



XIM PIE



one to one in one™

A **xerox**  Company



A Vision to Lead

XMPie® was founded in 2000 by veterans of Scitex and EFI™, who prior to starting XMPie, made major contributions to the innovative analog and digital printing solutions those companies created. They founded XMPie with a vision to integrate the world of print and electronic media and make it easier for customers to create and produce personalized communications.

Today, as a growing software business unit of Xerox® Corporation, XMPie has taken another major step to integrate the world of publishing and marketing, providing more value-added services to print providers and their customers, and better measurement and ROI reporting capabilities to marketing executives.

The market for high-value, personalized marketing services, including individualized communications management across multichannel campaigns using print, Web, email, mobile, video and other new media, is large and fast growing. XMPie is leading the way with a commitment to product innovation, performance and service. XMPie brings complete, measurable, dynamic publishing solutions to print service providers, creative professionals, small-to-medium-sized businesses (SMBs) and enterprise-class organizations.



Individualized Communications Delivers

reach.relevancy.results.

Variable data printing (VDP), Web-to-print, integrated cross-media publishing, and other marketing-focused services that use relevant, personalized communications and response-based campaign optimization, are dominating the agendas of marketing professionals and their service providers.

You may already be immersed in this vast sea of individualized communications. Or, you may be evaluating the fastest and most successful strategies for entering this new ocean of opportunities. Wherever you are, XMPie is your trusted, proven solution.

XMPie's unique, modular and scalable product line allows you to enter the world of VDP with an easy-to-learn desktop product, which leverages the Adobe® Creative Suite® platform, for meeting many of today's one-to-one printing requirements. When you want to move into high-value cross-media campaigns, and online stores and marketing portals for driving personalized communications, XMPie provides a full range of extendable, server-based solutions.



Using Adobe Creative Suite, you can create powerful designs with unlimited variability, personalized images and graphics, and data-driven charts and graphs. Then using those elements, you can deploy highly-effective cross-media campaigns with Personalized URLs (PURLs), personalized emails and mobile communications - all driven from a single database, with one set of business rules. When you use XMPie, all the campaign planning, creative designs and system investments can be leveraged as your offerings expand and your business grows. Best of all, every action and event is tracked and measured, and can be refined for optimal campaign ROI.

Regardless of where you are today – or where you need to go – XMPie has the products and solutions that can take you there, drive your business, and ensure consistent revenue, growth and profit.

Expand Your reach.

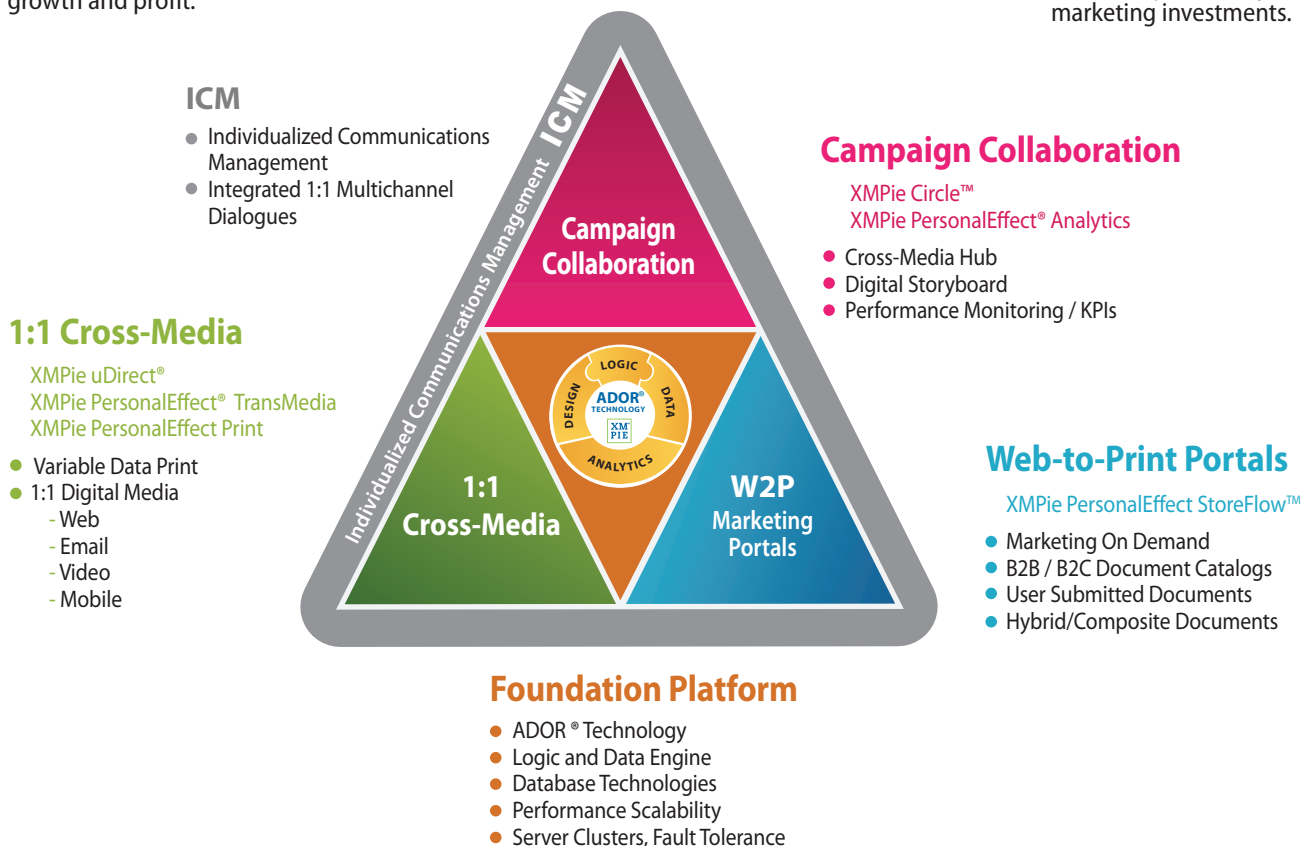
- Create one-to-one campaigns that span print, email, Web, video and mobile.
- Reach customers at the right time, in the manner in which they choose.
- Use variable messages, images, graphics and video to cut through the clutter and hold your target's attention.
- Create on-demand, self-service portals for delivering print and emedia.

