

Add the power of variable data to your document design, print and workflow.

Variable data printing is a brilliant way to create tailor-made forms and statements or personalised 'one-to-one' marketing communication. Now you can generate variable data documents at low cost and high speed with PlanetPress software from Canon. PlanetPress Suite is supplied by Objectif Lune Inc who work in partnership with Canon to deliver world class Variable Data Printing solutions. It's a modular approach that enables you to access and manipulate existing data and then print quickly and efficiently, as well as utilise a whole range of electronic delivery options.



For smarter transactional documents

Transactional documents such as invoices and statements are critical to business operations. So improving workflow and achieving cost savings in the production and distribution of these documents adds real value to business. Canon's digital print technology and PlanetPress software make this possible. Now you can produce high quality transactional documents on demand, quickly and easily, without changing your existing applications and systems infrastructure. You can eliminate expensive pre-printed forms, add charts and graphics or targeted messages, and distribute electronically.

Flexible business applications

PlanetPress is a complete software solution that enables you to manage the print and distribution of a range of business applications more efficiently, with minimal human intervention or error.

Statements and bills

Enhance your corporate image with high quality documents, including variable charts and graphics. Automatically print specific terms and conditions, instructions or special offers, based on information within the data stream such as purchase patterns, time of year or post code.

Multi-part business forms

Eliminate pre-printed multi-part forms and all the associated costs such as print cost, managing inventories and wastage of obsolete forms. Each copy is now crisp, easy to read and relevant.

Finance and insurance documents

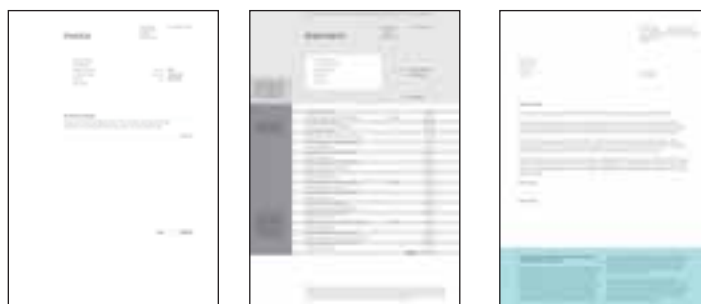
Automatically print every customer's chosen policy and riders, based on the information within the data stream, for a highly personalised and professional approach. Eliminate pre-printed attachments and manual assembly of policies, together with the associated costs.

Barcodes and labels

Increase workflow efficiency by simultaneously printing picking tickets and labels such as shelf & item and pack & ship, at the point of need. Automatically print industry standard barcodes from any host data.

Green bar report printing

Faster printing, reduced storage, split reports and distribution by department enable improved efficiency in producing and distributing reports. Reports can also easily be printed 2-up and duplex on regular cut-sheet paper, with logically forced front pages.



Transactional Document Examples

Multi-part business forms, invoices, grey bar reports, financial and insurance documents, report cards, shipping and warehouse documents.

For more effective promotional documents

The more you know about your customers, the easier it is to personalise and target messages to them that increase response rates and generate higher revenue for you. So why waste all the customer information you've gathered through your database or website when PlanetPress can turn your personalised marketing vision into reality? Just use this surprisingly user friendly tool to design, print and distribute brilliant variable data documents with speed and simplicity.

Benefits:

- Develop variable data documents quickly and easily with point and click, drag and drop interface
- Improve the value of documents with automatically generated charts and graphs in full colour
- Truly personalise each document with conditional processing
- Print complex documents at high speed
- Easily manage the distributed printing of variable data documents
- Eliminate pre-printed stationery costs and delays
- Control paper handling and finishing options on the printer

PlanetPress makes perfect business sense

Now you can make every promotional document you create work harder without the hard work or costs you might imagine to be involved in variable data printing. PlanetPress makes personalised promotional communication an affordable luxury:

One-to-one marketing

Grab your customer's attention with highly personalised communications. The more you know about your customer, the more targeted messages you can create. So why not migrate from simple name and address changes to fully customised communications.

High speed mail merge

Eliminate waiting for the printer to process huge mail merge files. With PlanetPress the merge occurs dynamically inside the printer, for high speed printing even on the longest runs.

Personalise general communications

Add targeted, dynamically changed marketing messages to your transactional documents to create effective one-to-one communications. If you're paying postal charges, why not make full use of them?

