Personalization
Plus Clear Dry Ink
Customer Business
Development Overview

The Clearly More Personal Program
Clearly a winning strategy.

xerox

Personalization plus Clear Dry Ink means differentiating your business plus enhancing your customers' success.

When you let your customers talk directly to their customers with variable text and images, you help them greatly increase the effectiveness of their printed materials. And when you add the attention-grabbing and visually appealing effects of Clear Dry Ink, it's you as their partner who really stands out. Personalization and Clear Dry Ink are the winning combination for you and your customers. These two solutions used together increase design flexibility, create more relevant communication materials and give you a competitive edge.

Even the benefits are more personal and clear.

Nothing grabs an audience's attention like personalization and relevancy, and nothing gives pieces a lustrous finish with text and images that pop like Clear Dry Ink. Adding Clear Dry Ink, creative design and personalization software solutions to your Xerox® Color 800/1000 Press will give your customers the power to make everything they print "Clearly More Personal."

Clearly ready to solve real business challenges.

Personalization helps your customers:

- Captivate audiences with unique messages
- Customize pieces with variable logos and contact information
- Boost response rates

Clear Dry Ink makes every design element more effective.

- Variable text and images that pop
- Patterns and watermarks that enhance beauty and security
- Breathtaking effects that can be applied cost-effectively

The Clearly More Personal Program: Everything you need to bring the power of personalization and the impact of Clear Dry Ink to your customers.

The Clearly More Personal Program will help you help your customers shine.

You can show them how to add personalization to jobs without compromising productivity and producing more memorable materials that dramatically increase response rates. They'll be able to delight customers with dynamic documents that grab more attention and improve results.

The training tools you need inside and out.

The Clearly More Personal Program delivers training materials for your own sales people as well as design and training guides to share with your customers. You'll be able to create demand for personalized documents that leverage Clear Dry Ink by consistently driving home the real business benefits to everyone.

The samples that will inspire creativity.

Show your customers firsthand what they can achieve with you as a partner. We'll provide you with the templates and application samples that will start conversations and clearly demonstrate your capabilities. You'll have the high-res PDFs and source files you need to create your own personalized materials that showcase the effects possible using Clear Dry Ink (see the back of this brochure for a full list of samples). There's no better way to sell great printing than to show it.

The full support of Xerox behind you.

The Clearly More Personal Program is the latest tool within the Xerox® ProfitAccelerator® program. We're always adding new ways to help you do great work, grow your business, delight your customers and maximize your digital printing equipment and services investment.

From Clearly Different to Clearly More Personal.

First we helped you show your clients the advantage of using Clear Dry Ink. Then we showed you how to make it all more Personal. The Clearly Different Program made it easier to expose your customers to the advantages of Clear Dry Ink and increase revenues. Now this new program is helping you take the conversation further to promote the use of both show-stopping Clear Dry Ink and attention-grabbing personalization.

Effective education and training for each program.

The Clearly Different program and the Clearly More Personal program deliver their own set of training materials for your sales force, and design and training guides to share with your customers. You have everything you need to create demand for documents with Clear Dry Ink or Clear Dry Ink plus Variable Information and to clearly communicate the real business benefits of each.

Inspiration for great work.

Both programs give you powerful, tangible samples to show your customers firsthand what they can achieve with you as a partner. You'll have templates and application samples that showcase the stunning effects possible with Clear Dry Ink and another set that adds the power of personalization. Because showing, and selling, great printing is what each program is all about.

Clear Dry Ink and XMPie—powerful software enabling dazzling results.

XMPie offers your clients extensive variable data capabilities.

Show them how to make it do even more. Solutions from XMPie, A Xerox Company, enable highly effective personalized communications with increased response rates and better ROI. And XMPie makes it easy to leverage Clear Dry Ink to enhance both print quality and business results.

Wherever your clients are, help them take XMPie even further.

If you or your clients are just beginning with personalized printing, uDirect is an easy-to-implement and easy-to-use desktop solution. Busy shops requiring increased VDP production power or cross-media capabilities are more suited for robust, server-based solutions such as XMPie's PersonalEffect Solo or PersonalEffect Cluster configurations. All three support powerful personalization and eye-catching Clear Dry Ink applications.

XMPie uDirect.

XMPie uDirect software provides easy entry into the world of Variable Data Publishing with Clear Dry Ink. With uDirect, Adobe InDesign users can produce powerfully-personalized, visually rich one-to-one communications. They can put variable text on a curve, display or hide layers and pages, incorporate personalized images and, of course, take advantage of the full range of effects possible with Clear Dry Ink.

XMPie PersonalEffect Solo.

PersonalEffect Solo is a single-server solution for smaller businesses or providers who are new to variable data, or have lower volumes of one-to-one jobs. These businesses desire the creation, production, deployment, tracking and measurement of highly creative, one-to-one communications.

XMPie PersonalEffect Cluster.

XMPie PersonalEffect Cluster is a more robust server solution that provides all the design and execution capabilities of Solo, scaled up to support larger organizations.

XMPie at-a-glance

A suite of solutions delivering personalization with Clear Dry Ink capabilities to printers and clients at every stage in the Variable Data Print business.

