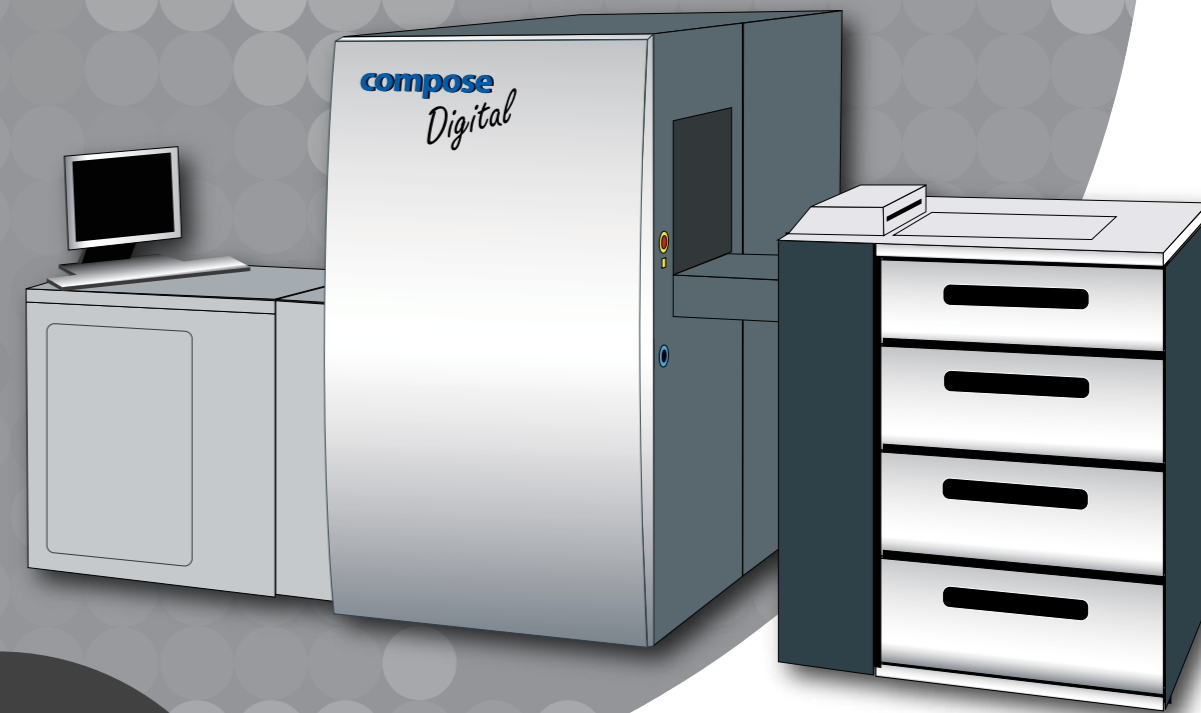


Compose VariPrint User Interface



## Digital Printing Solution

### VariPrint

### Compose Variable Data Printing Solution

At Compose we understand Variable Data Printing is part of our life, it is around us for so long that we almost take it for granted, like using our credit cards, getting bills from our utility company, bank statement from our local bank. Labels on our jacket in department stores, cinema ticket that we order online, Airline baggage tags that stick on our bags when check in, so on and so on. This list can be so long that it is hard to see the end of line.

VariPrint is a powerful and yet user friendly application that specialized in variable data printing market. It enables users to merge high volume personalized data such as text, image, barcode or dynamic chart into a customized template, and then print at rated speed of the printer. One thing unique about VariPrint is, its performance is independent of the output printers. It supports all the high speed printers like Xerox, HP Indigo, Océ, Xerox, Nexpress, Sharp, Ricoh, OKI, Canon and Konica Minolta.

With VariPrint, you can use your own layout design and database, such as Excel, Access files, or Oracle, SQL, DBF with ODBC help, to make personalized documents easily and efficiently. It is highly suitable for producing commercial documents, personalized cards and marketing materials for the industries such as finance, insurance, automobile, telecom, school, real estate, restaurant, government, etc.

- Simple interface and Easy-to-use
- Complicated Variable Data Format
- Strengthen customer relationship
- Ideal Variable Data Solution for:
  - Label Printing
  - ID Card Printing
  - Bills & Statement Printing
  - Personalized Direct Mail Printing
  - Transpromo Printing



### Compose VariPrint Version

#### VariPrint Standard

VariPrint Standard lets designers and marketers enter the printing of one-to-one personalized communications by providing all of necessary tools to create visually-rich VDP job with a single workstation easily. VariPrint Standard is simple and easy to integrate almost any database source with a static design element created. It is a powerful toolset for marketers to gain the additional functionality to turn simple marketing document into powerful, personalized print media.