Bring relevancy to Your Marketing.

- Leverage data to tailor messages to each recipient.
- Foster loyal relationships with relevant, personal communications.
- Customize graphics to attract attention.

Deliver Measurable results.

- Create campaigns with built-in response tracking tools.
- Adjust messaging, offers and media based on results.
- Provide reports that justify and drive marketing investments.



Getting started with VDP, Personalization and Multichannel Communication

XMPie's open architecture lets you start anywhere, add anything

uDirect® Classic

Dynamic Print and Personalization

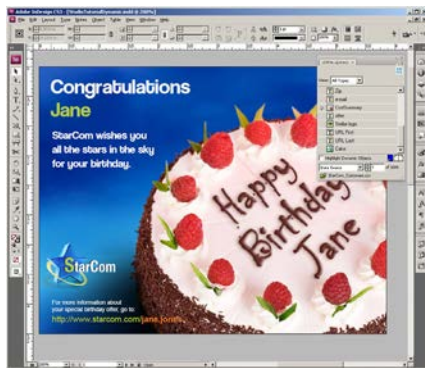
Enter the world of variable data print with dynamic messages and graphics using uDirect Classic. This easy-to-use desktop software lets you link to simple data sources, such as Microsoft® Excel spreadsheets, and take any static element in InDesign® - text, images and graphics - and make it variable.



PersonalEffect® eMedia Cloud

On-ramp to the world of cross-media

PersonalEffect eMedia Cloud is a cloud-based solution that adds email and personal URL touch points to your print campaigns, while enabling tracking and analytics of the campaign's key performance indicators. An excellent entry-level solution for cross-media, PersonalEffect eMedia Cloud uniquely integrates the XMPie uDirect desktop print component together with cloud-based services for online media personalization.



uImage®

Image and Graphic Personalization

Use XMPie uImage to create impressive variable data-driven documents with stunning, personalized images and illustrations. Designers working with Adobe Photoshop® and Illustrator® can produce powerful, visually-rich, personalized image and graphic templates and effortlessly merge them into XMPie print or electronic documents.

