been added. But for experienced users, PrintShop Mail 6.1 still allows users the creation of custom expressions using the common way of entering functions. Whether you are a beginner or experience user, you can easily add customized expressions, program local barcodes and have no limitations in your scripting!

➤ **Layout centering**

In addition to offset settings in the Print Job Preferences Panel of PrintShop Mail, you now have the ability to ask for the output to be centered on the printed page.

➤ **Support of PDF for dynamic objects**

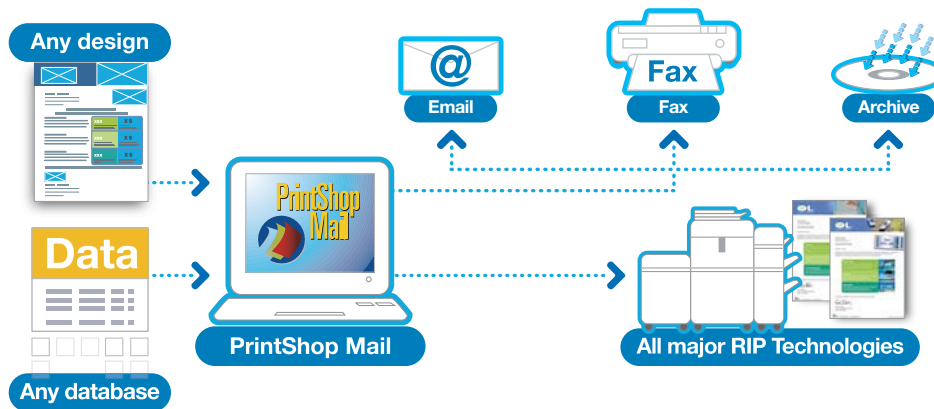
PrintShop Mail Version 6.1 supports the integration of PDF files to be used as variable elements. Set conditions that will determine a specific page within a PDF document to appear, depending on your customer profile and the message you wish to convey.

Go beyond printing and streamline your workflow

Take advantage from all the great benefits brought forth by cross media publication.

➤ **Integrated cross-media output capabilities**

PrintShop Mail is now compatible with PlanetPress Watch, PlanetPress Server and PlanetPress Imaging for advanced workflow capabilities and remote printing. PlanetPress Watch and PlanetPress Server are Objectif Lune's workflow automation modules allowing users to gain operational efficiency, reduce costs associated with document distribution and eliminate errors due to manual interventions. PlanetPress Imaging enables PDF, TIFF and JPG image generation to automatically archive, email or fax your documents. An index file is also generated for location and retrieval of specific pages of the print run with PlanetPress Search, a component module of PlanetPress Imaging, or by a third party electronic document management (EDM) system.



PrintShop Mail 6.1 is available for Windows only.

For more information, contact:

Citation Software Inc.
290 Turnpike Road, Suite 413, Westborough, MA 01581
www.CitationSoftware.com (508) 436-2543

