



Which component of FreeFlow VI Suite 7.0 is right for your business?

Variable data printing only:

- VI Interpreter
- VIPP Pro Publisher and/or VI Designer

Variable data printing and viewing:

- VI Interpreter
- VIPP Pro Publisher and/or VI Designer
- VI PDF Originator

Variable data printing with specialty imaging:

- VI Interpreter
- VIPP Pro Publisher
- Glossmark®/Correlation Font Kit
- MicroText Font Kit
- FreeFlow Print Server

Everything (variable data printing, specialty imaging, viewing, and more):

- VI Interpreter
- VIPP Pro Publisher and/or VI Designer
- VI PDF Originator
- Glossmark®/Correlation Font Kit
- MicroText Font Kit
- FreeFlow Print Server

Give your business the FreeFlow VI Suite 7.0 advantage.

Design, Compose and Manage variable data projects for maximum productivity and profits with this powerful suite of software. Eliminate composition time and the expense of dedicated composition servers. Realize variable information productivity you never thought possible. Xerox can consult with you to explore the tools for your work environment and then help you configure the ideal solution for you and your clients.



Xerox FreeFlow VI Suite

Streamlined, profitable
and totally targeted.

For more information, call 1-800-ASK-XEROX
or visit us online at www.xerox.com/FreeFlow.

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FreeFlow®
Digital Workflow Collection

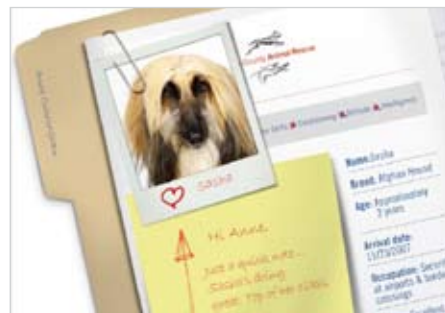


FreeFlow VI Suite 7.0 helps you print personalized jobs the best way. Fast, efficient and hassle-free.

Put the power of personalization to work for your business—without ever compromising productivity. That's the promise of FreeFlow VI Suite 7.0. Xerox has put together a suite of tools to help you design, compose and manage variable data print jobs. Whether used alone or as an integrated solution, VI Suite tools can further optimize production workflows and maximize your bottom line.



VIPP Pro Publisher lets you design documents that talk to people about what interests them most.



Design documents that grab more attention and generate more results.

VIPP® Pro Publisher lets you plug into power and simplicity at the same time.

This plug-in for Adobe® InDesign® enables variable text and images and design of documents with an industry standard layout tool. You can create highly effective, attention-getting personalized materials quickly and efficiently. With VIPP PRO (Variable Information Production Printware) output, variable elements remain separate from the static and then are dynamically constructed at the RIP and printer. This eliminates pre-composition, which accelerates your throughput time, enabling you to meet even the most demanding print windows.

You're in control of every design with VIPP Pro Publisher:

- Allows you to easily add variable data to existing layouts
- Preview variable jobs using included Acrobat plug-in utility VI Explorer for VIPP Pro Publisher
- Plugs into Adobe InDesign for Mac or PC
- Supports Variable Project Containers (.vpc), the industry standard for resource management and archiving
- Supports Specialty Imaging Text, Xerox's most advanced fraud-deterrent technology.

VI Designer is the faster, smarter way to meet even the most complex variable requirements.

As one of the most powerful VI design tools on the market, VI Designer augments VIPP Pro Publisher to create a wide range of complex variable data applications, including transactional documents such as bills, statements and policies. It also gives you the flexibility to view and edit variable data document code (VIPP PRO/SE) with access to 100 percent of the VIPP programming language functionality.

Maximize variable features with VI Designer:

- Smart Editor enables editing, keyword searches and find and replace.
- Preview what documents will look like prior to committing to print. With drag-and-drop editing, any changes made to the document will automatically take effect.
- 100 percent of the VIPP functionality is supported.

Create pieces at the fastest possible speed and increase response rates dramatically.

VI Interpreter delivers unmatched speed when you need it most.

The challenge is adding the power of variable information to your documents without sacrificing turnaround times and profitability. The solution is VI Interpreter. This ingenious tool leverages the power of VIPP, a variable solution that enables dynamic document construction, eliminating the need for time-consuming pre-composition. Xerox's unique variable solution gives you the flexibility to design once and output to color, monochrome, highlight color or office printers.

Use VI Interpreter to:

- Accept output from some of the leading design packages in the industry, and deliver the fastest possible production.
- Or simply make your variable design software even better through the efficiency of graphics caching.

Manage VI documents and all their assets easily with advanced software.

VI Project Manager.

The way to keep your variable information workflow efficient is by relying on management software that can collect, store and track all elements.

- Organize everything from fonts, text and images to design templates and databases.
- Easily keep track of project resources and simply forward to your printer as needed.

VI PDF Originator gives you more ways to leverage your documents.

Seamlessly compose PDF files from the same data you send to print—extending your VIPP workflow to include electronic distribution. You'll also gain the flexibility of splitting a single job into a series of PDFs for greater efficiency. For example, a billing statement containing 10,000 customer records can be created as a single PDF file or 10,000 individual PDF files based on each customer's needs.

With VI PDF Originator, you can extend your personalized documents beyond print to serve today's multimedia requirements, such as:

- Web presentation
- Archival databases
- Viewing systems
- E-mail servers