*Create customized jobs
from database records? Simple.*

Variable Data in InfoPrint Manager

Brian's customer needs to deliver 80 personal invitations to a real estate auction and he'd like to feature photos of properties that have geographic relevance to individual invitees. First he creates the master file using Adobe® PageMaker® or QuarkXPress™ and uses variable names to represent the customer names and the property pictures he wants to insert. Using IBM® InfoPrint® Submit, he builds a job ticket containing the master file and the input files and sends the job. InfoPrint Manager automatically RIPs the job with available resources and prints it on the next available InfoColor™ 70 printer. Brian is delighted and his customer is impressed with each of the personalized invitations, ready for today's mail.

A software company with 10,000 employees needs an efficient process to generate individualized benefit statements. The challenging assignment is given to a part-time employee, Paul, who has a background with Quark and access to InfoPrint Manager and an InfoPrint 4000 printer on the network. Paul uses QuarkXPress to layout a master document and marks variable data fields for individual benefit information related to salary, medical, and retirement. He creates an input file by exporting the database

information to a text file, and using InfoPrint Submit, creates a job ticket that associates the input and the master file. As 10,000 individualized benefit statements roll off the printer, Paul's boss approves. "Another day like today and lunch is on me."

Features

Using the InfoPrint Submit client application of InfoPrint Manager, you can easily merge text from an input list and graphics into a master file to produce one-to-one marketing deliverables on your InfoPrint 4000 or InfoColor 70 printer.

Variable data support gives you the ability to make each copy of your print run unique, yet each copy retains the high print quality supplied by the InfoColor 70 printers and supported InfoPrint 4000 printers.

Use Current Publishing Applications: Quark or PageMaker

Create variable data objects from within industry-standard applications including QuarkXPress and PageMaker. You can create master pages using a full range of QuarkXPress or PageMaker features, and
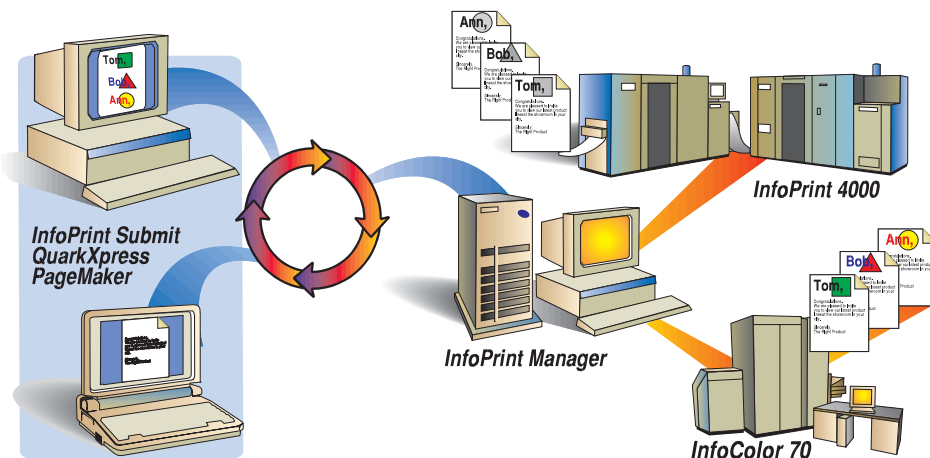
then create sample text and graphic variable data areas. When you are satisfied with the layout, convert the sample areas into variable data objects. At print time, the system will insert new data into each variable data area. A variable data input file, extracted from your database, provides the unique content for each copy.

Incorporate a Range of Variable Items, From Database Entries to Rotated Graphics

You can create customized advertising literature, merge a mailing list into your document, individualize each included image and even rotate images on the page. The system supports the ASCII file formats most databases use for their reports.

Highlights

- **Use current publishing applications: Quark or PageMaker**

- **Incorporate a range of variable items, from database entries to rotated graphics**

- **Create and manage a variable data job like any other InfoPrint job**

- **Tuned for performance efficiency—in color or black and white**

*InfoPrint Submit
QuarkXpress
PageMaker*

InfoPrint Manager

InfoPrint 4000

InfoColor 70

Submit and Manage Variable Data Jobs Easily

Because support for variable data items has been integrated with the InfoPrint Manager Submit application, you can submit and manage the job using the very same processes and interfaces you use for other jobs in your InfoPrint environment.

Tuned for Performance Efficiency—In Color or Black And White

Master pages are RIPed only once. The printer merges master pages with variable data as the page is printed. Processing resource is minimized, so your variable data jobs print faster than non-variable data jobs.

InfoPrint Manager can be used to manage jobs to one or more InfoColor 70s, InfoPrint Color Off-line RIPs or InfoPrint 4000s. InfoPrint Manager also supports managing RIPed files, providing customers with the ability to delete them automatically or archive them using the optional InfoPrint Library. Managing jobs containing variable data is an integrated task in the high-volume production environment supported by InfoPrint Manager.

Scalability

InfoPrint Manager supports your need to print individualized jobs, whether you need to print tens of thousands of individualized documents, or just ten.

Variable Data in IBM InfoPrint Manager at a glance

Software Prerequisites	InfoPrint Manager 3.1 support for variable data has been optimized for use with the following applications: – QuarkXPress 3.3.2 Release 5 on Microsoft® Windows® 95™ and NT™ – QuarkXPress 3.3.2 and 4.03 on Macintosh Release 8 – PageMaker 6.0 on Microsoft Windows 95 and NT

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