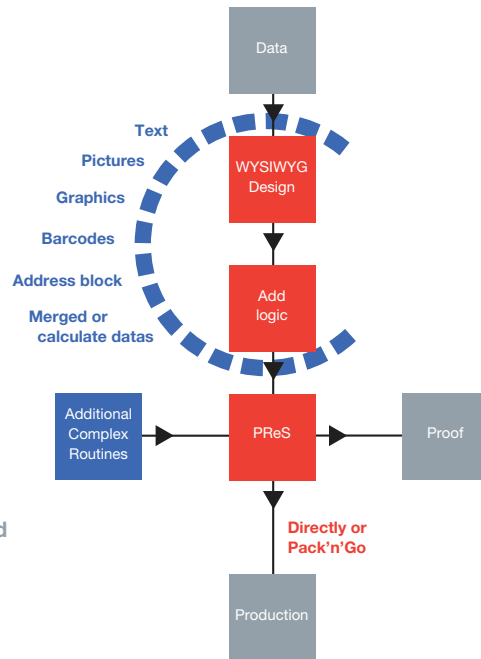


- 1 Define data using data wizard
- 2 Insert variable fields, text and images
- 3 Apply logic to text, images and barcodes
- 4 Generate a PReS script behind the scenes
- 5 View and proof your document
- 6 Enhance the project using PReS own coding if required
- 7 Produce directly or Pack'n'Go projects



Ease of WYSIWYG with the power of PReS – speed design and cuts costs ...

In the competitive world of variable data printing, you must deliver more performance in less time for fewer dollars. PReS Designer enables rapid creation of fully functional statement and letter applications. This document design tool allows your variable document designers to quickly move from start to finish, without sacrificing variability. PReS Designer users can place actual output in the customer's hands quickly, allowing you to turn around more work in less time.

PrintSoft | PReS Designer is an interactive WYSIWYG interface for designing and developing most Direct Marketing and Transactional tasks. It has a simple, friendly graphical interface which allows you to create highly personalised documents quickly and easily. Using conditional logic, fully dynamic documents are created where the entire layout and content can vary according to the input data. This enables each document to be composed specifically for every individual recipient. PReS Designer has powerful "white space management" features to allow marketing messages (text and/or graphics) to be selected according to both input data values and space

available. PReS Designer documents can include variable text, pictures, graphics, address blocks and both merged and calculated data.

PReS Designer gains additional strength from sitting on top of the PrintSoft | PReS document composition platform, which is the global leader in variable data document composition.

- Compose text with mixed and multiple language documents
- Personalise any element of the document with data-driven selection of variable text and graphics
- Include all types of data including transactional and marketing information
- Eliminate data preparation tasks – PReS handles this automatically with built-in data preparation, sorting, and cleansing capabilities
- Set up your jobs so they conform to your specific printers – PReS automatically optimizes output to drive printers at rated speeds

Features

- **Wide array of input data support** – xls, csv, dbf, txt, and more any ODBC or UDL source
- **Powerful conditional logic capabilities**
- **Dynamic positioning of variable content** with user-specified Anchors, Bumpers and Links
- **Output wizards for multiple-up documents**
- **File splitting for n-up printing**
- **Highly configurable printer setup dialogs**
- **Output jobs in optimised formats, support of all production print languages** – AFPDS, PCL, IPDS, Metacode, IJPDS, PS, PDF, VPS, PPML and more
- **Math support for calculating totals** without time consuming data pre-processing or re-processing
- **Internal fields for data manipulation or conditional field filling**
- **Create application extensions easily with powerful PrintSoft | PReS code**, an introduction to less skilled staff to the PReS world.

Benefits

- **Easy to use WYSIWYG interface** to create a wide range of Direct Marketing & sophisticated Transactional documents
- **Compose text with mixed and multiple language documents**
- **Data driven personalisation of any element of the document**
- **Include all types of data including transactional and marketing information**
- **Eliminates print defects and speeds design**
- **Compatible with PReS for easy migration to enterprise-class solution**
- **White Space Management divorced from project development**
- **Statement Marketing** – ability to use the printed document as a marketing tool
- **PReS user coding e.g. to incorporate standard in-house routines.**
- **Provides built-in EasyMailer specific features**

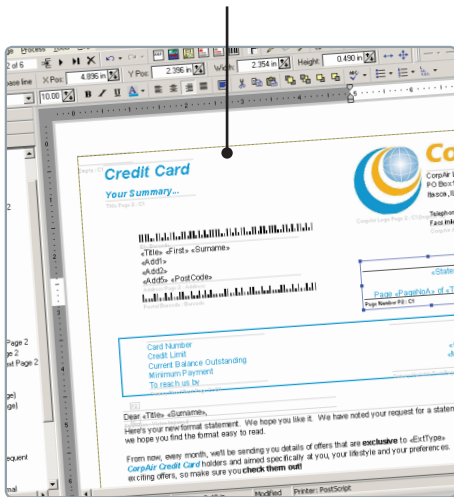
PReS Designer is optimized for rapid turnaround of variable data documents, with robust features right where you need them. Template design starts with a wizard that navigates through a document's data source, helping users to define selection queries from the design application. This eliminates the back and forth communications between the data and design experts, resulting in reduced turnaround times.

