

Adobe® VDP Solutions



A New Generation of Variable Data Publishing Solutions Help Marketers Meet Today's Communications Challenges

We live in a media-rich world where an over abundance of mail, e-mail, billboards, television, periodicals, and radio all compete for consumer attention. With consumers receiving over 4,000 media impressions per day, communications professionals are challenged to find more effective, efficient methods for breaking through the clutter and capturing attention.

Variable Data Publishing (VDP) – also known as database-driven, personalized, or one-to-one marketing – has emerged as a key enabling technology that automates the production of unique, relevant communications that resonate with recipients and motivate them to take action. Whether used to acquire leads, increase sales or secure customer loyalty, a growing number of communications professionals are leveraging the power of VDP to achieve unprecedented results.

Adobe is bringing together software and printing partners to educate creative professionals and print service providers on the benefits of variable data publishing, from design to output. Through Adobe's network of software development and digital printing partners, a new generation of VDP tools have emerged that automate the design and production of highly personalized communications for print and the Web. Creative professionals with Adobe® Creative Suite 2, Adobe InDesign®, Adobe GoLive® or Adobe Acrobat® installed on their desktops can use these tools to design, compose and publish variable data campaigns. Likewise, print professionals with Adobe PDF- or PostScript®-based workflows are positioned to drive color printing systems that produce high quality, variable data campaigns.

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VDP MARKET TRENDS

Numerous trends, tools and technologies have converged to set the stage for a widespread adoption of VDP solutions.

The following trends are impacting the way that marketing messages must be delivered:

- **Communications Options**
Corporations and their creative and communications partners have a growing number of options for promoting their products and services. E-mail is increasingly used as a communications vehicle to a select group of customers and prospects, often with a hot-link to a Web site for additional information and order processing. Television, cable, and radio companies can utilize unique messaging to target geographic regions. Printed direct mail pieces can be customized according to demographic requirements.
- **Government Mandates**
The Sarbanes-Oxley Act of 2002 is driving customization of financial statements because it requires disclosure of the financial risk of each investment in the portfolio. This requires that every statement is unique and the complexity of the composition of the document becomes more difficult. As more unique information is mandated, VDP solutions will continue to grow.
- **Mailing Costs**
Mailing costs continue to rise as they become an increasing percentage of the cost of a communications campaign. Databases with duplicate or "dead end" contacts must be scrubbed, so marketers are not spending valuable marketing dollars on communications that will never be delivered.

Successful VDP Applications

VDP is being successfully applied in a broad range of communications programs today, from custom publications and business correspondence, to simple 1-to-1 and more comprehensive multi-channel campaigns. Each application provides businesses of all sizes with the opportunity to harness the power of personalized communications.

- **Business Correspondence**
Business correspondence incorporates name, address and static product information to produce a unique piece for each recipient.
- **Simple One-to-One**
Simple one-to-one incorporates some graphical elements and variable text that are included based on a simple set of rules, to produce a unique composition that is customized to each recipient.
- **Custom Publications**
Custom publications are business applications that allow a database to drive specific content into an existing template for immediate publishing or for inclusion in a newsletter or periodical, for example.
- **Multi-channel Campaign**
Multi-channel campaigns incorporate completely unique text, images and graphics for each recipient based on rules that make decisions on the demographics, purchasing history or other descriptive methods. These communications enhance the relevance to the recipient, and are published through a combination of print, web and email.

These VDP applications are producing impressive results, markedly improving response rates and average order sizes.

VDP Solutions Are Available Today

Adobe has taken a leadership role in the development of end-to-end publishing solutions, and with its VDP partners, is promoting a more efficient, effective way for communications professionals to connect with their customers. The Adobe Creative Suite 2, InDesign, Acrobat, GoLive, PostScript and PDF are core technologies that form a solid publishing platform for the development of VDP solutions. No other company provides a stronger foundation for developing VDP workflows from design through distribution.

