

Xerox® FreeFlow®
Variable Information Suite
Brochure



Xerox® FreeFlow®
Variable Information Suite
High-speed variable solutions
to maximize your productivity.



The secret to producing personalized communications at high speeds. Print and E-solutions for variable documents to grow your business.

Grow your business with the power of personalization and, maximize productivity. In today's competitive business world, companies are turning to personalized communications that deliver unique messaging relevant for each and every recipient to increase customer loyalty and to expand their customer base. You need the most powerful tools available to produce these high demand, highly customized jobs, but you also need to maximize your efficiency, output and ROI. We can help.

Now personalized document production doesn't have to be complex, time-consuming or costly. The award winning Xerox® FreeFlow® Variable Information (VI) Suite delivers the fastest personalized printing methodology available—decreasing the time you spend on document design, file preparation, composition, and print. And, its patented technology enables full shop efficiency with the flexibility of a single variable workflow for all your diverse variable documents such as statements, invoices, marketing brochures, postcards, and more. Choose color, monochrome, cut sheet, continuous feed, Xerox or non-Xerox printers—your entire print operation will be more productive.

Produce dazzling creative for your customers.

Xerox® FreeFlow® VI Suite provides powerful tools that enable dynamic and efficient print and electronic composition of complex variable files at high speeds and in real time, enabling you to build your business with sophisticated, personalized documents. There's no need for time-consuming and costly precomposition. Whether you are producing hundreds of variable pages or hundreds of thousands, there is no data chunking required, no huge print files to transmit to the printer, and no costly investment in dedicated composition servers.

FreeFlow VI Compose is a truly revolutionary software solution that resides on your print server rather than upstream on a client PC or server and uses a dynamic document construction (DDC) method of document composition. VI Compose with DDC is industry-leading technology that assembles documents on the fly, at ultra high speed—right at the printer. By eliminating the need to pre-compose variable pages prior to print, you eliminate the hours tied up in composition and your network is freed from transmitting huge print files to the printer.

You simply send your design template and variable data straight to any available printer where VI Compose constructs each page immediately and automatically. Last minute changes to templates or data do not delay throughput or delivery times. Productivity is further increased by enabling a common variable process throughout your printshop and organization, and that allows you to quickly move variable jobs among diverse printing technologies: office, light production, full production printers, monochrome, color, cut sheet and continuous feed at a moment's notice.



FreeFlow VI eCompose supports your electronic viewing requirements with simple PDF file creation from exactly the same template and data used for print—one process with two destinations: print and PDF. This common workflow provides submission clients that integrate into your workflow, including lpr, Watched Folders and Web Submission. VI eCompose supports addition of PDF interactive features and Adobe job security options. Adobe job option files control resolution, color management and more. In one job submission, you can create PDF then forward the data file to the printer for hard copy output. VI eCompose can split your PDF into child PDF files and using the Dispatch Module (included), you can move your PDF's to the next step in your process, be that an archive system or an email server. VI eCompose is a scalable solution that allows you to link servers together to share a single job submission pool or run multiple instances on the same hardware, allowing you the flexibility that has become increasingly important in today's world of multimedia, smart phones and tablets.

High-speed personalization solutions without limits!

Increase speed across your entire production floor. More personalized jobs, more revenue.

Xerox® FreeFlow® Design tools make it easy. Now it's easy to design beautiful documents for personalized communications. From simple personalized letters to highly sophisticated designs with hundreds of variable elements, the VI Suite design tools will help unleash your creativity for even the most challenging variable designs. Choose one or both tools from Xerox or choose from one of our Xerox Business Innovation Partner solutions for additional design tool options.

FreeFlow VI Design Express is a simple tool for creating highly effective, attention-getting personalized materials quickly and efficiently. It is a plug-in to Adobe® InDesign® enabling you to use existing creative Adobe® InDesign® designs, or create new ones, for high impact, effective variable documents.

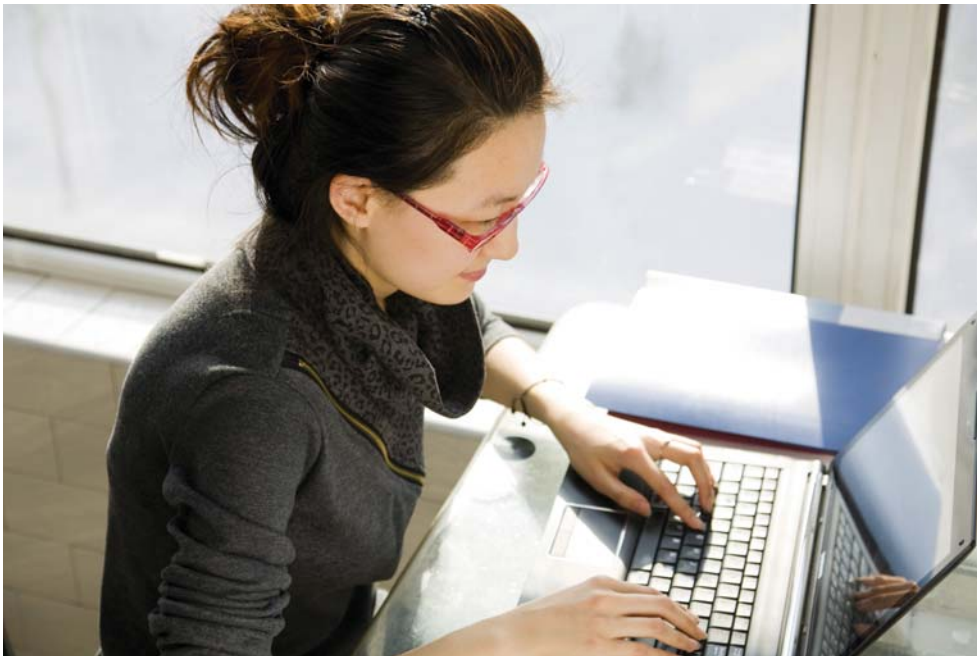
By leveraging your investment in this proven and familiar layout tool, you eliminate the need to learn new software or integrate standalone tools into your processes. VI Design Express provides additional creative enhancements for Adobe InDesign extending its value to variable documents, and supports Xerox® Specialty Imaging Text, an easy and affordable way to add eye-catching effects and a basic level of fraud protection by using "hidden" text. It even allows you to create interactive educational tools such as answer keys, books, and flashcards that include a "reveal." Download the specialty imaging font sets free at Xerox.com and incorporate eye-catching effects and basic security protection into your documents.



