EFI DirectSmile

✎ Category

Variable Data Publishing

✎ Characteristics

- One-to-one marketing
- TransPromo
- Integration into printing workflows
- Integration with layout application
- Multi channel communication

Giving Shape to Ideas

efi *DirectSmile*

SOPHISTICATED ONE-TO-ONE MARKETING
MADE EASY

As the leading Variable Data Printing software, EFI DirectSmile opens up a completely new world of communication for commercial printers and print-for-pay environments.

With EFI DirectSmile, print providers and commercial printers receive the simple and straightforward tools they need to create amazing print products that impress customers and boost response rates. EFI DirectSmile provides virtually unlimited design possibilities for the creation of the most individual Variable Data Printing applications.

Its 3 modules cover a range of requirements from entry-level to advanced creations: as an easy-to-use plug-in to Adobe InDesign, DirectSmile VDP gives users full VDP functionality for Adobe InDesign documents. DirectSmile VDP Studio offers advanced image personalisation capabilities. And with DirectSmile Creator, users can take advantage of personalised images within their existing applications, as well as creating, calculating and exporting their own images.

Enabling integration with a layout application of your choice as well as seamless integration into printing workflows, EFI DirectSmile is THE solution for professional one-to-one marketing.

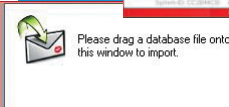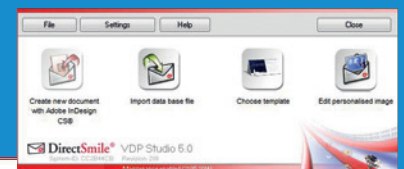# KEY **FEATURES**

◢ One-to-one marketing

- **Design Editor:** This enables the creation of individual personalised image sets and character styles without programming, and supports individual "Clip Fonts" and "Picture Fonts" as well as system fonts.
- **CMYK and RGB colour space:** Users are free to work in their CMYK or RGB workflow and do not need to change workflows or their familiar work processes.
- **Logical rules:** Users can link any variable or static layout element or layer to the database and work with logical rules for full text and image personalisation.
- **Automatic image creation*:** Users can automatically create personalised images based on their existing database.
- **Barcode module:** This facilitates the integration of barcodes into layouts.
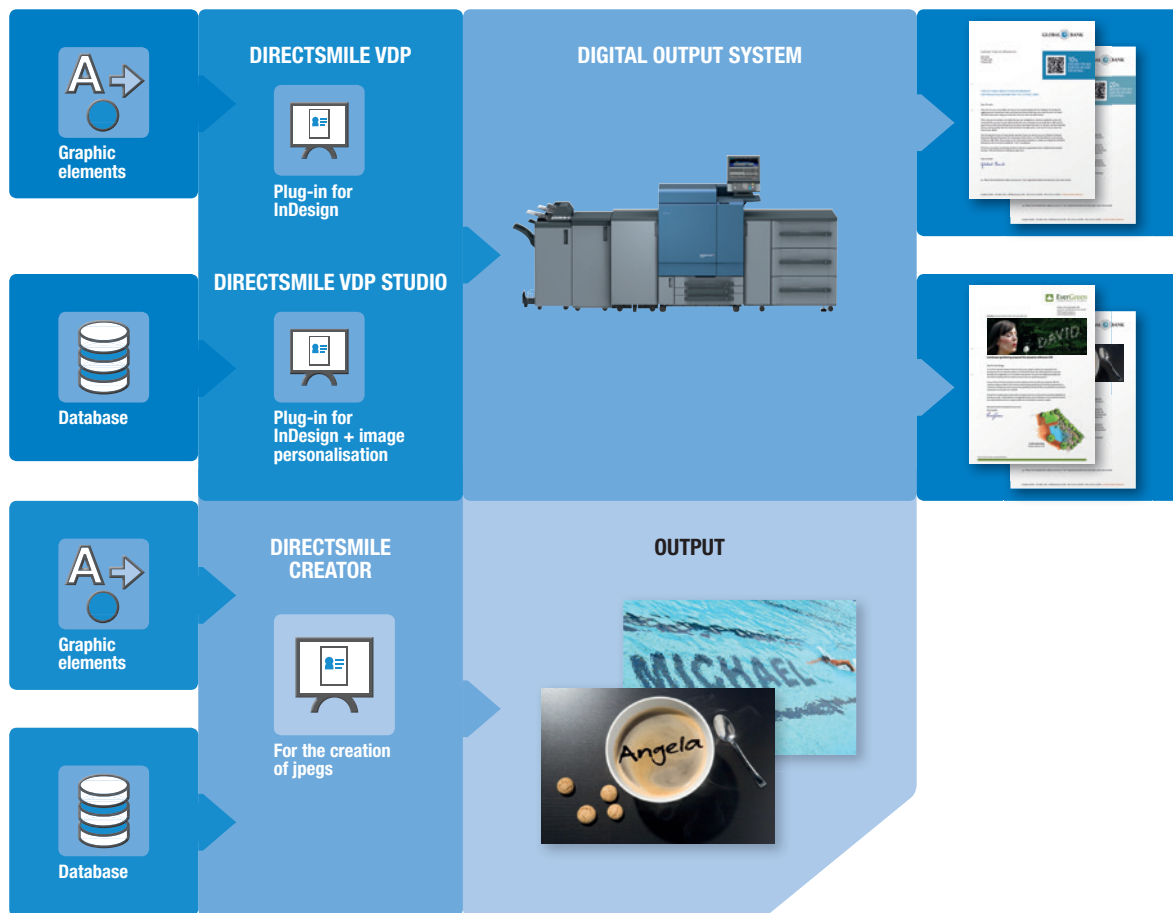
◢ Integration into printing workflows