VDP for Creative Professionals

Implementing VDP campaigns has never been a more fluid and flexible process than in the integrated design environment of the Adobe Creative Suite, which includes a growing list of VDP plug-ins provided by independent software development partners including Atlas, Creo, Document Sciences, Em Software, Printable Technologies, Sansui and XMPie. Adobe and these partners offer creative professionals flexible, easy-to-use solutions for both Macintosh and PC platforms, providing a complete design environment for print and Web.

Creative professionals that expand their offerings to include VDP solutions differentiate themselves from the competition with a value-added service that is proven to deliver better results. By offering customers a more successful way of conveying messages with clarity and impact, creative professionals position themselves as long-term strategic partners.

Utilizing familiar applications like those in the Adobe Creative Suite 2 enables creative professionals to learn VDP applications quickly. Working with the Creative Suite, designers can explore the limits of their artistic abilities, producing VDP output for print, email, or the Web. And by using VDP design tools that are based on industry standards like Adobe PDF, creative professionals have greater flexibility to collaborate with other VDP workflow partners.

Adobe Acrobat and Adobe PDF will continue to be the standard format for file exchange. With Adobe's best-in-class offerings for page layout (InDesign CS), web authoring (GoLive CS), illustration (Illustrator CS), and image manipulation (Photoshop CS), creative professionals can be assured that these products will work reliably together in developing a variable data campaign.

With the Adobe Creative Suite 2 and VDP plug-ins from partners, creative professionals can easily create beautiful, personalized, visually rich campaigns tailored to each recipient. As Adobe expands its partnership base, the functionality will continue to grow, increasing the applications that VDP can support.

Design and Publishing Software

Adobe Creative Suite 2 works with plug-ins from Adobe VDP partners to create design and composition tools that automatically combine the fixed and variable elements of a VDP campaign into a single, personalized document, ready for publication to print, email, or the Web. Creative professionals who already use these Adobe applications are uniquely positioned to extend their expertise to include VDP offerings.

Teamed with software development partners such as Atlas Software, Creo, Document Sciences, Em Software, Printable Technologies, Sansui Software and XMPie, Adobe extends the reach of the Adobe Creative Suite 2 to include graphically rich, highly personalized VDP content for a broad range of VDP applications – from basic to complex.

VDP MARKET TRENDS

- **More – and Better – Data**

Costs for communication and data collection are decreasing due to innovations in technology and increased vendor competition. These technologies and services are widely available from a broad range of regional, national, and international vendors. Database companies are providing an expanding array of services in the development, analysis, and maintenance of their customers' databases. Databases, linked with quality creative, are key elements to success in VDP.

- **Privacy and Privilege**

Consumers are becoming more selective and vocal about the time, place and format in which they want their communications delivered. This has led to consumers becoming more sophisticated in filtering out unsolicited information. Simultaneously, consumers want more options to access and utilize the information they do want.

PERCENTAGE IMPROVEMENTS ATTRIBUTED TO THE USE OF PERSONALIZATION IN PRINT PROGRAMS

(The Value of Color, CAPV, 04/03)

Response Rates	36.0 %
Average Order Size/ Value of Order	24.5 %
Repetitive Orders/ Retention	47.6 %
Overall Revenue/Profit	31.6 %
Response Time	33.9 %

