

# FusionPro® Server

*The Right Tools for Maximum Composition Strength*

FusionPro Server 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 Desktop. 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 Desktop.

## **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 10 Years of Development**

Don't wait while your developers catch up to build the technology you need. Get immediate access to the tools your business requires most.

## **Enjoy 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.

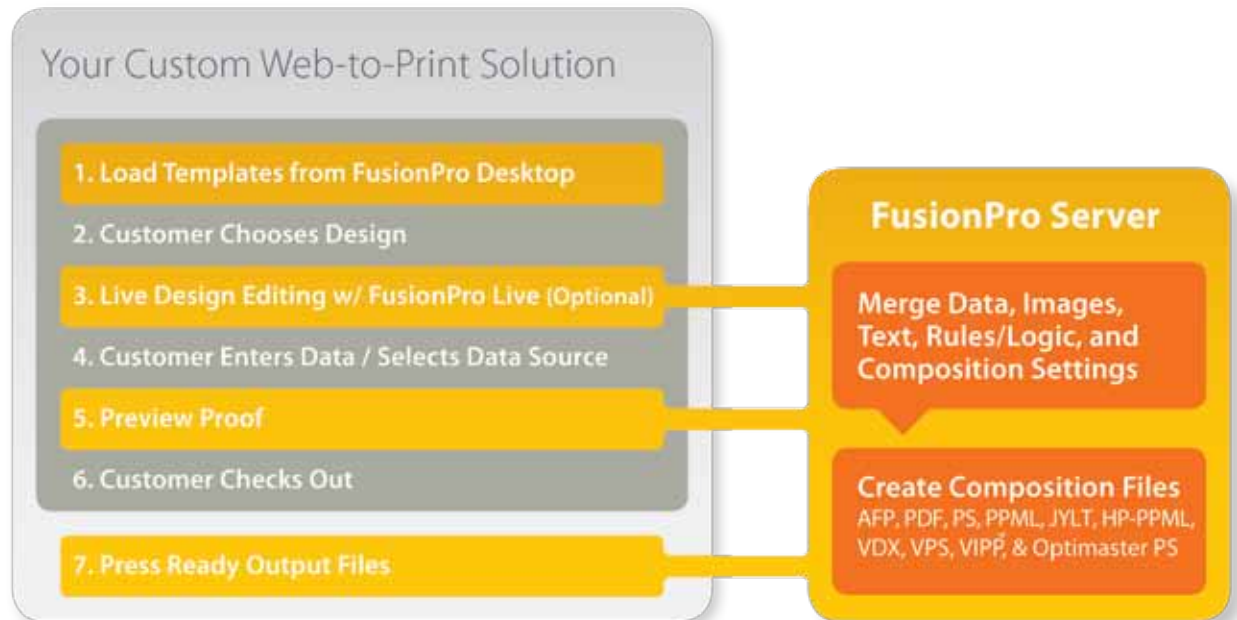
## **Control the Roadmap, Create Your Own Custom Features**

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.

## **Maximize Output with 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.

## FusionPro Server Workflow



## FusionPro Server 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 (even from Mac or PC) to the Windows PC hosting FusionPro Server</i>	Supports both designers and those using server-based applications.
<b>Data 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 creating 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>Printstream Formats</b>	<i>Ten included VDP output formats (AFP, PDF, PostScript, VDX, PPML, HP-PPML, VPS, JLYT, VIPP, Digimaster-PostScript)</i>	Compatible with leading digital print workflows
<b>FusionPro Live</b>	<i>Optional add-on</i>	Browser-based live template design
<b>Load Balancer</b>	<i>Optional add-on</i>	Adds unlimited scalability
<b>Additional Features</b>	<i>Dynamic charts and tables</i>	Include variable data in financial documents
<b>DirectSmile Integration</b>	<i>Optional Add-on</i>	Unique DirectSmile integration produces high-impact customized print collateral with personalized imagery.

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