XM PIE® | *u*Image®

Getting communications **noticed** with *personalised images*

Visualise it… a direct mail campaign using personalised images that show each recipient's name burned into wood or etched into glass. A car brochure with a car image that has a reflection off the car's window that shows a hometown landmark. A Web application where shoppers can preview their own personal picture wrapped around a coffee mug or preview their corporate logo engraved on a plaque before placing a print order online. With XMPie® uImage®, you can go where your imagination takes you.

Use XMPie uImage to embed text within images and images within images to build effective, meaningful, can't-ignore-it communications that drive recipients to read, react and respond to your message. Instead of including a static image of a house in a real estate brochure, include a variable, personalised picture where the house design and colour changes based on a recipient's preference, and the recipient's name is engraved on the mailbox.

This image reflection was created using Photoshop Image Warp and a combination of Multiply and Soft Light blending modes.

**Learn more about the full line of XMPie products.
Visit www.xmpie.com**

XM PIE®

one to one in one™

A **xerox** Company

XMPIE

uImage®

uImage is a modular product that integrates with XMPie's variable data software tools and workflow. It is as easy as creating a template within Adobe® Photoshop® or Illustrator®, then from within uDirect® or PersonalEffect®, a set of images, one per recipient, can be generated and placed directly into the print stream. Simply through the incorporation of dynamic text, images and graphics, realistic, one-of-a-kind visuals can be created for each targeted recipient.

Dynamic Text

Simply add a tag for variable copy in your Photoshop text layer, and uImage automatically fills in the variable copy from your recipient data source. uImage lets you apply all of the effects provided by the applications you use, as well as define the copyfitting settings so the text always fits in the desired space. For more impact, you can have multiple layers containing multiple variable elements, and include both dynamic text and dynamic images in one file.

Dynamic Images

uImage lets you leverage the Smart Object feature of Photoshop in creating personalised images, while maintaining all the effects that can be applied to Smart Object layers. For example, using Image Warping capabilities, you can wrap images around 3D surfaces leading to highly-realistic results.

You also control the sequence of actions in creating the final image file. uImage makes use of Photoshop's capabilities to run user-defined scripts or actions so you can automate a set of design tasks via JavaScript or Photoshop's Actions Palette.

For example, after dynamic text is placed, the text layer can be rasterised so that a filter, such as radial blur or mosaic texture, can be applied to the entire image. For cross-media applications, you can have Photoshop create two versions of each file – one high resolution for print, and one low resolution for the Web.

Dynamic Graphics

uImage is just as compelling for designs with Illustrator. Utilise fill patterns, warp, distort scatter lines, and 3D effects for impactful, dynamic Illustrator effects.

Streamlined Workflow

With uImage, artists are able to build creative templates using dynamic images or text without requiring any programming. From Photoshop, portable uImage packages are created and include all fonts, actions, scripts and assets required for image production. This package can be easily used in campaign development and integrated into desktop or server production.

If your project uses a large amount of personalised images and you have XMPie's PersonalEffect server-based solution, one or more uImage processing units can be added to ensure maximum processing time for your uImage projects.

Personalised images add impact to your communications. Above, the Bubble and Soup images use image–based fonts to create a unique text effect.

uImage Desktop Requirements
- Mac or Windows workstation with uDirect or uCreate™ Print
- Adobe Photoshop and Illustrator CS4, CS5 or CS5.5

uImage Processing Unit Requirements

CPU
- One (1) Physical Intel Core™ Duo (Dual Core recommended)
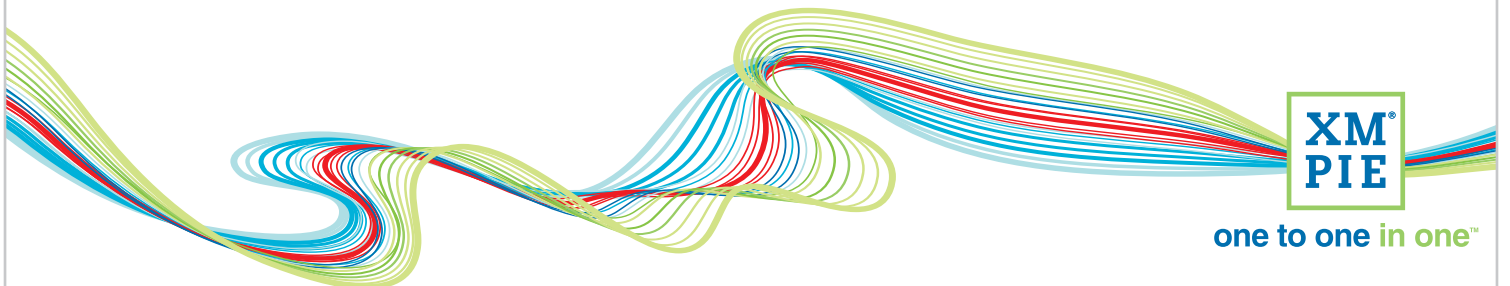- 2 GB RAM (4 GB recommended)

Hard Drive Storage
- One 500 GB hard drive with two partitions:
  Partition C: Operating system (80 GB)
  Partition D: Adobe scratch file storage

General Requirements
- Gigabit Ethernet Adapter

Software Requirements
- Windows XP Professional SP 3 or Windows Vista (Business Edition) SP 2 or Windows 7 (Professional Edition) or Windows Server 2003 32-bit Standard Edition
  (All OS certified for 32-bit Windows. Windows 7 is also certified for 64-bit Wndows)
- Adobe Photoshop and Illustrator CS4, CS5 or CS5.5

XMPIE

one to one in one™

www.xerox.com   www.xmpie.com   A xerox Company