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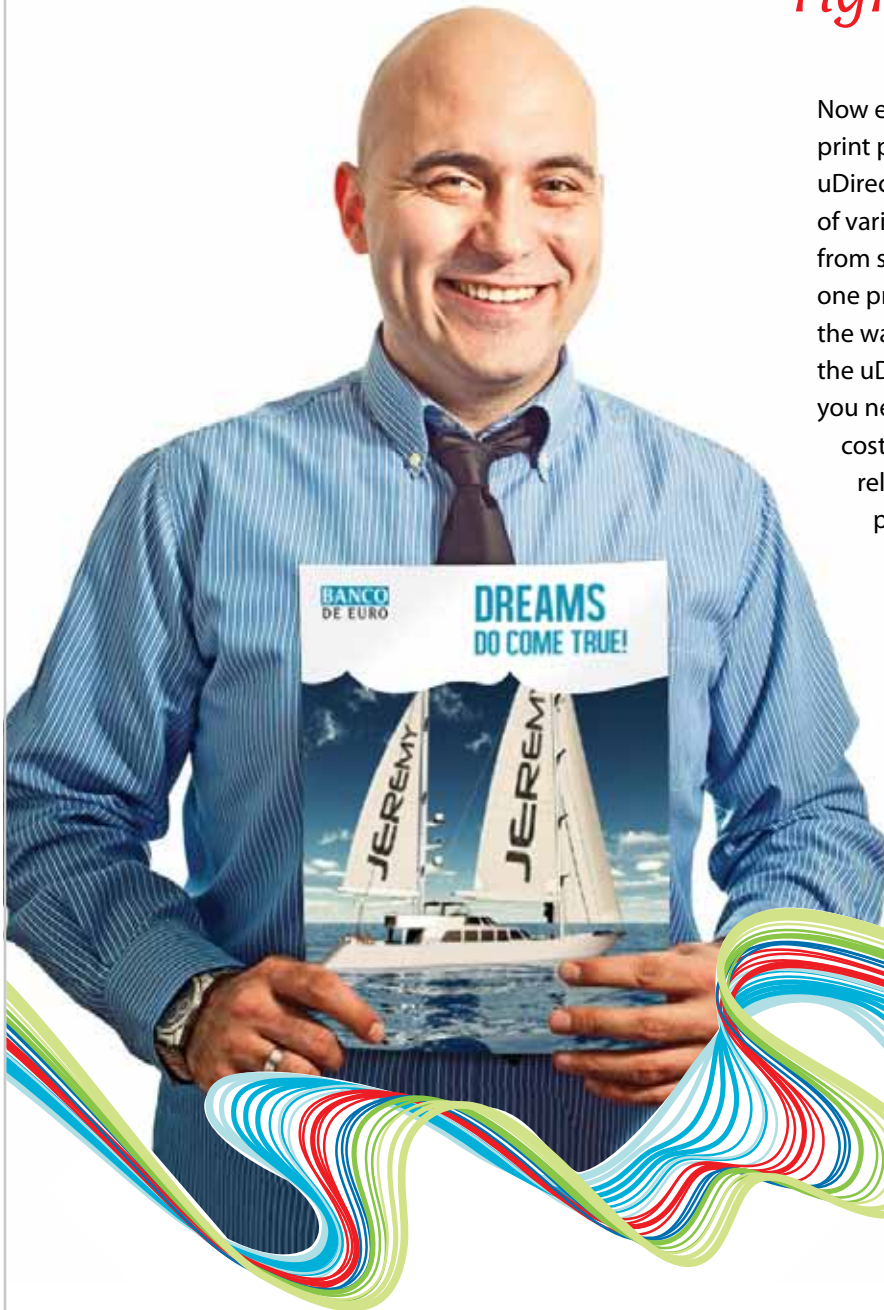
uDirect

Print service providers and designers want communication pieces that are attention-grabbing, relevant and effective.

Marketers want communication pieces with higher response rates and higher returns on investment.

The **power** of personalization

right from your desktop



Now everyone can achieve what they want in print personalization, thanks to the XMPie® uDirect® solutions. uDirect harnesses the power of variable data printing (VDP) to help operations from small to large develop powerful, one-to-one print campaigns. Whether you are testing the waters of VDP or a seasoned professional, the uDirect products provide everything you need to help you easily, efficiently and cost-effectively reach your audience with relevant, personalized communication pieces that deliver impressive results.

XMPie uDirect is a VDP desktop solution, available in two scalable versions: uDirect Classic and uDirect Studio.

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one to one in one™

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Learn more about the full line of XMPie products.
Visit www.xmpie.com or call (212) 479-5166.