uDirect® Studio

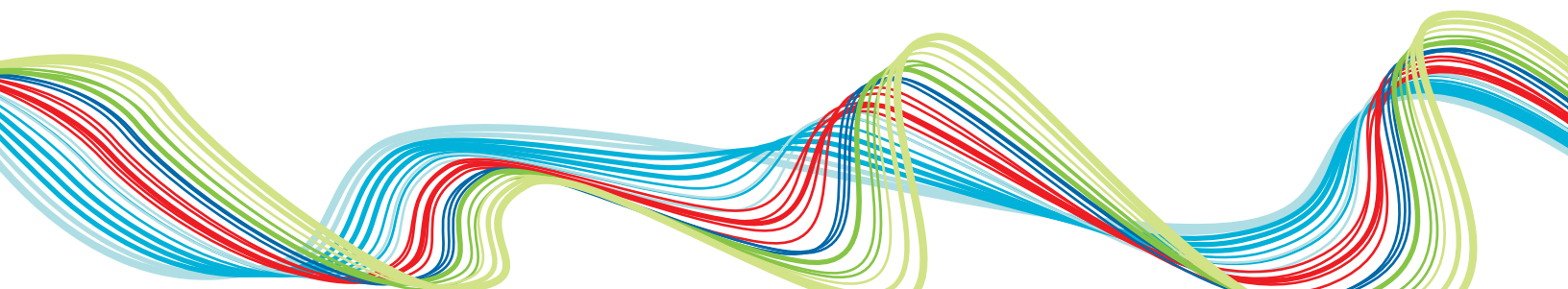
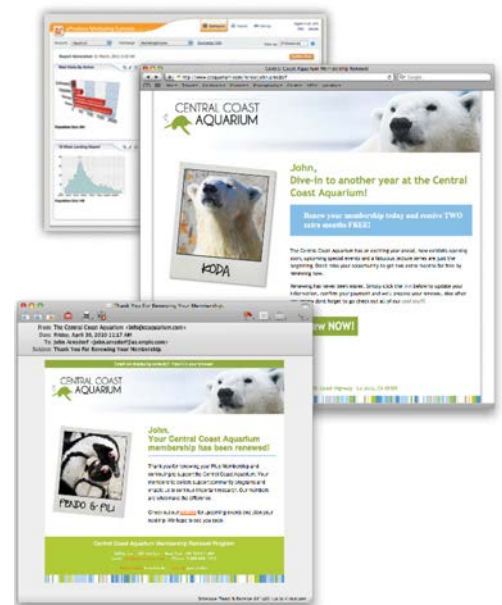
Adding Personalized Images and Charts

uDirect Studio enables creation of richer, more powerful, variable data applications. Use XMPie's exclusive uImage for advanced variable data image and graphics personalization, and uChart for design-rich, data-driven graphs and charts.

uDirect® Video

A New Dimension in 1:1 Marketing

With uDirect® Video, uniquely incorporate dynamic content into cinematic-quality movies, and link to them from other personalized media, such as email and Web pages. The solution leverages the industry-leading video production software, Adobe After Effects®, so the After Effects professional can efficiently create and generate personalized videos with motion-picture visual effects.



Personalized Web-to-Print and Communications with XMPie

capabilities, and protect your investment along the way.

PersonalEffect® Turn-Key Systems

Packaged Solutions with Rich Functionality

PersonalEffect turn-key systems provide powerful, out-of-the-box, single server solutions. Choose **Print** for professional-grade VDP applications, **StoreFlow** for delivering best-in-class Web-to-Print storefronts and **TransMedia** for creating and delivering cross-media campaigns that span print, email and web. Whatever your requirements may be, PersonalEffect systems provide modular and robust solutions that can easily be extended and configured to fit your growing needs as your business develops and flourishes.

XMPie Enterprise Platforms

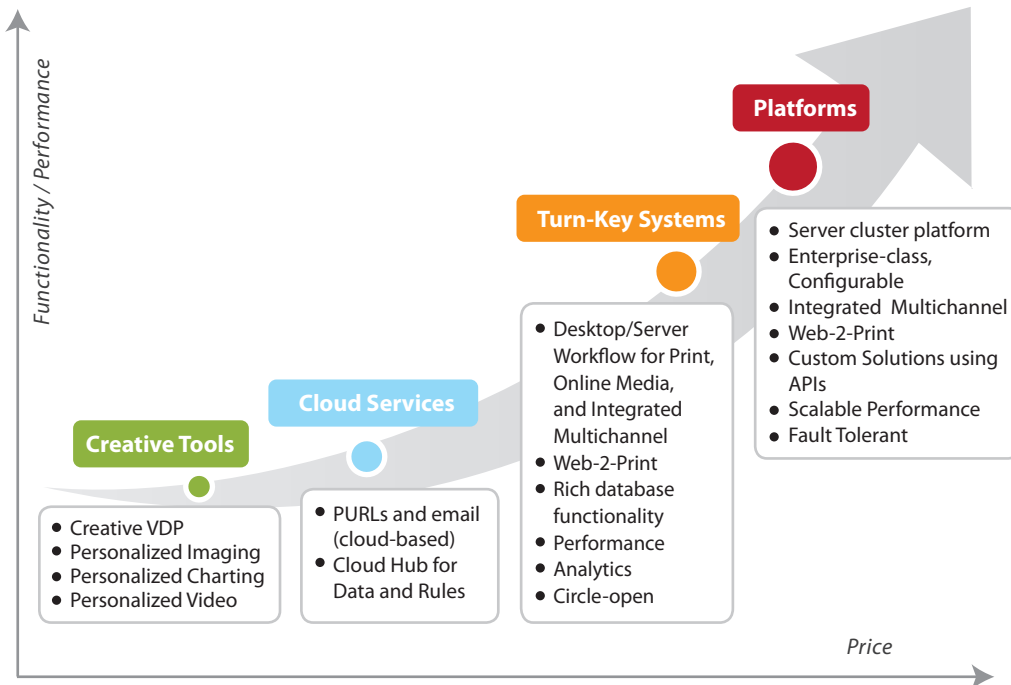
High-End Platforms for Demanding Requirements