Adobe VDP Partners

Company Name	Product Name	Product Description
Atlas Software	PrintShop Mail	PrintShop Mail is a professional software tool that optimizes the process of merging variable database information with a design. Fast, efficient and very easy to use, PrintShop Mail makes personalized printing quick and easy. It integrates database information into the layout of a document. You can use any database format, and any page layout or design application, including Adobe Illustrator, Adobe InDesign, Adobe PageMaker, Corel, MS Word, etc. This means there is no network congestion and it allows the PostScript Printer to print at or near rated speed. PrintShop Mail is available for Macintosh® and Windows®.
Creo, a subsidiary of Kodak	Darwin VI	Creo now offers Adobe InDesign CS users the opportunity to use its popular Darwin™ VI authoring tool. A plug-in to Adobe InDesign CS software, this new version of Darwin allows you to design, author, and manage full-color variable information (VI) documents in which all elements – text, graphics, charts, colors, layouts, backgrounds, and even entire pages – are dynamic. Native to Mac OS X, the Darwin Aqua-based user interface provides you with a familiar working environment. The software efficiently handles large databases, allowing you to create extensive personalized marketing and promotional campaigns for increased ROI. Output formats include Creo Variable Print Specification – for optimal speed and performance with a Spire™ color server – PostScript, optimized PostScript, and Xerox VIPP.
Document Sciences	xPresso	With xPresso for Adobe® InDesign® you can transform your existing static documents into highly-creative dynamic customer communications right at your desktop. xPresso dynamic content publishing uses variable data and assembly logic to generate templates for personalized offers, collateral, catalogs, and other customer communications, ready for delivery.
Em Software	InData	Em Software's InData plug-in lets you combine data merging with the complete typographic and image handling functionality of InDesign. InData is ideal for a wide variety of VDP projects, such as financial reports, postcards, catalogs, and real estate guides.
Printable Technologies	FusionPro Designer FusionPro Desktop FusionPro Server	Printable Technologies FusionPro™ is an Adobe® Acrobat® plug-in that allows users to create flexible design templates in any design tool and add variable elements and logic within Acrobat using a powerful JavaScript editor. FusionPro Server™ and Printable's PrintFusion3™ applications allow users to create and send targeted communications directly from the Internet.
Sansui Software	XPublisha	XPublisha is a tool for variable data publishing automation that offers ways to publish different kinds of data, such as text, graphics, prices, descriptions and callouts. For example, you can create a personalized mailer with thousands of records by connecting to any Open Database Connectivity (ODBC) compliant database.

Company Name	Product Name	Product Description
XMPie	XMPie uDirect Standard	With the uDirect plug-in, variable data publishing is as easy as desktop publishing. Highly-creative variable data projects can be produced on a single desktop by any InDesign artist; no programming knowledge is required.
	XMPie uDirect Professional	uDirect Professional 2.0 has all of the capabilities of uDirect Standard plus the ability to connect to multiple data sources and program complex business rules with uPlan. Variable-data documents can be accomplished by a designer alone, or by a programmer/designer team.
	XMPie PersonalEffect	PersonalEffect, comprising uPlan, uCreate and uProduce, is a complete system for creating maximum-response one-to-one campaigns, in any media, on demand.

VDP Solutions for Print Service Providers

Print service providers also have a compelling reason to expand their services to include VDP solutions: they can develop new business and revenue streams by offering clients a proven, value-added VDP service.

Most VDP campaigns are strategic in nature and involve planning, as well as the implementation and follow up analysis. By providing these additional services, VDP printers can develop long-term, loyal customer relationships that yield repeat and on-going business. Further, many VDP jobs also require database management and fulfillment services. These requirements represent opportunities for print service providers to expand their role to include valuable supporting services – and the convenience and timesavings of a fully integrated VDP service provider.

Adobe OEM partners, including Creo, EFI, Kodak NexPress, and Xerox, offer VDP-enabled servers, RIPs and output devices. Using Adobe PostScript and PDF technologies to drive their VDP output systems allows these vendors to offer products of exceptional quality and performance. Leveraging VDP output devices based on Adobe printing technologies will offer print service providers maximum reliability and flexibility in their VDP workflows. They will enjoy a significant competitive advantage over those that utilize non-standard applications and file formats and avoid the risk of not supporting new applications as they develop.

Digital Printing Systems

Adobe PDF- and PostScript-based digital output systems produce beautifully printed, high impact VDP materials quickly and reliably. VDP-enabled servers, RIPs and digital printing systems from Adobe partners are based on open standards, ensuring maximum flexibility for collaboration with VDP design, publishing and finishing applications.

Adobe's print solutions partners such as Creo, EFI, Kodak NexPress and Xerox offer best-in-class VDP servers, RIPs and printing systems that automate the production of customized, high-impact materials, bringing new levels of speed and quality to VDP output.

