

Xerox® FreeFlow®
Variable Information Suite
Brochure



Xerox® FreeFlow®
Variable Information Suite
Solutions to maximise
your productivity.



FreeFlow® Variable Information Suite helps you print personalised jobs the best way.

Fast, efficient and hassle-free.

Add the power of personalisation without compromising productivity. That's the promise of the FreeFlow VI Suite – a suite of tools to help you design, create and manage variable data print jobs more quickly and profitably. On their own or as an integrated solution, VI Suite tools can help you optimise production workflows and maximise your bottom line.

Produce dazzling creative for your customers.

Xerox® FreeFlow® VI Suite offers powerful tools that enable dynamic, efficient print and electronic composition of complex variable files at high speeds and in real time. This enables you to build your business with sophisticated, personalised documents. There's no need for time-consuming and costly precomposition. Whether you are producing hundreds or thousands of variable pages, there is no data chunking required, no huge print files to transmit to the printer, and no costly investment in dedicated composition servers.

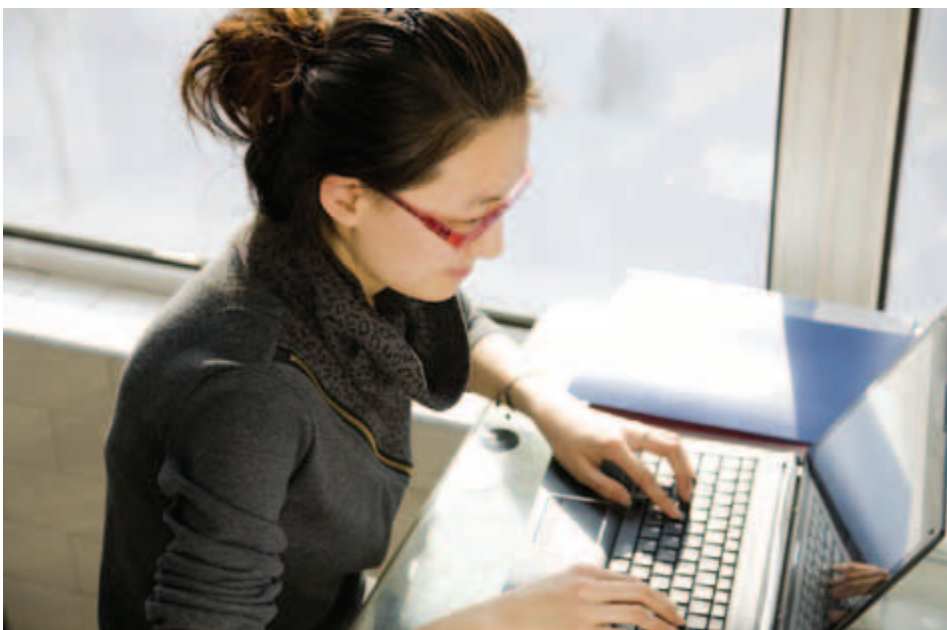
Xerox® FreeFlow® Design tools make it easy. Now it's easy to design beautiful documents for personalised communications. From simple personalised letters to highly sophisticated designs with hundreds of variable elements, the VI Suite design tools will help unleash your creativity for even the most challenging variable designs. Choose one or both tools from Xerox or choose from one of our Xerox Business Innovation Partner solutions for additional design tool options.

FreeFlow VI Design Express is a simple tool for creating highly effective, attention-grabbing personalised materials quickly and efficiently. It is a plug-in to Adobe® InDesign® that enables you to use existing Adobe® InDesign® files, or create new ones, for high impact, effective variable documents.

By leveraging your investment in this proven and familiar layout tool, you eliminate the need to learn new software or integrate standalone tools into your processes. VI Design Express provides additional creative enhancements for Adobe InDesign. It supports Xerox® Speciality Imaging Text, which is an easy and affordable way to add eye-catching effects. It also offers a basic level of fraud protection by using "hidden" text. You can create interactive educational tools such as answer keys, books and flashcards that include a "reveal". Download the speciality imaging font sets free at Xerox.com.