#### VariPrint Professional

VariPrint Professional builds on VariPrint Standard with advanced 3D text, chart, table, and calculation parameter that create more impact and relevance message through advanced text handling with dynamic graphics, charts by user defined parameter. With VariPrint Professional, you can create more impressive variable data documents with personalized messages, graphics and charts based on your individual customer data.

#### VariPrint Statement

VariPrint Statement enhances VariPrint Professional with the addition of Bill & Statement printing capability. It provides more advanced database integration and variable data programming capabilities. It is a complete solution on printing personal statement, personal financial summary, bills, and insurance document, as well as TransPromo implementation. It is a perfect tool for corporate professionals to meet the rising demand in the market for one-to-one marketing.

### System Requirements

#### Recommended System Specification

- CPU: Intel Core 2 Duo E8200 or above
- RAM: 2G RAM or above
- Main Disk: SATA 80GB (7200 rpm) with 8 MB cache
- Data Disk: SATA 250GB
- OS: Windows 2000 SP4, XP Professional SP2

#### To learn more about solution from Compose

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## Why do you need personalized printing?

### Strengthen customer relationship and Revenue

A recent industry study by CAP Ventures shows that personalized printing offers a 36% increase in response rates over traditional direct mailing. The average value of order is nearly 25% larger and response times are 34% faster. Moreover, personalized printing results in a nearly 48% and 32% rate of repetitive orders and overall revenue, proving that it helps strengthen customer relationships and corporate profit.

### Greater Precision to Your Target Customer

With variable data printing you can create short run, but dynamic documents (versioning). Through versioning, print can be more closely to your target audience. For example, if your customers can be separated by geography, by gender or by age, then you can provide more related design, image, or message to your target customer. Tailor the message for each recipient is the most powerful feature in variable data printing.

### Mass Communication via Personalized Document

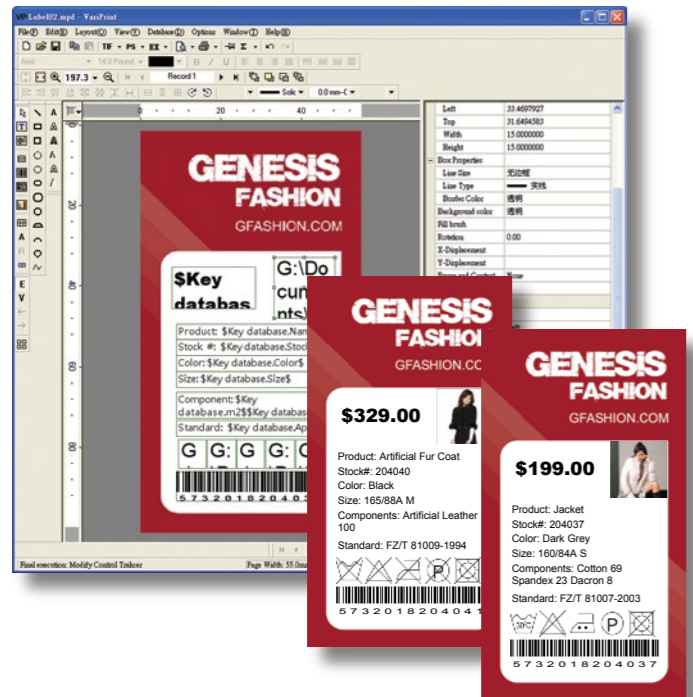
The variable data printing allows for mass communication via personalized documents rather than using only a standard one. It can generate 100,000 documents with personalized messages for 100,000 people, not only making it more pleasing, but also making it more attractive by introducing appropriate information.

## Application in Personalized Printing

### Card, Coupon, Ticket, Label Printing

One of the applications in variable data printing is personalized card. For example invitation card, greeting card, birthday card, Christmas card, attendee card, entrance card, film ticket, VIP card, seat card, gift label, product ID tag, certification, member card, telecom card, and so on.

Most of simple personalized card printing can be satisfied by many label printing software in the market. But for the card making with high complicated demand, VariPrint begin to stand out on its technical merit on features and performance.



## ID Cards Printing

Generally, ID card is defined as cards with variable name, address, serial number, barcode and images printing on multiple substrates. Comparing with card making, professional ID card demand higher specifications such as layout precision, masking effect, point size and typeface variance, double sided printing, CMYK and spot color support, high quality barcode, data filtering and logic processing.

Compose VariPrint is professional ID card production system, because of its outstanding technology, VariPrint is widely selected by industry leaders in the ID cards market, making it the most popular product in the China market.

