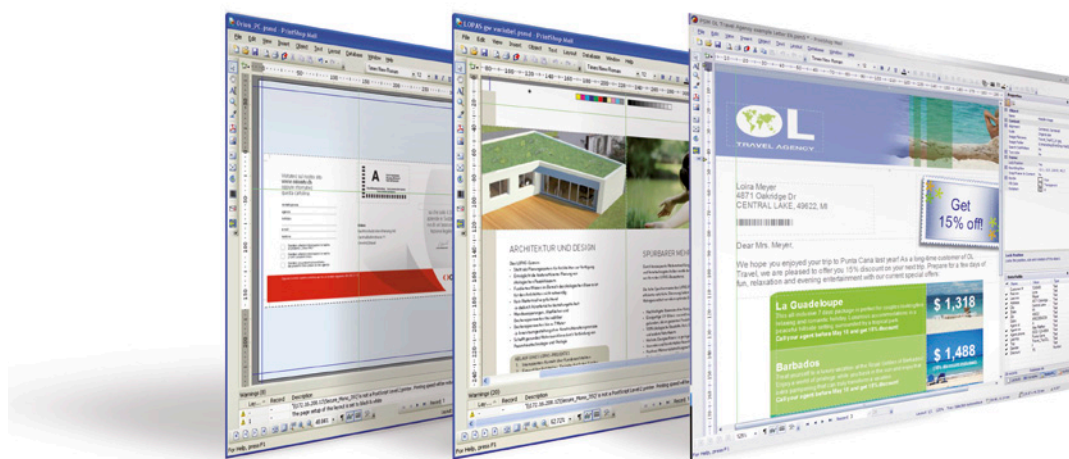


Powerful  
personalisation,  
fast and easy.

PRINTSHOP MAIL VARIABLE  
DATA PRINTING SOFTWARE

you can

PrintShop Mail enables powerful and highly targeted marketing communication to be created and printed quickly and simply.



### Simple design process

Starting with your document created in almost any software application, PrintShop Mail enables you to very quickly and easily design a template to which variable data or images can be added by simply dragging and dropping database fields into the desired position. Instant previews are available when designing the document to provide a visual confirmation that variable and fixed content is merging as expected.

### Flexible and open workflows

Virtually any design can be merged with any database for output on any printer with scalable packages from 25 records to the option of unlimited printing. Conditions can easily be applied to the database ensuring that content printed conforms to pre-defined rules defined by the document designer.

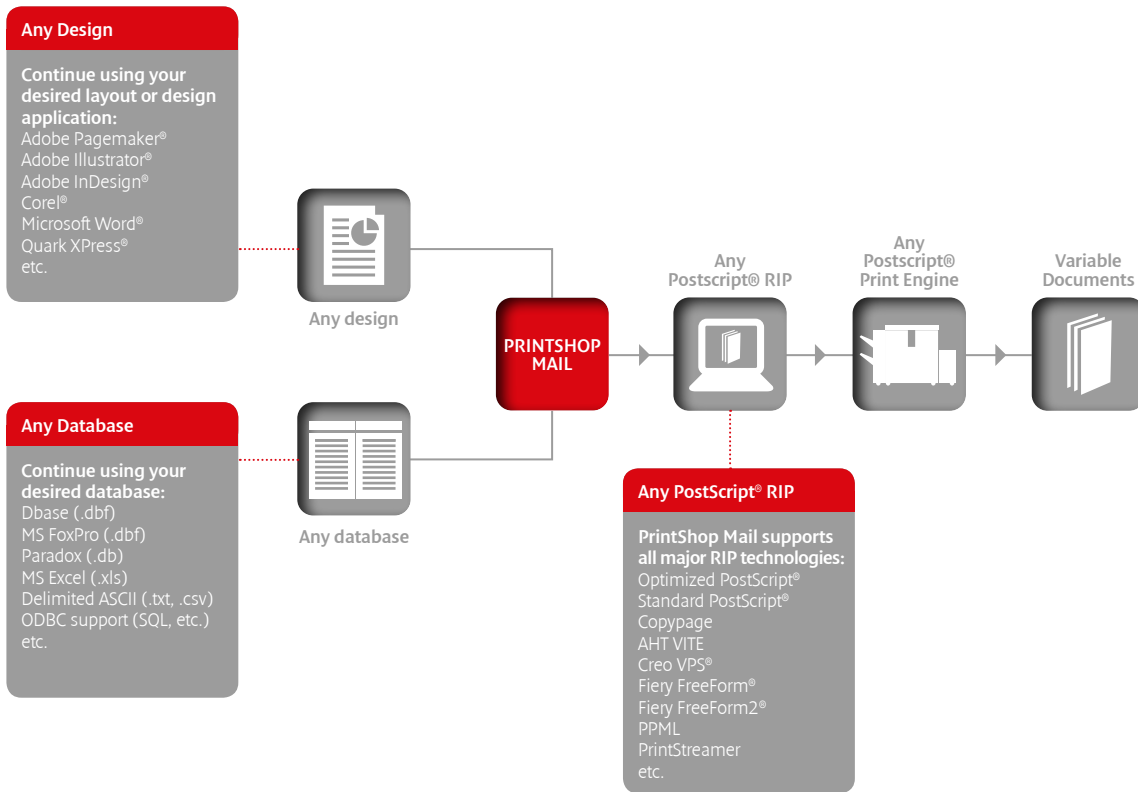
### Optimised productivity

During the printing process, the variable information from the database is sent to the printer on the fly. The static portion of the job does not need to be re-ripped resulting in printing at optimum speeds resulting in increased efficiency, shortened printing process and decreased network congestion.

### Savings on postal costs

An extensive barcode library is included with the software including all major postal barcodes around the world.

**Canon**



## Key Features

- Intuitive 'drag and drop' interface
- Comprehensive set of conditional rules for database driven composition
- Fast validation and preview functions
- RIP once, print many – reduces total print time and network traffic
- High speed optimized output generation (Optimised PS, PPML, PPML/VDX, PDF, VIPP, PDF/VT, VPS)
- Layout repetition facility for multi-up designs simplifies stacking and cutting off-line.
- Sub-set finishing with access to all printer functionality
- Custom barcode and sequential numbering capabilities
- Use existing design and database applications
- Compatible with PC and Mac platforms

## Typical applications

- Addressing, postal barcoding
- Production level mail merge
- Postcards and other direct mail pieces
- Numbering, tickets, versioned or personalised promotional print
- Business cards and other personalised stationery items