VDP TOOLS AND TECHNOLOGY

In addition to Adobe and its partners' VDP solutions, these tools are having a significant impact on the adoption of VDP solutions:

- **Customer Relationship Management (CRM) Systems**
CRM systems are as ubiquitous as they are varying in complexity. A CRM system can be as basic as a small business owner's customer list, or as complex as an enterprise-wide sales force automation tool. In both cases, these vital tools contain the source of data that is used to create customized messages in a VDP workflow.
- **Faster, More Powerful Computing Systems**
Increased processing speeds make it possible to develop increasingly sophisticated VDP applications that support more detailed, graphically rich content. Likewise, faster, more efficient RIPs drive VDP output devices at higher speeds, saving time and meeting demands for more rapid job turnaround.

Adobe Print Solutions Partners

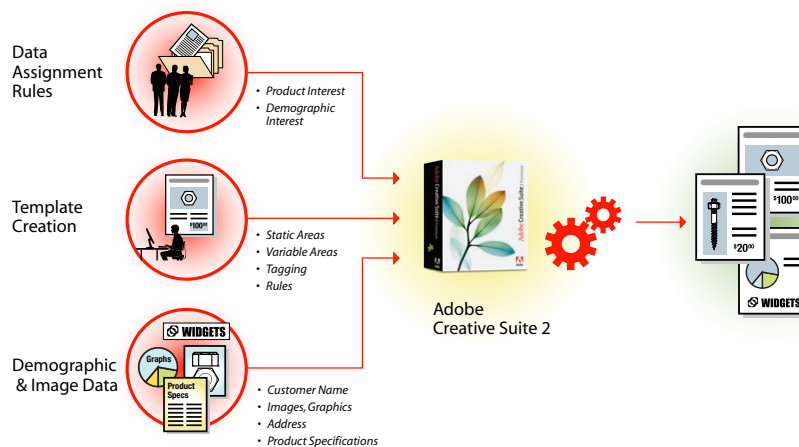
Company Name	Product Name	Product Description
Creo	<p>Spire CSX2000 – <i>drives the Xerox DocuColor® 2000 digital color printer</i></p> <p>Spire CXP3535 – <i>drives the Xerox DocuColor 3535 printer/copier</i></p> <p>Spire CXP5000 – <i>drives the Xerox DocuColor 5252, 2045 and 2060 digital color presses</i></p> <p>Spire CXP6000 – <i>drives the Xerox DocuColor 6060, 5252, 2060, 2045 digital color presses</i></p> <p>Spire CXP8000 – <i>drives the Xerox DocuColor 8000 digital color press</i></p> <p>Spire for iGen3 – <i>drives the Xerox DocuColor iGen3 digital production press</i></p>	<p>Spire color servers offer new levels of flexibility and workflow control for handling a versatile range of applications such as catalogs, flyers, complex long-run variable information (VI) jobs, and presentations. The servers feature a simplified user interface combined with extremely fast RIPing. Spire color servers include the Creo variable information solution, comprising element-based printing for cost-effectively and flexibly handling VI jobs. Text, graphics, pictures, or page backgrounds are RIPed just once, though often used many times throughout the VI job. Spire color servers are compatible with any VI document-authoring program that supports Variable Print Specification, VIPP, PPML, PDF and Adobe PostScript. Spire seamlessly connects to both Prinergy® and Brisque® prepress workflow systems uniting offset and digital printing in a seamless, automatic workflow.</p>
EFI	Fiery RIP Family	<p>EFI's VDP solution is the most open, flexible and scaleable available today. EFI eliminates unnecessary complexity to shorten the learning curve while offering a comprehensive suite of VDP solutions.</p>
Kodak NexPress	<p>NexTreme DL-100</p> <p>NexTreme DL-1000</p> <p>NexPress 2100</p>	<p>NexTreme DL-100 variable data software is an Adobe Acrobat plug-in. Easy to use, it allows designers to add variable fields to layouts created in Adobe InDesign and other industry standard programs.</p>
Xerox	<p>Xerox FreeFlow</p> <p>iGen3 Digital Production Press</p>	<p>The Xerox FreeFlow Workflow Model provides the framework for describing key processes within an entire production workflow – from order entry through fulfillment.</p>

Today, millions of Adobe users around the world have the ability to expand their services to include VDP solutions, utilizing existing tools such as Adobe Creative Suite 2 and Adobe PostScript-based output systems. Adobe is committed to working with customers in meeting their requirements to support a broad range of variable data publishing applications.

