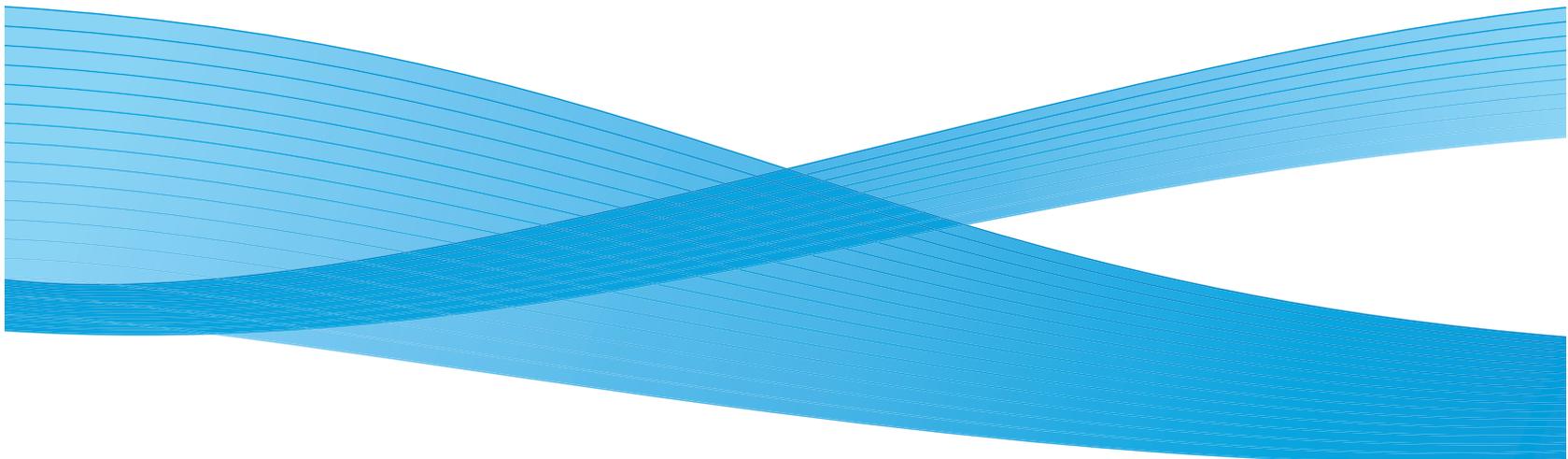


Xerox® FreeFlow® Variable Information Suite

Discover simple-to-use personalization solutions that easily meet your print window requirements.

Welcome to the next generation of high-speed document personalization. In today's data center environments, it's more important than ever to tie into strategic corporate initiatives such as personalized communications, meet tight deadlines and maximize asset utilization. Personalized documents with relevant messages greatly increase customer loyalty. It's no wonder companies around the globe are turning to targeted, relevant customer communications to differentiate themselves and increase business. Today's data centers are challenged to go beyond basic statement printing to support marketing communications that are often in full color, graphics intensive and multimedia.



Xerox® FreeFlow® Variable Information Suite

Highly personal and graphics-intensive documents need not be complex, time consuming or expensive. The Xerox® FreeFlow VI Suite can help you deliver on all these fronts—and more. An award-winning combination of software, the FreeFlow VI Suite includes tools that greatly simplify the production of complex personalized documents, accelerate preparation and print time and minimize your operating costs.

There are no limits to the creative templates that can be designed with FreeFlow VI Design Pro, including sophisticated instructions for complex designs.

FreeFlow VI Design Pro is an advanced tool that can unleash the creativity of your staff to customize layouts and provide sophisticated if/then logic for data extraction. It provides basic scripting tools, enabling you to meet even the most complex requirements—quickly. Create a wide range of complex personalized communications including transactional documents such as bills, statements, policies and transpromotional documents. Plus enjoy complete access to Variable Intelligent Publishing Printware (VIPPP) programming language functionality to customize workflows and minimize downstream sorting, stuffing and finishing.

Deliver personalized prints at the fastest speed possible to meet your print windows.

Get the speed you need to process more orders and grow your business while you reduce costs. Designs created with FreeFlow VI Design Pro rely on the powerful FreeFlow VI Compose software to deliver the fastest throughput possible. FreeFlow VI Compose is a robust composition tool that resides right at the printer. FreeFlow VI Compose merges templates with the variable data and graphics to build customized pages dynamically and on the fly. There is no need for time-consuming pre-composition at a client workstation or the financial investment required for dedicated composition servers. Gone is the process of batching jobs to avoid bottlenecks at the printer or having files spool for hours overnight. Instead VI Compose utilizes unique Dynamic Document Construction right at the printer. Whether the print run is a few hundred pages or hundreds of thousands of pages, printing begins within minutes, saving you hours of time that pre-composition solutions require and enabling you to meet even the tightest print deadlines.

FreeFlow VI Compose and VI Designer Pro support efficient variable printing on cut sheet, continuous feed, color, monochrome, highlight color or office printers—on almost any printer at all, Xerox® or non-Xerox®. The speed and flexibility of this cost-effective solution will revolutionize your operation, enabling a consistent variable workflow throughout the shop and providing you the flexibility to print to any printer at any time. You will be able to print more complex, graphics-intensive jobs without sacrificing speed or investing in additional hardware. Personalized marketing communications may now be produced in house, saving valuable days in the process and saving costs associated with outsourcing alternatives.

Expand your services to document viewing.

In today's world, viewing documents on computers, smartphones or tablets is as important as the printed piece. A simple solution for electronic viewing, FreeFlow VI eCompose augments your printing operation to seamlessly create PDF files from exactly the same data used for printing: one file with two destinations, print and PDF. There is no need for expensive and disparate systems to provide print and electronic personalized documents. FreeFlow VI eCompose delivers viewable documents to support corporate needs for:

- Web presentment
- Archival databases
- Viewing systems
- Email

Expand the value of your data center print services with secure, viewable documents. Each PDF file can be password protected, and incorporated into corporate multimedia strategies.

A complete solution for your data center needs.

Xerox® FreeFlow VI Compose, VI eCompose and VI Design Pro provide a complete solution that offers unparalleled efficiency for complex personalized print and electronic communications. Transform your data center print operation from a cost center to a revenue generator supporting marketing communications, customer retention and business growth. Contact your Xerox representative today for a personal consultation on how we can help you meet your unique business objectives.

Find out more.

Expect and get more out of variable printing for your data center customers and your business. Tools from the Xerox® FreeFlow VI Suite can start you on your way. To find out more, speak with your Xerox representative, or visit www.xerox.com.

