



# VIPP® Pro Publisher

## Simplicity and power in one package.

A plug-in for Adobe® InDesign®, VIPP Pro Publisher is a software program that enables you to add variable text, images, layers, and styles to create highly effective, attention-getting promotional communications.

### Fluent in productivity.

VIPP Pro Publisher emits Variable Information Production Printware, a page description language that enables variable page production without pre-composition steps. Fast and efficient, VIPP PRO output separates the variable elements from the static ones and dynamically composes each job at the RIP, which saves time and network bandwidth. And because it supports Variable Project Containers (.vpc)—the industry standard for variable job resources—managing your resources has never been easier. Additional programming features can seamlessly be added to the output using other products within the VI Suite, including VI Designer.

### Expanded design options.

In the past, variable page design software relied heavily on programming, greatly limiting design capabilities. But now, thanks to VIPP Pro Publisher, you can use Adobe InDesign—on a Mac® or a PC—and its wealth of creative effects and controls to develop variable jobs. What's more, you can quickly and easily optimize your existing, non-variable layouts by making them personalized—without having to go back to the drawing board.

### Built-in security features.

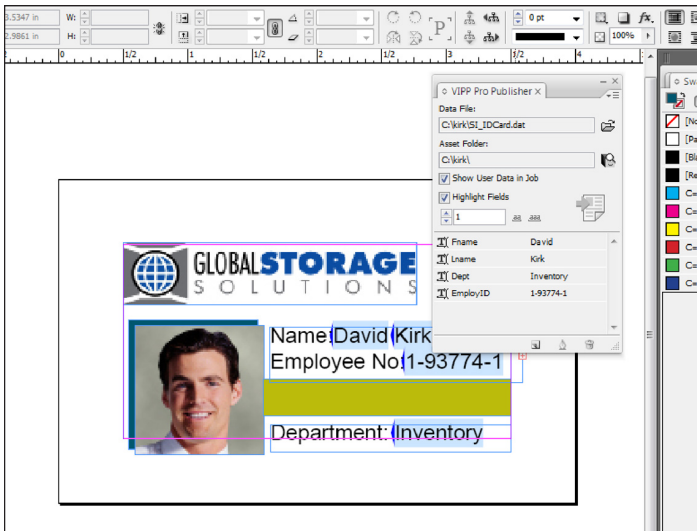
VIPP Pro Publisher also supports Xerox's latest fraud-deterrent technology, Specialty Imaging Text. Designed to be a cost-effective way to reduce fraud, Specialty Imaging Text adds a level of security to your documents.

### Redefining the industry.

If you're looking to maximize your communications impact, add efficiency to your printing, and streamline your variable data workflow—all while using the industry standard for page design—look no further than VIPP Pro Publisher.



# VIPP® Pro Publisher Specifications



An intuitive toolbox and preview window makes it easy to identify variable content, locate assets, and prepare files for printing.

## Features

### Design

- Plug-in for Adobe® InDesign® CS3
- Macintosh® OS X (Intel®-based) or Windows® XP and Vista™ compatible
- Assign variable and static text, images, rules, styles, and visibility to objects and layers
- Add variable graphics by double-clicking or using Insert Icon
- Supports design functionality of InDesign® for overall layout, as well as static and dynamic elements
- Allows easy selection of database file and supports any standard database delimiter and quoted fields
- Static elements can contain complex attributes such as drop shadows
- Powerful Rule Builder
- Supports multiple layers
- No VIPP® PRO programming knowledge required

### Variable Elements

Available on InDesign® document pages

- Text
  - Plain text
  - Styled text
- Graphic
- Visibility (layers)
- Rule-based text, graphics, and layers

## Data Sources

- Single table or flat file
  - .txt, .csv, .xls, .mdb, .dbf

## Business Logic

- Basic logic automatically created from flat, single-table data source
- Rules can be created for text, graphic, visibility, and style using VIPP® Pro Rule Builder

## Dynamic Print

Printing your Variable Information (VI) applications is done using the Export option within the File Menu. Options include:

- Control Plex
- Control Imposition (Multi-Up)
  - Step and Repeat

Processing settings include:

- Output File Name and Destination
- Cut and Stack, Duplex, Center, Gutter, Bleed and Crop Marks
- Maintain Postal Sort

## Minimum System Requirements

### Windows®

- Intel® Pentium® 4, Intel Centrino®, Intel Xeon®, or Intel Core™ Duo (or compatible) processor
- Microsoft® Windows® XP with Service Pack 2 or Windows® Vista™ Home Premium, Business, Ultimate, or Enterprise (certified support for 32-bit editions)
- 1 GB of RAM for Windows® XP; 1 GB for Windows® Vista™
- 1.8 GB of available hard-disk space (additional free space required during installation)
- 1,024 x 768 monitor resolution with 16-bit video card
- DVD-ROM drive

### Macintosh®

- Mac® OS X v10.4.8—10.5 (Leopard)
- 1 GB of RAM for PowerPC-based system; 1 GB for Intel®-based system
- 1.8 GB of available hard-disk space (additional free space required during installation)
- 1,024 x 768 monitor resolution with 16-bit video card
- DVD-ROM drive