- XMPie uDirect
- PersonalEffect Solo
- PersonalEffect Cluster

Key advantages include:

- Adobe layout technology from design to production
- Open architecture
- Scalability
- Cross-media capabilities
- Personalization of text, images, URLs and more
- Easy design integration of Clear Dry Ink

Variable Data Design made Clearly Easy with Lytrod Software.

Lytrod Software's easy-to-use design tools allow you to easily add variable data to any design. Personalize your message and create even more impact with Clear Dry Ink. Enjoy the ease of variable data design with Lytrod Software's powerful PC-based GUIs that allow personalization of layouts created in any design tool or create your own in Lytrod's powerful forms design platform.

Design with Clear Dry Ink for any print workflow. Just choose which Lytrod Software product fits your needs!

Lytrod's Proform and DeskTop Designer software, used in conjunction with Xerox® FreeFlow® VI Suite, provide the perfect composition platform for creating personalized materials with Clear Dry Ink.

- **Proform Designer:** Production Printing via Xerox® FreeFlow VI Compose or eCompose
- **Desktop Designer:** Enterprise Printing via Xerox® FreeFlow VI Compose

Lytrod Software offers VDP productivity with a clear difference.

Applying Clear Dry Ink to variables, text, bar graphs or any object is as simple as one click of your mouse in the standard Color Selection menu.

With Lytrod Software, your customers can benefit from a versatile tool that can easily apply Clear Dry Ink onto any part of your document. The creative possibilities are virtually endless…

- Highlight images for visual variety to make them jump off the page
- Draw attention to headlines and variable text

- Enhance photos, logos and variable images
- Simulate pearlescent or metallic appearance
- Apply watermarks to add artistic effects or enhance security
- Enhance print quality of textured stocks

Lytrod's Proform Designer at-a-glance

A user-friendly design tool that makes combining personalization with Clear Dry Ink a snap.

Key advantages include:

- Data input from mainframe, XML or database delimited files
- Program without scripting using Windows GUI wizards, drop-down menus and drag-and-drop data placement
- Easy to fill VIPP® templates put Variable Data right where it should be
- Application of Clear Dry Ink without extensive prepress setup

The Lytrod Café
invites Gene Racanelli for a cup of coffee

Gene,
Next time you visit The Lytrod Cafe, enjoy 50% off your entire purchase when you present this coupon!

Variable data application and Clear Dry Ink effects developed using Lytrod Software's Proform Designer. Visit www.Lytrod.com/clear

Use your smart phone to scan this QR Code and see if you're a Grand Prize winner!

Presorted First-Class Mail U.S. Postage **PAID** FAIRFIELD CA Permit No. 99

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Xerox® FreeFlow® Design Tools simplify the composition process—so you can let your creativity flow.

Xerox® FreeFlow® Design tools make it easy to create engaging and arresting printed pieces. It's simple to design beautiful documents for personalized communications with FreeFlow VI Design tools. From basic personalized letters to highly sophisticated designs with hundreds of variable elements highlighted with Clear Dry Ink, the VI Suite design tools will help you unleash your clients' creativity for even the most challenging variable designs.

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.

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. 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.

Making Clear Dry Ink application easy as a click.

When designing to print on the Xerox® Color 800/1000 Presses including Clear Dry Ink, FreeFlow VI Design Express eliminates the issues typically associated with graphics overlay. You simply mark objects or text for Clear Dry Ink, and a preview of the special effect displays on the screen to avoid unnecessary proof printing. All with a click of the mouse.

Ask your Xerox sales representative about free trial software.

FreeFlow VI Design Tools at-a-glance

Easy-to-use tools that unleash your clients' creativity for even the most challenging variable designs.

- FreeFlow VI Design Express
- FreeFlow VI Design Pro

Key advantages include:

- Easy-to-install and easy-to-use Adobe InDesign plug-in
- Enables adding VI to existing designs or creating new ones from scratch
- Allows access to VIPP code with VI Design Pro
- WISYWIG previews of Clear Dry Ink application before printing

The Clearly More Personal Program Kit.

The Clearly More Personal Program Kit is clearly a business builder for you and your customers. Get all the tools you need to promote the design and printing of personalized materials with Clear Dry Ink. And give your customers the tools they need to achieve greater success.

Leverage the investment you and your customers have made in printing and technology.

Using familiar design tools and existing equipment, you can help your customers achieve far greater success with their marketing programs. XMPie, Lytrod, and Xerox® Free Flow® software combined with your Xerox® Color 800/1000 Presses create truly an unbeatable combination. And the Clearly More Personal Program Kit includes everything needed to make it happen.

A complete package:

- Marketing Brochure
- Instructional Video
- Demo Guide
- Training Presentation
- FunPack Application Sample
- Photo Tower Application Sample
- Calendar Application Sample
- Postcard Application Samples
- Open House Application Sample
- FunFlip® Application Sample

To learn more about personalization and Clear Dry Ink or to receive your Clearly More Personal Program Kit, contact your Xerox sales representative or go to: www.xeroxclearlymorepersonal.com

Printed on a Xerox® Color 800/1000 Press on Xerox® Digitally Optimized Paper.

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