PReS

Objectif Lune Software

SCALABLE COMPOSITION AND PRODUCTION

FOR
PERSONALISED COMMUNICATION

PReS IS THE MOST POWERFUL AND FLEXIBLE DOCUMENT COMPOSITION LANGUAGE IN THE WORLD.
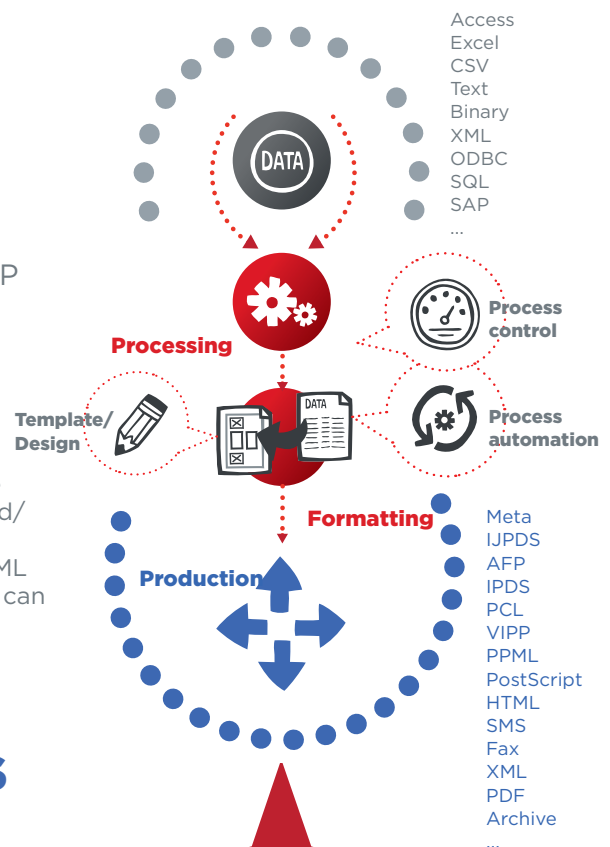
It is a software tool for designing and publishing personalized documents for both transactional and direct marketing applications.

What makes this environment unique amongst leading VDP offerings is that it is based on a language that was designed from the outset to describe the production printing and process automation tasks that are essential to successful VDP production facilities.

• PReS generated documents can include variable text, pictures, graphics, barcodes and merge data. Using conditional logic, dynamic documents are created where the entire layout varies with the input, producing documents designed for each individual recipient, rather than a "one-size-fits-all" document.
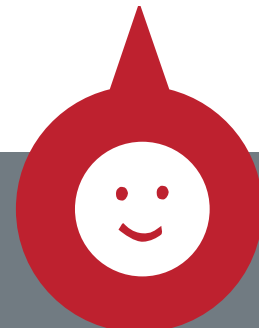
• PReS can then format the document for printing on any high-speed printer and for electronic distribution. This enables your documents to be published as printed pages and/or as emails, web pages, PDF documents, SMS messages, XML files and faxes. And full colour can be used to maximise response rates.

PReS CAN ALSO HELP TO INTEGRATE CURRENT SYSTEMS AND PROCESSES WITHIN YOUR ORGANISATION.

DATA

Access
Excel
CSV
Text
Binary
XML
ODBC
SQL
SAP
...

Processing

Process control

Process automation

Template/ Design

Formatting

Meta
IJPDS
AFP
IPDS
PCL
VIPP
PPML
PostScript
HTML
SMS
Fax
XML
PDF
Archive
...

Production

TYPICAL DOCUMENTS ARE ...

- ☐ **dynamic billing statements**
- ☐ **transactional and transpromotional documents**
- ☐ **corporate reports**
- ☐ **direct mail**
- ☐ **customised insurance policies**
- ☐ **one-to-one marketing letters**
- ☐ **etc.**

✔ **Full colour, highlight colour and MICR printing**

✔ **Wide range of data import sources** – binary files, text and .csv files, Excel files, Access, SQL, and ODBC-compliant databases, and XML (with in-line sorting of input data stream)

✔ **Supports all major production printer output formats** – PostScript (Non-optimized and optimized), PDF, PDF-A, PCL, PPML, VIPP, AFP/IPDS, IJPDS, XML, Metacode

✔ **Electronic output** – PDF, Email, Internet, Fax, SMS, XML, archive

✔ **Sophisticated variable content rules** – highly personalisation based on conditional logic and can include any number of variable elements including data fields, text blocks, and variable images

PReS support all the modern production printing PDLs; PCL, Postscript, VPS, PPML, AFP/IPDS, Xerox Metacode and Kodak Versamark IJPDS and also provides support for Line and Page mode printers.

Additional modules enables PReS to use PDF, EPS and PostScript images as PReS graphic formats, similar to native formats e.g. BMP, TIF and JPG or produces data-driven variable graphic images (GO/PReS – Graphic Output PReS).

This environment includes productivity-focused GUI tools, such as PReS Designer to enable quick creation of less complicated documents. Choose additional components you need to meet your unique requirements:

> **PReS Designer**
is an interactive WYSIWYG document design front-end for PReS.

> **M-PReS Scheduler**
is a scheduling application with many new features.

> **M-PReS Production**
is a formatting engine from PrintSoft that is designed to work with PReS. Cross Platform implementation allows jobs to be run on both Windows and high-end Unix servers.

> **Barcode Toolkit**
enables you to use PReS for the parameter driven generation of a wide range of 1D and 2D barcodes.

> **Email DLL**
enables you to generate personalized emails direct from PReS.

HOW WILL MY COMPANY BENEFIT?

✔ SHORTER IMPLEMENTATION CYCLES
speed design for complex VDP applications

✔ GREATER LEVELS
OF PROCESS & PRINT AUTOMATION
can be used in an automated document factory

✔ INCREASED RESPONSIVENESS TO CLIENT NEEDS
by maximising operational speed and efficiency

✔ LOWER OVERALL TOTAL COST OF OWNERSHIP

✔ POWERFUL WHITE SPACE MANAGEMENT
CAPABILITIES **(Transpromo)**

✔ SCALABLE SOLUTION

✔ INTEGRATES EASILY WITH DIVERSE SYSTEMS

✔ GLOBAL IMPLEMENTATION
All languages and writing systems supported on a document by document, or page by page basis, or even within the same page

✔ SUPPORTS ALL MAJOR PRODUCTION PRINTERS
quickly move print job from one printer type to another (or proof on desktop printer; or Electronic output)

✔ AUDIT, ERROR, STATISTICS AND
TAG FILES CAN BE OUTPUT
and integrated with print management and integrity control systems

PrintSoft
Objectif Lune Solution Services

www.printsoft.com

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