



# THE POWER of personalized communications

PlanetPress allows you to quickly and easily design any type of documents using images, graphics and variable data. Everything from a simple mail merge to breathtaking documents varying completely in size and shape can be designed in one, surprisingly easy to use design tool.

## Create your promotional documents with PlanetPress in 3 easy steps:

- 1.. Design the static part of the page.
- 2.. Insert conditional content such as text, images and barcodes and integrate your variable data such as your customers' addresses and preferences.
- 3.. Easily add conditions and get instant preview of the resulting documents.

### Benefits

- Target your customers' personal interest every time
- Maximize bottom-line revenues by increasing response rates and optimize customer retention
- Use your intelligence data to communicate effectively with customers, business partners and employees
- Quickly design personalized documents
- Manage your promotional campaigns in one single document based on easy to use conditional logic processes
- Eliminate expensive pre-printed flyers and promotional documentation
- Reduce operational cost associated with printing
- Gain flexibility
- Segment communications for increased efficiency
- Print complex documents at high speed

## PLANETPRESS® 5 VERSION

### Business Applications

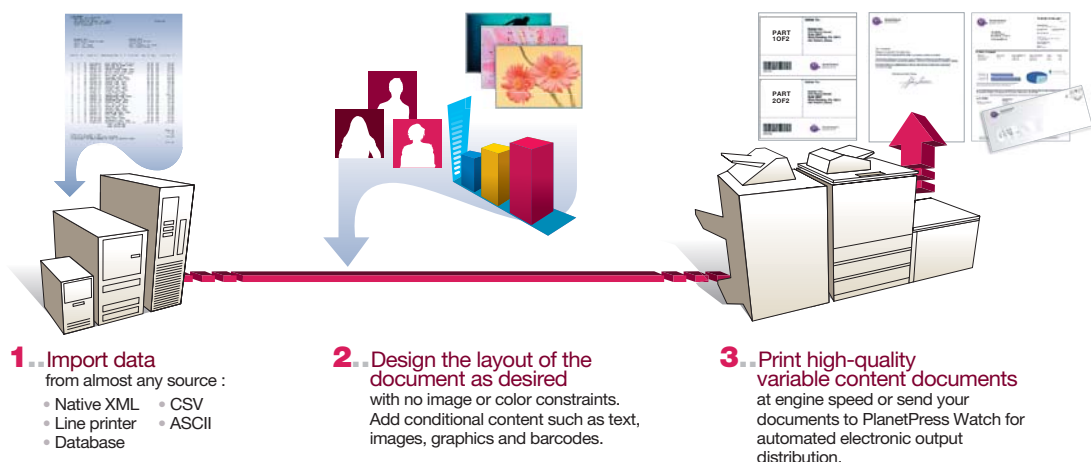
Use PlanetPress to quickly personalize all of your current promotional literature, whether it is for a unique mailing or regular advertisements and to create new ones.

You can use full color or monochrome, to give your customer only the information that they want to see.

- Promotions
- Coupons
- Direct Mail
- Brochures
- Catalogs
- N-up printing
- Booklets
- Literature fulfillment

Whether the information gathered about your customer is based upon past purchases or from a form on your web site, use it to send targeted and personalized messages that will get their attention every time!

### One-to-one marketing made easy





## Features Overview

### User friendly interface

PlanetPress 5 offers a user-friendly Graphical User Interface (GUI) based on the standard Windows environment with easy drag and drop of text and images, fully customizable toolbars and dockable windows that improve the user experience. With elaborate stock objects toolbars for enhanced drawing capabilities, PlanetPress 5 enables quick and easy design of any and all documents.

### Integrated text editor

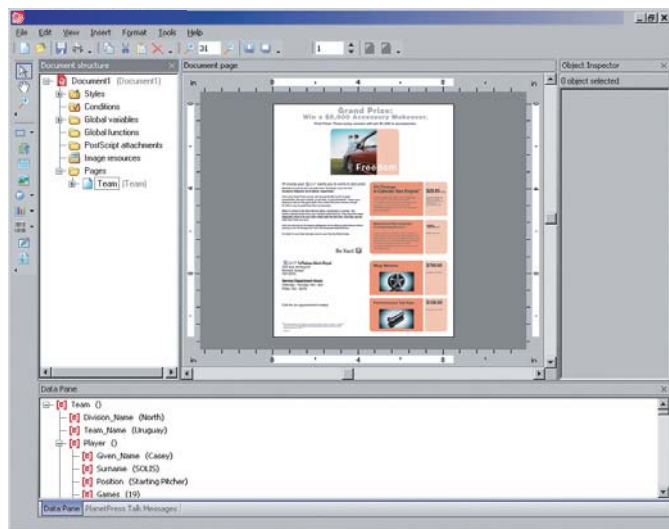
Easily edit text, with complete formatting capabilities all the while incorporating variable data anywhere in the document. PlanetPress 5 allows you to pre-define styles allowing for faster text editing and includes comprehensive spell check options to ensure accuracy.

### Easy, rule-based conditional output

Add conditional text, graphics or images based on the recipient profile and your business needs. Create rules and conditions based upon information contained within the data stream. Print the right elements, for the right customers, every time.

### Drag and drop graphic import

Drag and drop EPS, BMP, TIFF, JPG or PDF files with full color support. For high-speed printing, graphics are automatically scaled for optimal resolution. Rotate and scale, snap to guidelines, and group objects directly in PlanetPress. Images can be conditionally printed, producing dynamic documents.



## System Requirements

- Intel® Pentium® 4 or better, or equivalent, Microsoft® Windows® 2000 with SP2, Windows XP or Windows Server 2003. 512 MB of RAM. 500 MB of available hard-disk space. 1024x768 color monitor with 16-bit color or greater graphics card.
- Adobe® Acrobat® or Acrobat Reader® 5.0 or higher. (Adobe® Reader® included on CD).

## Printer Requirements

- PostScript® language Level 2 or 3 compatible printer.
- 48 MB of RAM.
- Hard-disk or flash memory recommended.

### Reusable libraries for global variables and functions

In order to allow for efficient variable data document design, you can create groups of functions and global variables that you frequently use and store them in libraries for later use.

### Barcodes and business graphs

Easily add industry standard bar codes: PDF-417, UPC/EAN, Code 39, Code 128 and PostNet. Further personalize documents by adding dynamic 3-D pie, line or bar charts.

### Color management

Use color management, adjusting for printer and monitor profiles, to ensure accurate rendering of documents on-screen through the creation process. Complete support for profiling based on printing criteria. You can also select color from anywhere on the screen to fill in outline shapes or business graphics, or specify RGB, HTML or CMYK values.

### Codehost BrightQ connectivity

PlanetPress allows for connectivity to BrightQ, which provides UNIX users with the same kind of feature-set and ease of use that Windows users have been enjoying for a while. BrightQ acts as a Windows Printer Driver to make configuring and printing as simple as in the Windows world, while achieving a high level of optimization of the output files sent to print devices. Furthermore, PlanetPress can directly receive data from the BrightQ server allowing for easier design of PlanetPress documents that integrate variable content coming from a Unix or Linux platform.



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