- **Imposition tool included:** There is no need to switch to another program to impose print jobs. EFI DirectSmile includes a fully featured imposition solution. Users can call up previews of the imposition with real designs; manage papers; place technical information and barcodes on the spread; apply crop marks and profit from a highly productive workflow.
- **Complex rules easily applied:** Complex issues don't need advanced programming skills when working with EFI DirectSmile. An integrated, easy-to-use editor for rule-based logic facilitates the creation of intelligent causal dependencies with a simple mouse click. Alternatively, scripting based on Visual Basic may also be used.
- **The perfect workflow in three steps:** Create your personalised images and a layout. Load the database. And start to print on your digital press. It is as easy as that.
- **Scalable for reliable performance:** All EFI DirectSmile products are scalable and reliable, even with high-volume jobs. They are upgradable with additional rendering licences for higher performance and integrate with other products of the EFI DirectSmile portfolio.
- **Seamless workflow:** The workflow is seamless from the document creation to printing and includes imposition as well as crop marks.
- **Produce output anywhere:** With the creation of variable print formats like PDF, PPML and JLYT, printing is possible on all digital presses.
- **Database manager:** This enables printing of multiple blocks and cleans up the database before printing, for instance removing obsolete or redundant records.

◢ Integration with layout applications

- **Supports InDesign layout:** EFI DirectSmile provides professional layouting of personalised and individualised print pieces based on Adobe InDesign.

* Only with DirectSmile VDP Studio

WORKFLOW

DIRECTSMILE VDP

Graphic elements

Plug-in for InDesign

DIRECTSMILE VDP STUDIO

Database

Plug-in for InDesign + image personalisation

DIRECTSMILE CREATOR

Graphic elements

For the creation of jpegs

Database

DIGITAL OUTPUT SYSTEM

OUTPUT

TECHNICAL **SPECIFICATIONS**

SYSTEM REQUIREMENTS

Operating systems	Windows XP Professional (32/64)
	Windows Vista Business (32/64)
	Windows Vista Ultimate (32/64)
	Windows 7 (32/64)
	Windows Server 2003 (32/64)
	Windows Server 2008, Standard/Enterprise (32/64)
Memory	4 GB
Hard disk space	Free hard disk memory of at least 250 GB
	(fast hard disk or RAID system)
CPU	3 GHz (single or multiprocessor)
Required hardware	Internet connection
	Gbit network interface
Network	Adobe InDesign
Supported languages	German, English, Spanish, French, Italian, Japanese,
	Portuguese

The support and availability of the listed specifications and functionalities varies depending on operating systems, applications and network protocols as well as network and system configurations.