N-up printing

Print personalised documents 2-up, 4-up, etc, quickly and easily, to increase the output speed of postcards, business cards and similar standard sized documents.

Personalised booklets

Produce dynamic, personalised booklets, catalogues and brochures with appropriate finishing. Provide your customers with the information they need without masses of irrelevant, redundant data.

Improve the quality of your variable data print and design with PlanetPress.



Promotional Document Examples

Targeted advertising, direct mail, high speed mail merge, postcards, flyers, discount coupons, tickets, certificates.

Achieve consistently high quality documents with variable data

PlanetPress turns variable data printing from a nice idea into a fully workable, affordable business process. From design and data processing to print management and distribution, this intelligent and flexible software provides everything you need to make your documents more relevant, more effective and more professional.

Easy to use

The Graphical User Interface (GUI) offers the familiar drag and drop of text and images, customisable toolbars and dockable windows of the standard Windows environment. This enables you to create documents quickly and easily.

Conditional variable content

Text and graphics and even complete pages can logically change based on information in your data stream. You can even use line conditions, for example, to vary the font or colour of a single line of text. Which means you print the right elements for the right customers or departments, every time.

Dynamic image support

When you want to conditionally print a different image on each page from thousands of images in the data bank, this feature allows the images to remain on the host. So the document calls only the images needed during the print run, for fast effective printing.

Database support

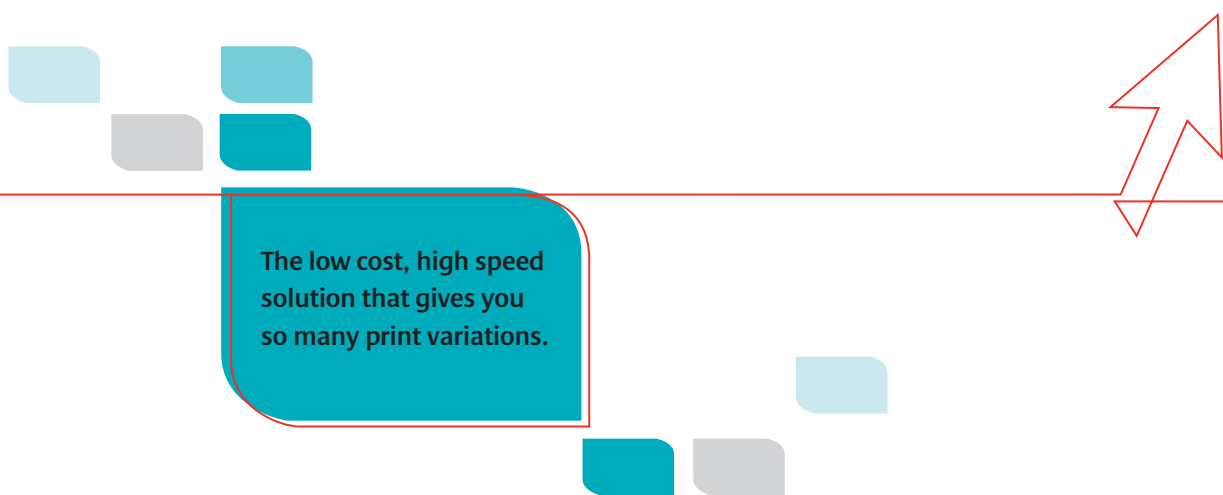
Using any ODBC compliant database as a data stream for your document, you can execute 'live' queries to include 'up-to-the-minute' information before printing.

Include personalised charts and barcodes

Use wizard tools to add dynamic data driven pie, line and bar charts and generate industry standard bar codes including DF-417, UPC/EAN, Code 39, Code 128 and PostNet.