## Hanging Label Printing

The business in hanging label demands to have different description of a product using the same template. The print volume of it is highly different and can be short run printing.

Compare with card and label printing, hanging label requires higher level of database integration in material combination, washing instruction or sometimes different language for different countries. Compose VariPrint can provide fully automatic solution in this area for digital printer.

## Bills & Statement Printing

Bills & Statement is an important application in variable data printing. For Example commercial bill, financial statement, insurance document, public billing, tax list, etc. Nowadays, most of bank, insurance and corporation start to deliver more attractive personalized statements to offer personalized value added services and products.

Compose VariPrint is developed to meet the above demand. It offers simple interface with powerful features on personalization, allowing user to fully control the bills and statement design.

## Personalized DM Printing

Personalized DM is an effective way to make the mailing more interesting to read. However, Personalized DM requires higher variable data effect, variable text flow, CMYK color support...etc. Especially on logical calculation.

VariPrint build in more than 40 kinds of functions, once setting the logical parameter, user will get the best solution to meet any complicated demand. It offers you to make DMs more quickly, more personalized, more attractive and more economically.

## Transpromo Printing

Transpromo came from two words transaction and promotional. By adding promotional messages to transaction documents, companies can strengthen their relationships with customer and increase revenue. This powerful combination reduces the cost of traditional statement printing by sharing the print spends on marketing to all existing customers.

Compose VariPrint technology allows companies to deliver more effective transpromotional documents than ever before, from simple B/W transactional statements to full color transpromotional documents. It can fully integrate into your ERP and CRM systems to create and product truly personalized communications, with no limit as to what content can be variable from piece to piece.

With VariPrint, you can use your own design and database, such as Excel, Access files, or Oracle, SQL, DBF with ODBC help, to make variable data label easily and efficiently. It is highly suitable for producing cloth label, barcode label, personalized label and marketing materials.