Bringing It All Together

As illustrated in the VDP workflow diagram below, Adobe Creative Suite 2 is central to the VDP workflow. Creative Suite VDP plug-in tools provide simple integration between the customer database, graphic elements, and document layout template, enabling the reliable production of a wide range of VDP applications.

VDP Workflow for Print



The customer database may be provided by the client, advertising agency or marketing team, or purchased from an outside source. The service provider, database management company, service bureau, or printer will be responsible for cleansing the customer database and preparing it for integration with the document layout. The designer will position the various design elements, including graphics and text, while linking the database to those elements. The logic for determining how the elements are processed will typically be provided by the print service provider, even though many design professionals have developed this skill themselves.

VDP TOOLS AND TECHNOLOGY

• Digital Imaging

Not only are digital printing devices faster, but their image quality has also reached a level where is difficult to distinguish from traditional offset printing. Networks and computers have become powerful and more economical. RIP speeds and reliability have increased dramatically due to increased computing performance and optimized software algorithms.

• WWW

The Web is now firmly established as a versatile and indispensable communications vehicle for businesses of all sizes. VDP applications today are flexible, supporting the output of VDP communications to combinations of Web, email or print.

• Un-Wired

Wireless and broadband networks are growing in coverage and improving in quality. Adobe is leading the way with robust, standards-based solutions that support an ever-increasing range of media types.

WHITE PAPER

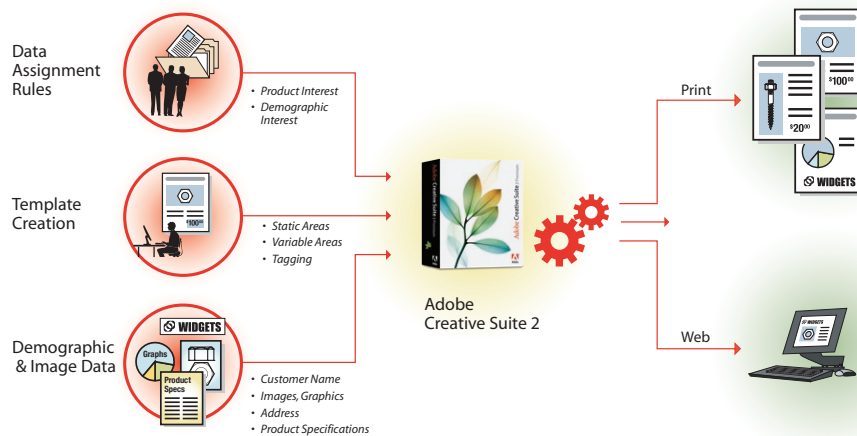
FOR MORE INFORMATION

about variable data publishing solutions, please visit the Adobe VDP Resource Center at

www.adobe.com/vdp

The ability to expand this workflow into a multi-channel campaign is easy when using Adobe Creative Suite 2. It is simply a matter of selecting a different output format, such as HTML for the Web. The following workflow diagram illustrates this seamless integration.

VDP Workflow for Print & Web



The Time for VDP is Now

Market trends and demand have converged with industry products and partnerships, resulting in VDP solutions that are proven effective, versatile, and ready to implement today.

Adobe has dedicated decades to advancing innovative publishing solutions, and is collaborating with best-in-class partners to put the power of VDP in the hands of communications professionals and print service providers of all sizes.

Adobe's VDP partner solutions, based on the foundation of Adobe Creative Suite 2, Adobe PDF and Adobe PostScript-based RIPs and output devices, provide a complete and reliable publishing platform for VDP – from creation to high quality output. In this leadership role, Adobe is uniquely positioned to promote the widespread adoption of VDP workflows for email, Web, and printed document design and production.

Innovation, vision, and integration were the guiding principles that led Adobe to develop industry leading products like PostScript and PDF. With equal zeal, Adobe is ushering in the next generation of VDP solutions.

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