Available for Microsoft® Windows® or Apple® Macintosh platforms, uDirect seamlessly integrates with Adobe® InDesign® as a plug-in. This allows designers to work with a familiar toolset, while gaining the additional functionality needed to quickly turn basic designs into powerful, personalized print pieces.

InDesign template, Samantha would receive a personalized promotion relevant to her as the mother of a young family with children. It's all possible with a complete solution from XMPie. With uDirect, designers can create VDP jobs using data from an Excel® file, such as one containing straightforward name and address information. Simple business rules based on the data can be created using a menu-based rule wizard inside uDirect.

The complete solution

Have static elements, such as text, text on a curve, character styles, images and layers? Transform them into fully-dynamic elements where the data drives the design. For example, Christopher can see his name and financial details of a home loan offer specifically relevant to him, his age group and his status as a retiree. Generated from the same

XMPie uDirect is a complete solution, thoughtfully engineered to include every component of the VDP workflow – data, design and production – to ensure complete integration and information flow.



uDirect Classic lets designers and marketers enter the world of one-to-one communications by providing all of the tools necessary to easily create visually-rich VDP jobs using a simple data source at a single workstation. uDirect Classic is compatible with uDirect Studio and the XMPie PersonalEffect server-based product line, so a seamless migration path exists as your VDP business grows.



uDirect Studio is an integrated suite of XMPie desktop software tools – uDirect, ulmage® and uChart® – that create communications with more impact and relevance through advanced variable data image personalization and design-rich, data-driven graphs and charts.

With uDirect Studio, you can create impressive variable data-driven documents with personalized images and illustrations using XMPie ulmage and Adobe Photoshop® and Illustrator®. uChart delivers attention-grabbing personalized charts based on individual recipient data.



Data-driven charts and graphs with uChart



Image personalization with ulmage



Dynamic elements are easily placed into your Adobe InDesign document. Link to a data source and double-click on the Content Object in the XMPie menu.

Interactive preview allows you to view element changes record by record.

Data

With uDirect, link to a data source such as an Excel file. A simple, menu-driven approach helps both novice and expert data professionals connect data and business logic with easy-to-use objects for variable design. Using a rule-based editor, conveniently define if-then-else conditional logic without the need for high-level programming skills.

Design

The uDirect plug-in helps design professionals quickly and easily create, edit and update variable layouts, all within industry-standard Adobe InDesign, eliminating the learning curve.

Production

With just a few clicks of the mouse, your print-ready files can be sent for printing without leaving the familiarity of InDesign. uDirect supports a wide variety of output formats including: Adobe® PDF, PDF/VT, Adobe® PostScript, PPML and more.

The uDirect family of products are fully scalable solutions that can expand as your business grows. You can move from desktop to server without having to re-work or lose any of the work you have already created. As your business requires, easily upgrade in the future without sacrificing your initial investment by adding higher volume VDP production, Web-to-print or 1:1 cross-media capabilities.

	uCreate Print Standard	uChart	uImage
uDirect classic	■		
uDirect studio	■	■	■

■ Included in package

Learn more about the full line of XMPie products. Visit www.xmpie.com or call (212) 479-5166. Try XMPie uDirect® free by downloading our trial version.



Automatic Dynamic Object Replacement (ADOR) Types

- Text
- Graphic (pdf, psd, tif, eps, jpg, bmp, png, gif)
- Visibility
- Style: Character and Object
- Table: tabular representation and charting representation
- Text file

Data Sources Supported

- Text Files - .txt
 - Comma Separated Values - .csv
 - Microsoft Excel* - .xls and .xlsx
 - Microsoft Access* - .mdb and .accdb
 - dBase* - .dbf
- *Windows only

Output Formats Supported

- Adobe® PDF and PDF/VT
- PPML
- Adobe® PostScript
- Creo® VPS
- Xerox® VIPP

Barcodes Supported

Linear, 2D, GS1 and Composite Barcodes:

- PDF417
- Data Matrix
- QR-Code
- Aztec Code
- MaxiCode
- MicroPDF417

Hardware/Software Requirements

uDirect Classic

Windows

- Intel® Core™2 Duo or higher
- Windows 7 Professional 32/64 bit Edition SP1 (or higher)
- Windows XP Professional 32-bit Edition with Service Pack 3

Macintosh

- MacIntel 2.0 GHz
- Mac OS X 10.6 and higher

General Requirements

- 4GB RAM or more
- 250GB hard disk
- 100 Mbps Ethernet Adapter (Gigabit recommended)
- Adobe® InDesign CS5, CS5.5, CS6

uDirect Studio

- Adobe Photoshop and Illustrator CS5, CS5.5, CS6

Xerox Specialty Imaging

- FluorescentMarks: VIPP Interpreter v7.0
- Microtext: VIPP Interpreter v7.0 and Microfonts loaded on DocuSP



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