

PReS

Objectif Lune Software

PReS Designer EASE OF WYSIWYG WITH THE POWER OF PReS

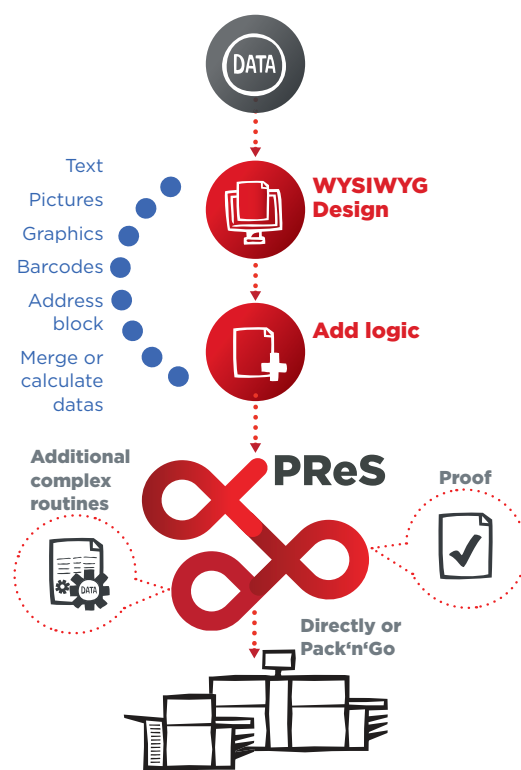
SPEED DESIGN
AND CUTS COSTS

PReS DESIGNER ENABLES RAPID CREATION OF FULLY FUNCTIONAL STATEMENT AND LETTER APPLICATIONS. THIS DOCUMENT DESIGN TOOL ALLOWS YOUR VARIABLE DOCUMENT DESIGNERS TO QUICKLY MOVE FROM START TO FINISH, WITHOUT SACRIFICING VARIABILITY.

PReS Designer is an interactive WYSIWYG interface for designing and developing most Direct Marketing and Transactional tasks. It has a simple, friendly graphical interface which allows you to create highly personalised documents quickly and easily. Using conditional logic, fully dynamic documents are created where the entire layout and content can vary according to the input data. This enables each document to be composed specifically for every individual recipient. PReS Designer has powerful "white space management" features to allow marketing messages (text and/or graphics) to be selected according to both input data values and space available. PReS Designer documents can include variable text, pictures, graphics, address blocks and both merged and calculated data.

PReS Designer gains additional strength from sitting on top of the PReS document composition platform, which is the global leader in variable data document composition.

IN THE COMPETITIVE WORLD OF **VARIABLE DATA PRINTING**, YOU MUST DELIVER **MORE PERFORMANCE** IN **LESS TIME** FOR FEWER **DOLLARS**.



HOW WILL MY COMPANY BENEFIT?

- ✓ GEASY TO USE WYSIWYG INTERFACE to create a wide range of Direct Marketing & sophisticated Transactional documents
- ✓ COMPOSE TEXT WITH MIXED AND MULTIPLE LANGUAGE DOCUMENTS
- ✓ DATA DRIVEN PERSONALISATION of any element of the document
- ✓ INCLUDE ALL TYPES OF DATA including transactional and marketing information
- ✓ ELMINATES PRINT DEFECTS AND SPEEDS DESIGN
- ✓ COMPATIBLE WITH PReS for easy migration to enterprise-class solution
- ✓ WHITE SPACE MANAGEMENT divorced from project development
- ✓ STATEMENT MARKETING ability to use the printed document as a marketing tool
- ✓ PReS USER CODING e.g. to incorporate standard in-house routines
- ✓ PROVIDES BUILT-IN EASYMAILER SPECIFIC FEATURES

PREs Designer

KEY FEATURES

- ✓ **Wide array of input data support** – xls, csv, dbf, txt, and more any ODBC or UDL source
- ✓ **Powerful conditional logic capabilities**
- ✓ **Dynamic positioning of variable content** with user-specified Anchors, Bumpers and Links
- ✓ **Output wizards for multiple-up documents**
- ✓ **File splitting for n-up printing**
- ✓ **Highly configurable printer setup dialogs**
- ✓ **Output jobs in optimised formats, support of all production print languages** – AFPDS, PCL, IPDS, Metacode, IJPDS, PS, PDF, VPS, PPML and more
- ✓ **Math support for calculating totals** without time consuming data pre-processing or re-processing
- ✓ **Internal fields for data manipulation or conditional field filling**
- ✓ **Create application extensions easily with powerful PREs code**, an introduction to less skilled staff to the PREs world.

PREs DESIGNER USERS CAN PLACE ACTUAL OUTPUT IN THE CUSTOMER'S HANDS QUICKLY, ALLOWING YOU TO TURN AROUND MORE WORK IN LESS TIME.

PREs Designer is optimized for rapid turnaround of variable data documents, with robust features right where you need them. Template design starts with a wizard that navigates through a document's data source, helping users to define selection queries from the design application. This eliminates the back and forth communications between the data and design experts, resulting in reduced turnaround times.

After the data definition is complete, the design interface allows for flexibility in variable data page layout. Individual elements, whether graphics or text, can

have design rules associated with them that accommodate automatic on-the-fly re-positioning of elements based on the content of the elements. This is a departure from many of the fixed-frame utilities that limit the document's interactivity. In transactional documents, an easy to follow band structure allows the application to calculate totals and subtotals.

With the data rules and design template complete, the PREs Designer production software creates efficient output that is tailored to your production print equipment.

- **Compose text with mixed and multiple language documents**
- **Personalise any element of the document with data-driven selection of variable text and graphics**
- **Include all types of data including transactional and marketing information**
- **Eliminate data preparation tasks – PREs handles this automatically with built-in data preparation, sorting, and cleansing capabilities**
- **Set up your jobs so they conform to your specific printers – PREs automatically optimizes output to drive printers at rated speeds**

STEP 1



Define data using data wizard

STEP 2



Insert variable fields, text and images

STEP 3



Apply logic to text, images and barcodes

STEP 4



Generate a PREs script behind the scenes

STEP 5



View and proof your document

STEP 6



Enhance the project using PREs own coding if required

STEP 7



Produce directly or Pack'n'Go projects



Preview of statement (first page)



Conditional logic dialog



Transaction line formatting



Multi-language support including Arabic



PrintSoft

Objectif Lune Solution Services

www.printsoft.com

OBJECTIF LUNE

All registered trademarks displayed are the property of their respective owners.

© 2014 Objectif Lune Incorporated. All rights reserved.