When designing for print on the Xerox Color 800/1000 Press featuring clear dry ink, VI Design Express eliminates the design issues typically associated with graphics overlay. With VI Design Express, you simply mark objects or text for clear dry ink, and a preview of the special effect displays on screen to avoid unnecessary proof printing. All with a click of the mouse.

VI Design Express puts the power of personalization at your fingertips, with the speed you need to meet production schedules.

FreeFlow VI Design Pro is an advanced design tool for programmers who want to take the design further than a GUI tool will allow by having direct access to the code. It can be used on its own—or in conjunction with VI Design Express—to create a wide range of simple to complex personalized design templates. With VI Design Pro, you have direct access to the powerful VIPP (Variable Information Production Printware) language so you can create, view and edit actual variable document code. There are no limits to the creative templates that can be designed with this tool, including sophisticated instructions for complex designs.



Maximum flexibility and speed, minimum investment. Business growth for you.



Maximum flexibility and speed. Print or ePresentment. Xerox or non-Xerox equipment. High-volume production or office printers. Color or monochrome. Cut sheet or continuous feed. Advanced or basic designs. Early or late stage editing. Hundreds or hundreds of thousands of print and e-pages.

Gone are precomposition bottlenecks and printer slow downs that impact your productivity. With dynamic document construction right at the printer, you'll eliminate precomposition time, large file transfer time, and RIP time and produce fully personalized, high impact jobs in minutes instead of hours.

Minimum investment. The FreeFlow VI Suite works within your existing infrastructure. There are no additional client workstations or servers required. You can extend the use of your Adobe InDesign software to create variable solutions. Using the common workflow that the VI Suite brings to the shop for all print engines, there is no need to acquire additional solutions for your personalized print and electronic document requirements.

Fast-track your personalized posters, postcards and business cards.

Variable workflows designed by experts and ready for your immediate use.

Now it's faster and easier to print personalized posters, postcards and business cards. The Xerox FreeFlow VI on the Fly Productivity Apps were designed by the experts at Xerox to enable you to start your personalized poster, postcard, and business card production business today.

With stunning variable templates for posters, postcards and business cards, it's never been quicker or easier to produce personalized applications that your customers will love. You'll have everything you need to get started, including technical support on hand to guide you through your first print run and answer any questions.

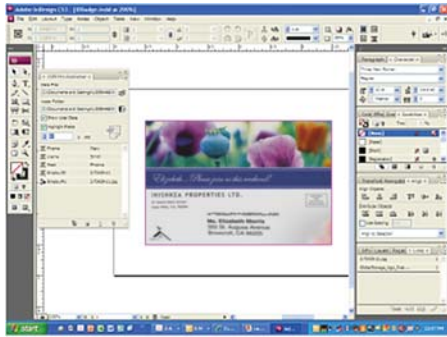
It's a perfect partnership. VI on the Fly Productivity Apps and your Xerox press.

Faster personalized printing made simple. It's as easy as 1-2-3.

There are just three steps to printing high impact personalized communications with the Xerox® FreeFlow® Variable Information (VI) Suite:

1. Design:

Create innovative variable templates using FreeFlow VI Design Pro or VI Design Express from the FreeFlow VI Suite. Or choose a compatible design tool from our Xerox Business Information Partner Solutions.



2. Send:

With no pre-composition required, just forward your templates and variables to any printer that has the FreeFlow VI Compose software. Your pages will be constructed automatically.



3. Print:

Your printer will compose each page automatically merging the design templates and variable data. Printing starts immediately. What used to take hours now takes minutes—no matter how many pages or records!



Xerox® FreeFlow® VI Suite

Composition tools

- 1 FreeFlow VI Compose**
Industry-leading technology that assembles documents on the fly, at ultra high speed—right at the printer.
- 2 FreeFlow VI eCompose**
This common workflow extends your customized communications offerings beyond print to include electronic distribution, web presentment, digital archiving and more.

Design tools

- 3 FreeFlow VI Design Express**
A simple tool for creating highly effective, attention-getting personalized materials quickly and efficiently.
- 4 FreeFlow VI Design Pro**
An advanced design tool for your technical staff who may prefer programming to drag and drop GUI interfaces.

For more information on the Xerox® FreeFlow®
Variable Information Suite, please contact your
Xerox representative, call 1-800-ASK-XEROX, or
visit us at www.xerox.com.



©2011 Xerox Corporation. All rights reserved. XEROX®, XEROX and Design®
and FreeFlow® are trademarks of Xerox Corporation in the United States
and/or other countries. 9/11 BR467

FFSBR-05UB

610P730134B