

# FusionPro® Desktop

*Powerful, Affordable Personalization Solution*

FusionPro Desktop 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 Desktop can help print service providers produce marketing collateral materials that incorporate customer or prospect data to create highly personalized messaging. This desktop-based platform supports both design and output of targeted VDP print streams, including nine 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 Desktop templates can be easily incorporated into any of the other FusionPro solutions to meet specific client needs.



## Access 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.

## Create Ultra-Personalized VDP Communications

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

## Easy Start-up with User-friendly Workflow

Intuitive workflow approach adapts well for both experienced designers and those who are new to using personalization technologies for simple, intermediate and complex VDP project requirements.

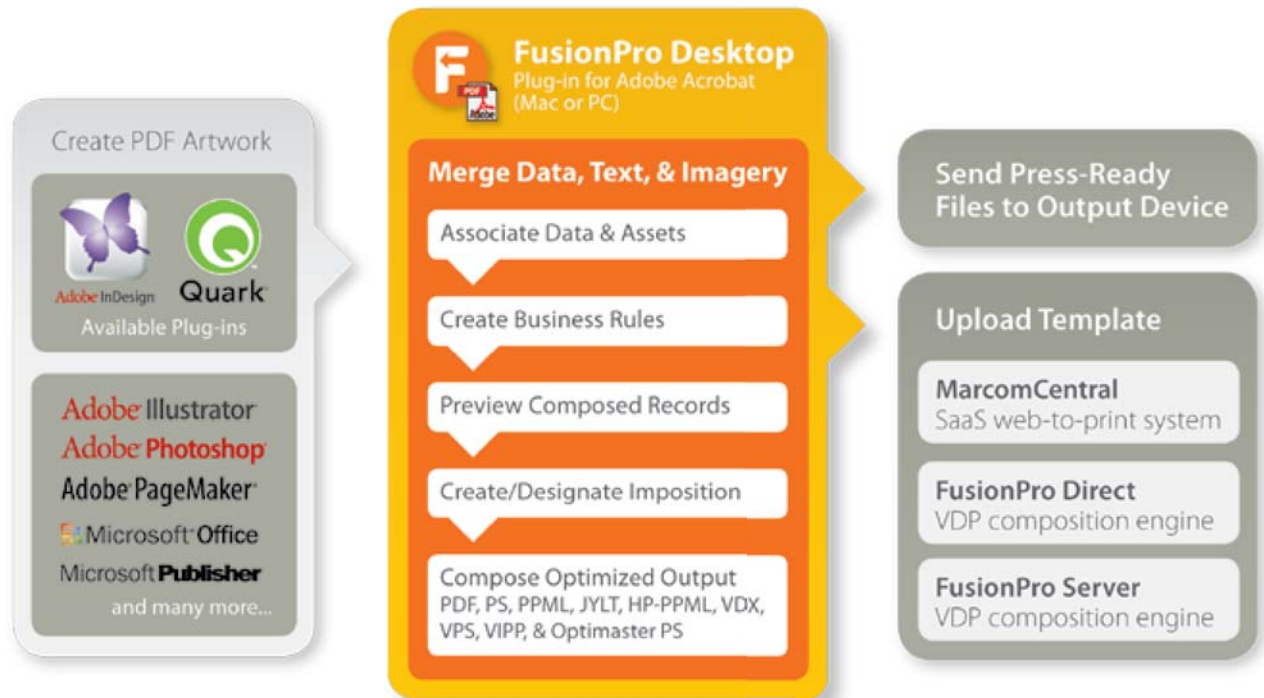
## Flexible Output Options

Nine included VDP output formats (PDF, PostScript, VDX, PPML, HP-PPML, VPS, JLYT, VIPP, Digimaster-PostScript) offer compatibility with the leading digital print workflows.

## Meet Your Customers' Global Marketing Needs

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

## Printable's FusionPro Desktop Workflow



## FusionPro Desktop Feature Overview

	Feature	Benefit
VDP Workflow	Adobe PDF workflow	Supports designs from literally any design application
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.
Data Input Formats	Accepts a variety of formats, including tagged text, flat files, CSV, ODBC, or XML	Accommodates a variety of input options.
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.
Variable Text Effects	Text on a curve features and soft drop-shadow effects can be applied to variable text	Flexibility for designers creating variable text curves using an intuitive set of curve-drawing tools.
Optional Design Plug-ins	Supported plug-ins include Adobe InDesign® CS2, CS3 & CS4, and QuarkXPress 6.5 and 7.0	Ensures maximum compatibility and accuracy throughout the VDP workflow.
Copy-Fitting	Advanced copy fitting, content overflow and automatic page insertion	Effectively view very large or very small text.
Variable Text Editor	Zoom Control	FusionPro Desktop VDP templates can be easily incorporated into FusionPro Direct
Printstream Formats	Ten included VDP output formats (AFP, PDF, PostScript, VDX, PPML, HP-PPML, VPS, JYLT, VIPP, Digimaster-PostScript).	Compatible with leading digital print workflows.
Scalability	Numerous upgrade paths, including the FusionPro Server, FusionPro Web, and FusionPro Direct solutions.	Provides growth opportunities to seamlessly meet future needs.
Additional Features	Dynamic charts and tables.	Include variable data in financial documents.
System and Software Requirements	Windows or Mac (XP, 2003, Vista, or OS 10.4, 10.5), and Adobe Acrobat 7.0, 8.0 or 9.0	Provides platform flexibility regardless of the operating system

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