When designing for print on the Xerox Colour 800/1000 Press featuring clear dry ink, VI Design Express eliminates the design issues typically associated with graphics overlay. With VI Design Express, you simply mark objects or text for clear dry ink, and a preview of the special effect displays on screen to avoid unnecessary proof printing. All with a click of the mouse.

VI Design Express puts the power of personalisation at your fingertips, with the speed you need to meet production schedules.





FreeFlow VI Design Pro is an advanced design tool that can be used on its own or in conjunction with VI Design Express – to create a wide range of simple to complex personalised design templates. With VI Design Pro, you have direct access to the powerful VIPP (Variable Information Production Printware) language enabling you to create, view and edit actual variable document code. There are no limits to the creative templates that can be designed with this tool, including sophisticated instructions for complex designs.

FreeFlow VI Compose is a truly revolutionary software solution that resides on your print server rather than upstream on a client PC or server. It uses a dynamic document construction (DDC) method of document composition. VI Compose with DDC is industry-leading technology that assembles documents on the fly, at ultra high speed – right at the printer. By eliminating the need to pre-compose variable pages prior to print, you eliminate the hours tied up in composition and your network is freed from transmitting huge print files to the printer. You simply send your design template and variable data straight to any available printer where VI Compose constructs each page immediately and automatically. Last minute changes to templates or data do not delay throughput or delivery times. Productivity is further increased by enabling a common variable process throughout your printshop and organisation. This will allow you to quickly move variable jobs among diverse printing technologies: office, light production, full production printers, black and white, colour, cut sheet and continuous feed at a moment's notice.

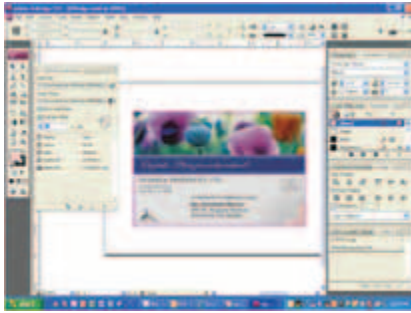
FreeFlow VI eCompose supports your electronic viewing requirements with simple PDF file creation from exactly the same template and data used for print – one process with two destinations: print and PDF. This common workflow provides submission clients that integrate into your workflow, including lpr, Watched Folders and Web Submission. VI eCompose supports addition of PDF interactive features and Adobe job security options. Adobe job option files control resolution, colour management and more. In one job submission, you can create PDF then forward the data file to the printer for hard copy output. VI eCompose can split your PDF into child PDF files and using the Dispatch Module (included), you can move your PDF's to the next step in your process, whether it's an archive system or an email server. VI eCompose is a scalable solution that allows you to link servers together to share a single job submission pool or run multiple instances on the same hardware, allowing you the flexibility that has become increasingly important in today's world of multimedia, smart phones and tablets.



There are just three steps to printing high impact personalised communications with the Xerox® FreeFlow® Variable Information (VI) Suite:

1. Design:

Create innovative variable templates using FreeFlow VI Design Pro or VI Design Express from the FreeFlow VI Suite. Or choose a compatible design tool from our Xerox Business Information Partner Solutions.



2. Send:

With no pre-composition required, just forward your templates and variables to any printer that has the FreeFlow VI Compose software. Your pages will be constructed automatically.



3. Print:

Your printer will compose each page, automatically merging the design templates and variable data. Printing starts immediately. What used to take hours will now take minutes – no matter how many pages or records!



Xerox® FreeFlow® VI Suite

Design tools

- 1 FreeFlow VI Design Express**
A simple tool for creating highly effective, attention-grabbing personalised materials quickly and efficiently.
- 2 FreeFlow VI Design Pro**
An advanced design tool for your technical staff who may prefer programming to drag-and-drop GUI interfaces.

Composition tools

- 3 FreeFlow VI Compose**
Industry-leading technology that assembles documents on the fly, at ultra high speed – right at the printer.
- 4 FreeFlow VI eCompose**
This common workflow extends your customised communications offerings beyond print to include electronic distribution, web presentment, digital archiving and more.