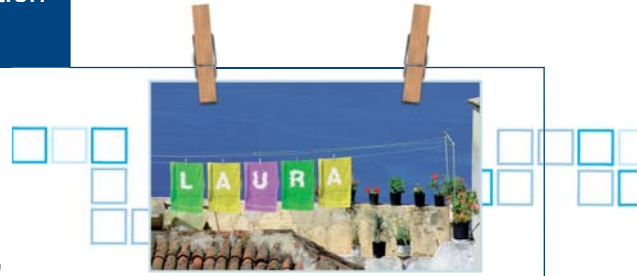




# PrintShop Mail & DirectSmile Add emotions to your promotional mailings!

## Combine variable data printing (VDP) with image personalization for eye-catching one-to-one communications

Personalized images add emotional power to promotional documents, interrupting the customer and increasing the time viewing the marketing message. This makes promotional mailings such as invitations, postcards and newsletters more attractive and engaging. Objectif Lune brings together a uniquely “easy to use” integration between the leading applications, PrintShop Mail and DirectSmile, which makes possible the use of personalized images in variable data applications, adding punch to the design.



PrintShop Mail is a VDP assembly tool; bringing together any design, any data and business rules for fully customized promotional document. PrintShop Mail allows users to improve response rates and associated sales with the creation of dynamic, database-driven documents including varying text, graphics, barcodes, or entire layouts based on information found in a database. Now you can add image personalization to the mix.

DirectSmile is a design tool that enables image personalization with the integration of variable text in high quality photos and background images to immediately capture the reader’s attention.

This connectivity gives variable data printing a whole new meaning and opens a world of possibilities!

### More than an address on a postcard!

Nowadays, every promotional piece can be fully customized to target customers based on specific information. By combining variable data printing with image personalization, you will catch your customer’s attention at first sight and differentiate yourself.

Use it in all kinds of direct mail pieces and benefit from higher response rates, as well as:

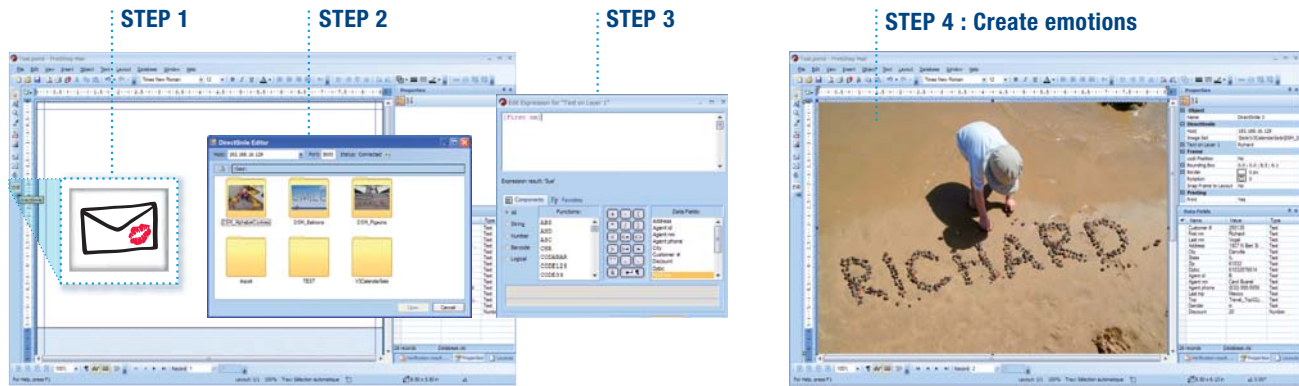
Faster time to market	Better customer service	Competitive differentiation	More ways to generate revenue
Higher productivity	Reduced costs while efficiently targeting		

## Start with eye-catching one-to-one marketing in 3 easy steps!



Any design		Any database		All major RIP technologies	
Adobe Illustrator®	MS Word®	Dbase (.dbf)	Delimited ASCII (.txt, .csv)	Optimized PostScript®	PPML
Adobe InDesign®	QuarkXPress®	MS FoxPro (.dbf)	ODBC Support (SQL, etc.)	Standard PostScript®	PPML/VDX
Adobe PageMaker®	Etc.	MS Excel (.xls)	Paradox (.db)	Creo™ VPS	Xerox VIPP™
Corel®		MS Access (.mdb)	XML	Fiery FreeForm™ I & II	
<p>Create your document in PrintShop Mail using an intuitive, drag-and-drop interface. Simply insert a personalized image by clicking on the DirectSmile icon found in the PrintShop Mail toolbar. Design your own image or download one of hundreds of pre-made ones from DirectSmile.</p>		<p>Link your database to your document and personalized image. Get a real-time preview of the results right in the document design tool.</p>		<p>The document and its link to the database are sent to the printer only once. While printing, the variable data is merged on the fly and most of the personalized image background is cached. This greatly shortens the printing process and decreases your network congestion. PrintShop Mail includes specific print and finishing commands to streamline your print production process.</p>	

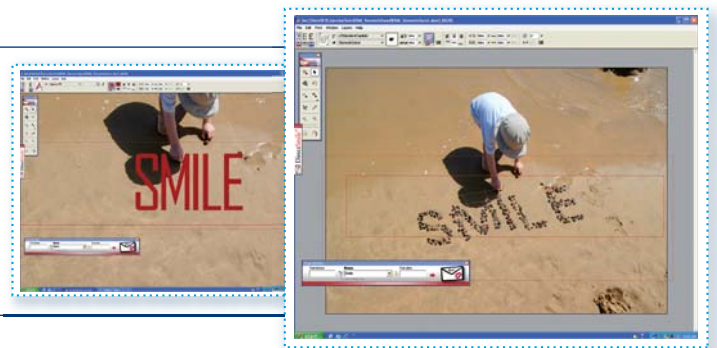
## PrintShop Mail key features



- **Easy to learn** - create personalized print jobs immediately
- **No programming** - the drag-and-drop operation is easy for beginners and professionals and saves you time and money
- **Application independence** - use existing design and database applications
- **Variable text and images** - using wizard driven expression builder
- **Fast printing** – with support for most printer caching technologies
- **Finishing support** – support for embedded finishing commands to streamline the entire production process
- **Color picking** – for design control
- **Included barcode library**
- **Page picking for dynamic multi-page designs**
- **Instant preview and warning display** - for verification and error prevention before printing
- **Layout repetition, multi-up printing and cut through the stack** - for postcard, ticket and label applications

## DirectSmile\* key features

- Three Font Types: clip fonts, picture fonts or system fonts
- Multiple font effects available such as light, shadow, relief, motion blur, etc.
- Ability to create several layers which allows for highly realistic font integration
- Automatic font scaling
- Design previews in real time
- Hundreds of image sets available online



## VDP with Punch!

*Create personalized documents that will attract attention:*

- Direct Mailings
- Newsletters
- Postcards
- Certificates
- Brochures
- Business Cards
- And so much more!



\*Available for Windows only.



For more information on our line of products, visit  
[www.objectiflune.com](http://www.objectiflune.com)