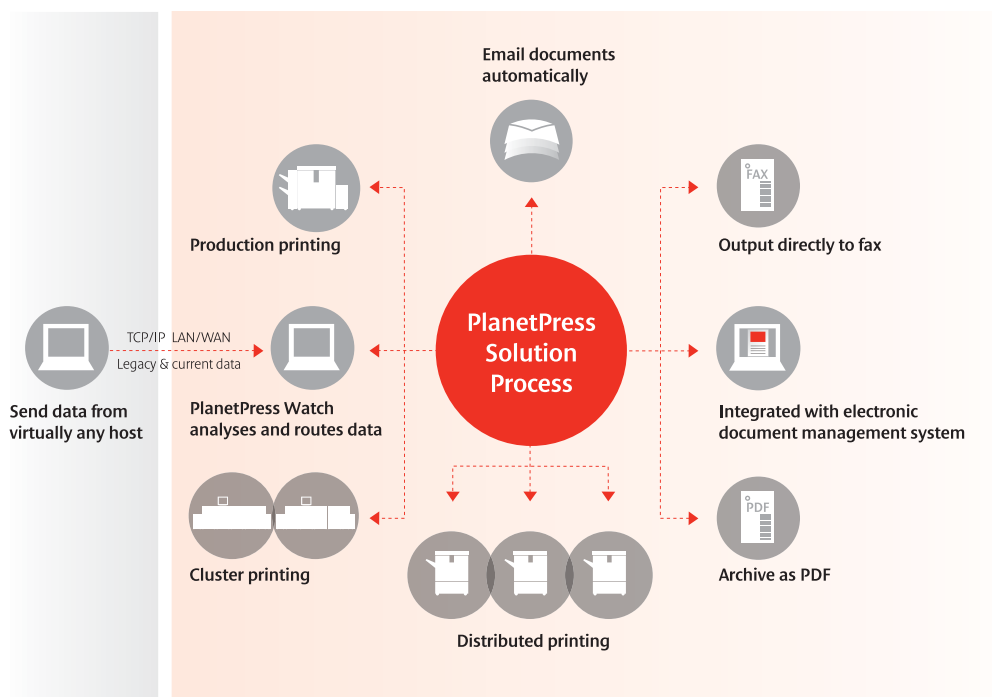
Drag and drop data and graphic import

View the data stream, make a selection and then place it in the document - it's as easy as that to import data. You can also drag and drop EPS, BMP, TIFF, JPG or PDF files into your document. Graphics are automatically scaled for optimal resolution and fast processing.



The low cost, high speed solution that gives you so many print variations.

How the PlanetPress Solution works



WYSIWYG formatting

Format content with tools comparable to standard word processing applications, such as text editing; resizing, bold, italics and underline, and spell checking. All objects can be snapped to guidelines and grouped for ease of formatting.

Colour management

This adjusts the document for monitor and printer profiles to ensure accurate on-screen rendering of documents and printed output throughout the creation and production process. Using the colour picker feature, you can also select colour from anywhere on the screen to fill in shapes and graphics or specify RGB, HTML and CMYK values.

Multilingual options

Use the interface to work in a variety of languages. International character support includes double byte for Chinese, Japanese and Korean.

PlanetPress Talk

Use this feature to create variable content conditions without compromise, beyond the dialog and wizard toolsets.

Security

Manage document access and privileges with passwords to protect content.

Direct control over print finishing

PlanetPress incorporates commands to call finishing features such as stapling, collating, folding and booklet making.

Feature Check

- WYSIWYG formatting
- Main data formats supported
- Conditional variable content
- Drag and drop graphics
- Integrated colour management
- Direct control of print finishing
- Multilingual interface
- Data driven charts and barcodes
- Password protected source file

Streamline your variable data document flow with PlanetPress Suite

Getting your variable data documents to the right places at the right time is as important as creating them. In addition to design and production, the PlanetPress Suite offers a software module that enhances the distribution and workflow of your transactional and promotional documents.

PlanetPress Watch

Variable data documents give you a real competitive advantage – but only if they are delivered with up to date information and on time. With PlanetPress Watch, you can automate your document distribution workflow, by capturing and processing data, and routing documents to their appropriate destinations. The visual representation and support tools enable new workflows to be created quickly and easily, without coding. You can also track where data streams are routed and the results of outputs.

Capturing data

Why spend time and effort compiling information when PlanetPress Watch can automatically capture data streams centrally from virtually any source including shared folders, emails, Windows print queues, e-mail messages, ODBC compliant databases, Telnet and FTP.

From data to documents

Having captured the data, PlanetPress Watch analyses it and automatically routes it to the appropriate device to output the right document. Promotional and transactional documents created with PlanetPress can be triggered automatically, according to the data stream. Data can also be processed to split into several files, search and replace items, query databases for more information, apply business rules or be conditionally redirected.

Fast document printing

Your variable data documents will be sent to print at optimum speed on your local or remote PostScript printers. To accelerate output, PlanetPress Watch can automatically send documents to clusters of printers. It will also re-route the data if the printer is off-line or out of paper.