XMPie Enterprise Platforms are robust, top-of-the-line, fault-tolerant solutions that deliver the full power of XMPie PersonalEffect technologies to service providers with high-volume, one-to-one requirements or organizations that serve the demanding needs of enterprise clients. Choose a base platform for Enterprise Print or Enterprise Cross-Media and build up to a completely configurable solution that will answer your critical requirements for Web-to-Print, integrated media, API-customization, redundancy, speed and creativity. The sky's the limit with XMPie Enterprise Platforms!

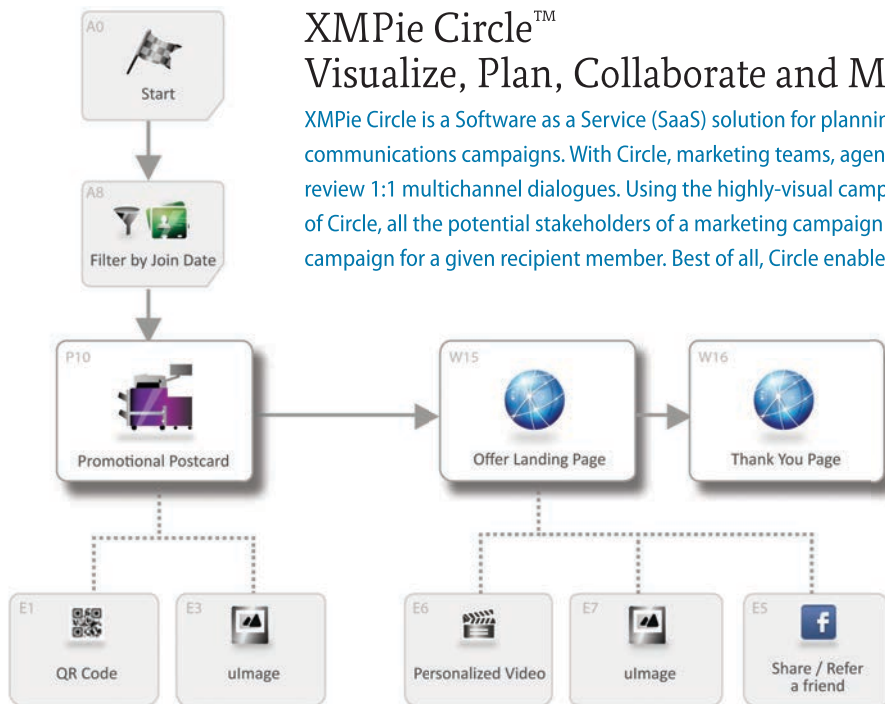
PersonalEffect® Analytics

Campaign Tracking and Measurement

For tracking and analytics, the integrated PersonalEffect Analytics module is a complete toolset that allows variables, recipient responses, and events to be recorded across all touch points in each media. This recorded data is accessible through the uProduce™ Marketing Console dashboard, where reports can be built and run to determine campaign performance – helping you deliver maximum ROI for your customers.



The digital storyboard for your 1:1 multichannel campaigns



XMPie Circle™ Visualize, Plan, Collaborate and Measure

XMPie Circle is a Software as a Service (SaaS) solution for planning, collaborating and monitoring multichannel, individualized communications campaigns. With Circle, marketing teams, agencies and clients can conceptualize, sketch, plan, build and review 1:1 multichannel dialogues. Using the highly-visual campaign flow diagramming tools and intuitive user interface of Circle, all the potential stakeholders of a marketing campaign can now accurately preview the various touch points of a campaign for a given recipient member. Best of all, Circle enables progress monitoring that can be viewed directly from the

Circle campaign flow. By enabling PersonalEffect Analytics to track a campaign, Key Performance Indicators and other metrics for each touch point are automatically tracked and the resulting reports are immediately available to all stakeholders through the Circle interface.



