

FreeFlow VI Suite

Streamlined, profitable
and totally targeted.



FreeFlow VI Suite helps you print personalised jobs the best way. Fast, efficient, and hassle-free.

Put the power of personalisation to work for your business—without ever compromising productivity. That's the promise of the FreeFlow VI Suite.

Fuji Xerox has put together a suite of tools to help you design, compose, and manage variable data print jobs. Whether used alone or as an integrated solution, the VI Suite of separate applications that can scale to further optimise production workflows, maximise your bottom line and add new capability.



VIPP Pro Publisher lets you design documents that talk to people about what interests them most.



Design documents that grab more attention and generate more results.

VIPP® Pro Publisher lets you plug into power and simplicity at the same time.

This application plugs in to Adobe® InDesign® to empower you to handle the programming of your variable jobs while focussing on design using an industry standard page layout tool. You can create highly effective, attention-getting personalised materials quickly and efficiently. Together with the power of VIPP PRO (Variable Information Production Printware) output, variable elements remain separate from the static and then are dynamically constructed at the RIP and printer. This eliminates pre-composition, which accelerates your throughput time, enabling you to meet even the most demanding print windows.

You're in control of your design with VIPP Pro Publisher:

- Allows you to easily add variable data to existing layouts
- Previews variable jobs using included Acrobat® plug-in utility VI Explorer for VIPP Pro Publisher
- Plugs into Adobe InDesign for Mac® or PC
- Supports Specialty Imaging Text, Xerox's most advanced fraud-deterrent technology

VI Designer is the fast and smart way to meet even the most complex variable requirements.

As one of the most powerful VI design applications on the market, VI Designer augments VIPP Pro Publisher to create a wide range of complex variable data applications, including transactional documents such as bills, statements, and policies. It also gives you the flexibility to view and edit variable data document code (VIPP PRO) with access to 100 percent of the VIPP programming language functionality.

Maximise variable features with VI Designer:

- Smart Editor enables editing, keyword searches, and find and replace
- Preview what documents will look like prior to committing to print—with drag-and-drop editing, any changes made to the document will automatically take effect
- 100 percent of the VIPP functionality is supported



Create pieces at the fastest possible speed and increase response rates dramatically.

VI Interpreter delivers unmatched speed when you need it most.

Add the power of variable data to your documents while achieving the turnaround times you need for greater productivity and profitability with this ingenious software. It leverages the power of VIPP, a variable solution that enables dynamic document construction, eliminating the need for time-consuming pre-composition. Fuji Xerox's unique variable solution gives you the flexibility to design once and output to colour, monochrome, highlight colour, or office printers.

Use VI Interpreter to:

- Accept output from some of the leading design packages in the industry, and deliver the fastest possible production
- Make your variable design software even better through the efficiency of graphics caching

VI PDF Originator gives you more ways to leverage your documents.

Utilising this software tool, seamlessly compose PDF files from the same data you send to print—extending your VIPP workflow to include electronic distribution. You'll also gain the flexibility of splitting a single job into a series of PDFs for greater efficiency. For example, a billing statement containing 10,000 customer records can be created as a single PDF file or 10,000 individual PDF files based on each customer's needs.

With VI PDF Originator, you can extend your personalised documents beyond print to serve today's multimedia requirements, such as:

- Web presentment
- Archival databases
- Viewing systems
- Email servers

Manage VI documents and all their assets easily with advanced software.

VI Projects Manager gives you flexibility when sending variable jobs for print.

When a variable data job is sent to the printer, this management software groups components—logically and physically—as part of a single entity called a variable project container (VPC). The result is greater efficiency and flexibility in your variable data printing workflow.

- Organise the fonts, text, images, design templates, and databases for a job, all in one VPC
- Easily send a job to any printer that has VI Interpreter loaded, without the hassles associated with managing different variables at different printers
- When and if needed, modify the VPC content at the printer while maintaining the dynamic document construction value of VIPP

Which component of the FreeFlow VI Suite is right for your business?

Variable data printing only:

- VI Interpreter
- VIPP Pro Publisher and/or VI Designer

Variable data printing and viewing:

- VI Interpreter
- VIPP Pro Publisher and/or VI Designer
- VI PDF Originator

Variable data printing with specialty imaging:

- VI Interpreter
- VIPP Pro Publisher
- Glossmark® / Correlation Font Kit
- MicroText Font Kit
- FreeFlow Print Server

Everything (variable data printing, specialty imaging, viewing, and more):

- VI Interpreter
- VIPP Pro Publisher and/or VI Designer
- VI PDF Originator
- Glossmark / Correlation Font Kit
- MicroText Font Kit
- FreeFlow Print Server



Give your business the FreeFlow VI Suite advantage.

Design, compose, and manage variable data projects for maximum productivity and profits with this powerful suite of software. Eliminate composition time and the expense of dedicated composition servers.

Realise variable information productivity you never thought possible. Fuji Xerox can consult with you to explore the tools for your work environment and then help you configure the ideal solution for you and your clients.

About Fuji Xerox Australia

Fuji Xerox Australia is the industry's leading provider of integrated document services and offers a range of technology solutions and business services to meet our customers' needs for the effective management of information, from creation through to production, distribution and capture.

With knowledge and capabilities to develop and implement document services for a variety of business needs across offices, print rooms, commercial printers and publishers, we have expertise in document management, digitising data, print, office supplies, software solutions and managed services.

The company, its management and staff are driven to create sustainable value for its stakeholders and this is reflected in our commitment to environmental responsibility and continuous improvement across all areas of our business.

13 14 12

www.fujixerox.com.au

Fuji Xerox Australia Pty Ltd. ABN 63 000 341 819.

Australian Head Office: 101 Waterloo Rd, Macquarie Park NSW 2113.

Phone (02) 9856 5000 Fax (02) 9856 5003

XEROX, the sphere of connectivity design, DocuColor®, DocuPrint®, DocuTech®, FreeFlow®, FreeFlow Makeready®, FreeFlow Output Manager®, FreeFlow Process Manager®, iGen3®, iGen4™, Xerox Nuvera®, 4112™, and 4127™ are trademarks and/or registered trademarks of Xerox Corporation in the U.S. and/or other countries. Other trademarks are the property of their respective owners. Whilst the information is correct at the time of printing, Fuji Xerox Australia Pty Ltd reserves the right to change the specifications or withdraw supply of the equipment/software described herein without notice. Quality Endorsed Company ISO 9001:2000. QEC1950/01 SAI Global, Certified Environmental Management ISO 14001:2004. C10094 SAI Global.

Printed in Australia, March 2010.



Protecting the environment is a fundamental component of our company's commitment to corporate citizenship. At Fuji Xerox Australia, we supply products that have been designed with both our customers and the environment in mind. As a world leader in the development of parts and components Remanufacturing Programs, we have made Eco-Manufacturing an integral part of our business.

All our sites have achieved ISO 14001:2004 Environmental Management System Certification, as a demonstration of our commitment to protecting the environment.