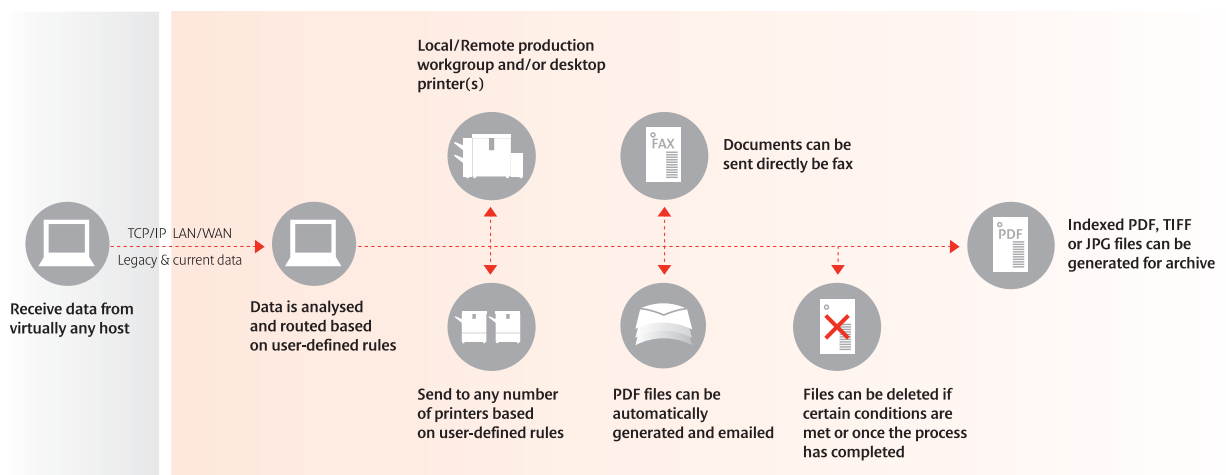
Efficient document distribution

PlanetPress Watch will send documents to companion products (PlanetPress Image, PlanetPress Fax) to create electronic versions for email, fax or archive. It can also post a digital version of your documents automatically on the Web or your FTP server.

Workflow benefits

- Capture and process data from almost any source
- Fully automated document distribution
- Simultaneously print, email, fax and archive
- Routes documents through user defined business rules

Streamlined variable data document print and distribution



PlanetPress image

Why stockpile hard copies of your variable data documents when you can keep and send them electronically? By converting your PlanetPress promotional and transactional documents into a PDF, TIFF or JPG, this companion product to PlanetPress Watch enables them to be automatically emailed or archived, saving valuable print costs and filing space. It also produces searchable indexed files to streamline the location and retrieval process.

Benefits

- Automatically route variable data documents created in PlanetPress to your electronic document management system or server for easy storage and retrieval
- Create your own e-fulfilment service for customers to select the information they want on-line, then send them their own personalised PDF by email
- Give your customers the option of selecting email delivery of documents and saving their preference into your database

PlanetPress search

Need to find your archived variable data documents quickly and efficiently? Use this intelligent query tool to perform database searches on your PDF archive. Any variable text within a PDF file generated with PlanetPress Image can be indexed for quick and accurate retrieval. This provides decision makers with more accessible, timely and accurate information.

Benefits


- Easy to access valuable information from complex archived documents such as recurring high volume transactional data
- Fast retrieval of key information from archived documents improves response time to customer enquiries
- Flexible search criteria enables people to create the indexing to archives that suits their needs

PlanetPress fax

When people prefer faxes, why print first and keep them waiting? Use this companion product to PlanetPress Watch for faxing your PlanetPress variable data documents automatically to fax modems or servers – with no human intervention.

Benefits

- Generate faxes automatically from any data stream
- Once an order is received, automatic faxback enables instant acknowledgement
- Target your prospects with highly personalised promotional material automatically through a regular communication channel



Give yourself more variable data distribution options with PlanetPress Suite.

Specifications PlanetPress Suite

SYSTEM REQUIREMENTS

Intel® Pentium® 4 or better, or equivalent, Microsoft® Windows® 2000 with SP2, Windows XP or Windows Server 2003.

512 MB of RAM
500 MB of available hard-disk space
1024x768 colour monitor with 16-bit colour or greater graphics card
Adobe® Acrobat® or Acrobat Reader® 5.0 or higher
(Adobe® Reader® included on CD)

PRINTER REQUIREMENTS

PostScript® Language Level 2 or 3 compatible printer
48 MB of RAM
Hard-disk or flash memory recommended

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out new ways to
enhance your business.

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