Create Conversations That Click

Marketing is changing. In today's world, both B2B and B2C marketers – and the service providers that support them – must be able to establish ongoing communications across print and new media with consistent messages that are relevant to each recipient. Campaigns must become continuously-refined conversations, not one-way broadcasts. That takes integration. To be effective, each touch point needs to be viewed not as an isolated event, but part of a strategic, integrated communications plan. Given that, the challenge lies not in whether to adopt variable cross-media as a strategy, but in how to implement it cost-effectively and in a way that allows you to expand your reach, bring relevancy to marketing, and deliver increased results.

By bridging the gap between digital print and online media, XMPie is revolutionizing the way marketers create, implement, measure and refine one-to-one campaigns. XMPie's exclusive technology makes it possible to track an entire cross-media campaign from a single database. With each contact – across print, email, Web and other new media – information is collected and instantly updated. This powerful capability provides new opportunities to continue the dialogue and provide meaningful follow-up within moments of a customer or prospect interaction. Updates made in a Web form can be used to drive dynamic Web content, prompt a phone call from a customer service representative, or be immediately available for the next wave of a print campaign.



Ensuring your success in the business of one-to-one



Maximize Your XMPie Capabilities

XMPie's Customer Information Portal includes a portfolio of training materials, webinars, sample applications, and other marketing support materials to help customers fully leverage their capabilities in variable data print, personalized Web-to-print and cross-media marketing.

XMPie Marketplace Gets You Ready to Go

The XMPie Marketplace website offers customers attractively-priced, "ready-to-go" ulmage templates for Adobe Photoshop and includes all required XMPie print and Web assets, for development of attention-getting, sales-generating communications. Best of all, the images and graphics are royalty-free and can be used how you like, as often as you like. Visit the XMPie Marketplace at <http://www.xmpie.com/marketplace>.

A Community of Users



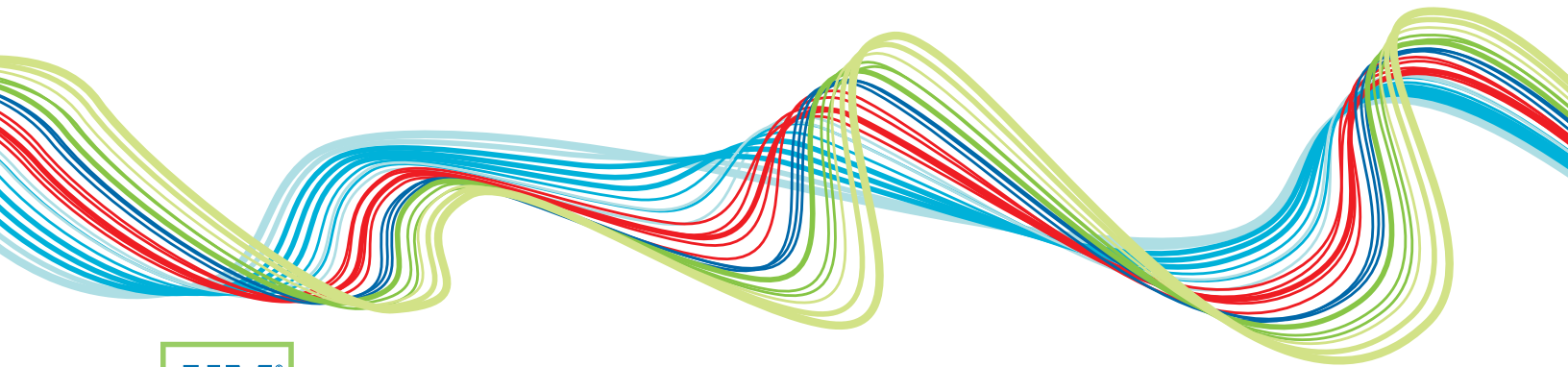
As an XMPie customer, you'll have the opportunity to participate in the XMPie Users Group, an assembly of users that meets and openly shares knowledge, experiences, improvements and tips for developing successful variable data campaigns. Through interactive forums, an online library, an annual users conference, and other programs and activities, you'll have access to the most up-to-date information about best practices, products, services and technologies. Find out more about the XMPie Users Group at www.xmpieusers.org.



To learn more about the full line of XMPie products, or to download a free trial of uDirect, visit www.xmpie.com or call (212) 479-5166. Email: marketing@xmpie.com



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