After the data definition is complete, the design interface allows for flexibility in variable data page layout. Individual elements, whether graphics or text, can have design rules associated with

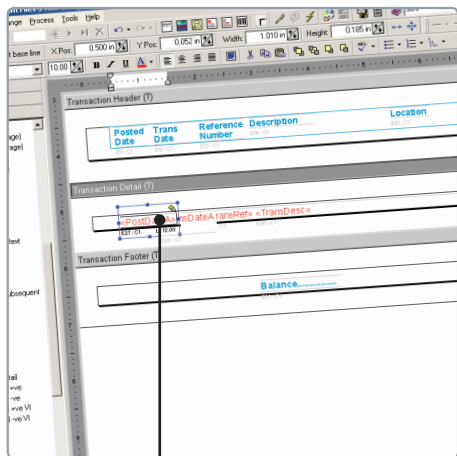
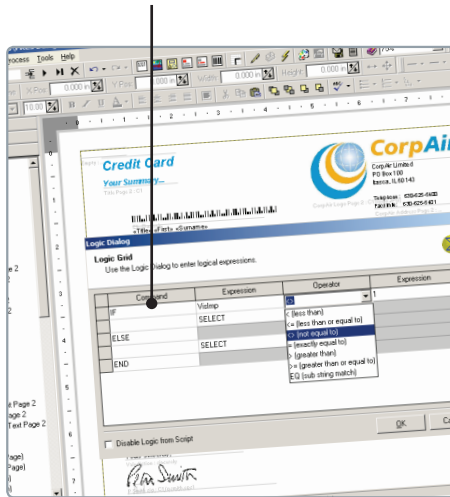
them that accommodate automatic on-the-fly re-positioning of elements based on the content of the elements. This is a departure from many of the fixed-frame utilities that limit the document's interactivity. In transactional documents, an easy to follow band structure allows the application to calculate totals and subtotals.

With the data rules and design template complete, the PReS Designer production software creates efficient output that is tailored to your production print equipment.

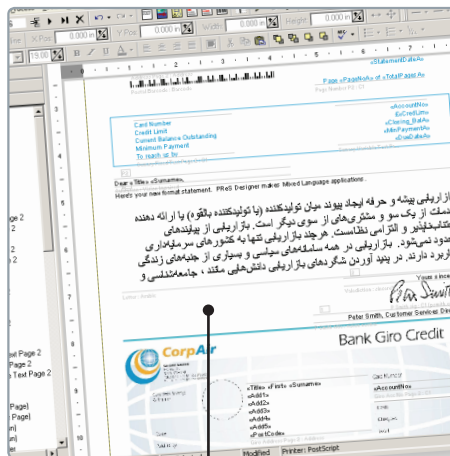
Preview of statement (first page)



Conditional logic dialog



Transaction line formatting



Multi-language support including Arabic

PrintSoft

AN OBJECTIF LUNE COMPANY

About PrintSoft

PrintSoft is globally recognised as the pioneer of variable data composition technology for high speed printing.

PrintSoft provides software solutions for creating highly personalised, dynamic documents for transactional, direct-mail, white mail and transpromotional applications.

PrintSoft has the largest installed base of service bureaux clients in the world. With installations in over 50 countries, PrintSoft offers its customers unparalleled breadth and depth of expertise.

PrintSoft can provide a customised solution that suits your ongoing needs, enabling you to effectively communicate with your customers.

Contact

PrintSoft Americas

Tel: +1 630 625 5400

Email: sales.us@printsoft.com

PrintSoft Asia Pacific

Tel: +61 (0) 3 8585 2900

Email: sales.au@printsoft.com

PrintSoft France

Tel: +33 (0)1 34 24 34 35

Email: info.fr@printsoft.com

PrintSoft Germany

Tel: +49 (0)89 61 44 17 0

Email: info.de@printsoft.com

PrintSoft Italy

Tel: +39 348 142 41 44

Email: info.it@printsoft.com

PrintSoft UK

Tel: +44 (0)161 368 2808

Email: info.uk@printsoft.com

www.printsoft.com