## Version Comparison

Modules	Function Groups	Descriptions	Versions		
			STD	PRO	SB
Project Template Setup		<ul style="list-style-type: none"> <li>Blank page, CMYK &amp; RGB mode image, Postscript, word and Single Page PDF file as template</li> <li>Template replacement (variables designed preserve)</li> <li>Multi-page PDF file as template</li> <li>Multi-page template support through insert new image file</li> </ul>	√	√	√
	Imposition	<ul style="list-style-type: none"> <li>Sequence imposition containing 8 modes</li> <li>Customize label sequence freely in the sequence imposition</li> <li>Two-side imposition (front/back mirror effect)</li> <li>Imposition annotate setting in the flat</li> </ul>	√	√	√
Variable Image		<ul style="list-style-type: none"> <li>Rotation of image at any angle</li> <li>Image display mode (original, fit to frame, crop to frame)</li> <li>Mask effect for variable image</li> <li>Transparent image printing</li> </ul>	√	√	√
	Variable Barcode	<ul style="list-style-type: none"> <li>Support 24 types of barcode</li> <li>Support scaling of Barcode text font</li> <li>Black bar width inching in the level of dot</li> <li>PDF417, QRCode, DataMartix</li> <li>Support all of 2D barcode properties setting</li> </ul>	√	√	√
Variable Chart		<ul style="list-style-type: none"> <li>Support Bar chart, Pie Chart, 2D Chart, 3D Chart</li> </ul>		√	√
General Table		<ul style="list-style-type: none"> <li>Support variable text and image in the cell</li> <li>Lower row move up automatically option when cell of upper row is empty</li> </ul>		√	√
Variable Table		<ul style="list-style-type: none"> <li>Support variable text, image and barcode in the cell</li> <li>Table repeats in the same page</li> </ul>			√
Variable Text	Basic	<ul style="list-style-type: none"> <li>Horizontal or vertical layout</li> <li>Pure black printing option suitable for handmade font and icon)</li> </ul>	√	√	√
	Advance	<ul style="list-style-type: none"> <li>Conditional text printing</li> <li>Set font parameter set extracted from database</li> <li>Hybrid layout of variable text and image</li> <li>Kerning of Chinese, English &amp; Number</li> <li>Dynamic Font and Box Properties</li> <li>Frame and content relation setting, (fit to frame)</li> </ul>		√	√
	Text on Path	<ul style="list-style-type: none"> <li>Text on path support Rectangular, Circular, &amp; Customized Shape</li> <li>Path text direction (clockwise, anticlockwise and start point)</li> <li>Hybrid color setting (color block number and color randomization)</li> <li>Straight line, Square, Fillet rectangle, Circular arc, Circular arc string, Ellipse, Pentagon, Fan-shaped, Hexagon</li> </ul>	√	√	√
	3D Font Effect	<ul style="list-style-type: none"> <li>Font Effect - Outline Fill</li> <li>Font Effect - Outline</li> <li>Font Effect - Solid Shadow</li> </ul>		√	√
Geometric Figure		<ul style="list-style-type: none"> <li>Straight line, Square, Rectangle, Fillet rectangle, Circle, Circular arc, Circular arc string, Ellipse, Pentagon, Fan-shaped, Hexagon, Customized</li> </ul>	√	√	√
Shaped Variable Image		<ul style="list-style-type: none"> <li>Supports Square, Rectangle, Fillet Rectangle, Hexagon, Circle, Ellipse, Pentagon</li> </ul>		√	√
Statement Design		<ul style="list-style-type: none"> <li>Conditioning table printing</li> <li>Design and print height is set separately to meet special demand for bill when setting up a project.</li> </ul>			√
General Properties	Border	<ul style="list-style-type: none"> <li>Line size and line type(Solid,Dash,Square Dot,Dash Dot,...)</li> </ul>	√	√	√
	Font	<ul style="list-style-type: none"> <li>Support Unicode, TrueType and OpenType (Partly OpenType fonts)</li> </ul>	√	√	√
	Brush	<ul style="list-style-type: none"> <li>Support foreground &amp; background fill with Halftone brush, Hatch brush and Image Brush</li> </ul>	√	√	√
	Color	<ul style="list-style-type: none"> <li>RGB support</li> <li>CMYK and Spotcolor support (for variable text, path variable text and 3D text only)</li> <li>Transparent color support</li> </ul>	√	√	√
Database	Text data	<ul style="list-style-type: none"> <li>Support unicode and text file with any suffix or delimiter</li> </ul>	√	√	√
	Autodata	<ul style="list-style-type: none"> <li>Support any step value, integer, decimal and serial number display format setting</li> </ul>	√	√	√
	MDB	<ul style="list-style-type: none"> <li>Support single list open</li> <li>Support data filtering, multi-list &amp; customized SQL scripting</li> </ul>	√	√	√
	ODBC	<ul style="list-style-type: none"> <li>Support data filtering, multi-list, and all kinds of relational database, such as Oracle, SQL, Foxpro, Dbase.</li> </ul>	√	√	√
	Database Disassembles	<ul style="list-style-type: none"> <li>Built-in strong logic process to disassemble to multiple static / dynamic database</li> </ul>			√
	System Database V4P format	<ul style="list-style-type: none"> <li>Support recording index number, statistics, dynamic page number printing</li> <li>Support total pages calculation to every account</li> <li>Special database integration tool and database format for fast and safely bill's printing</li> </ul>			√
Parameter	Basic	<ul style="list-style-type: none"> <li>Auto-value Function - serial numbering</li> <li>Fill function - use a character to fill in the rest of string extended</li> <li>Split Function - Separate a long string into two or several strings</li> </ul>	√	√	√
	Advance	<ul style="list-style-type: none"> <li>Date &amp; Time Functions - calculate and manipulate date &amp; time information and formatting</li> <li>Logical Functions - compare and test for a condition for evaluation</li> <li>Text functions - change the color, font, size, style, position and wording of the specified text</li> <li>Page functions - specify the format of the page</li> <li>Number functions - manipulate numeric data.</li> <li>Barcode function - define the format of the specified barcode</li> </ul>		√	√
	Statement	<ul style="list-style-type: none"> <li>Get Functions - capture information about the status of a database file or elements in it</li> </ul>			√
Printing Outputs		<ul style="list-style-type: none"> <li>PostScript, PDF, PCL printing</li> <li>Verification printing of horizontal or vertical Naming output file by field data or parameter Printing process control according to the printer's status</li> <li>PPML printing</li> <li>AFP/IPDS data stream output plug-in(Optional)</li> </ul>	√	√	√
	Others	<ul style="list-style-type: none"> <li>Blank page insert for later sorting</li> <li>TIFF output plug-in (Optional)</li> <li>Precision up to 0.01mm</li> <li>Eyedropper option to get RGB value</li> <li>Use array object to create variable boxes in array order quickly</li> <li>Type page offset adjustment of booklet template</li> <li>Database filtering log export, support AND/OR logic processing</li> <li>Rotate barcode at any angle, for special barcode application.</li> <li>OMR (Optical Mark Recognition) setting</li> <li>Variable underpainting anti-counterfeit function (on project base)</li> </ul>	√	√	√

OPT - Optional