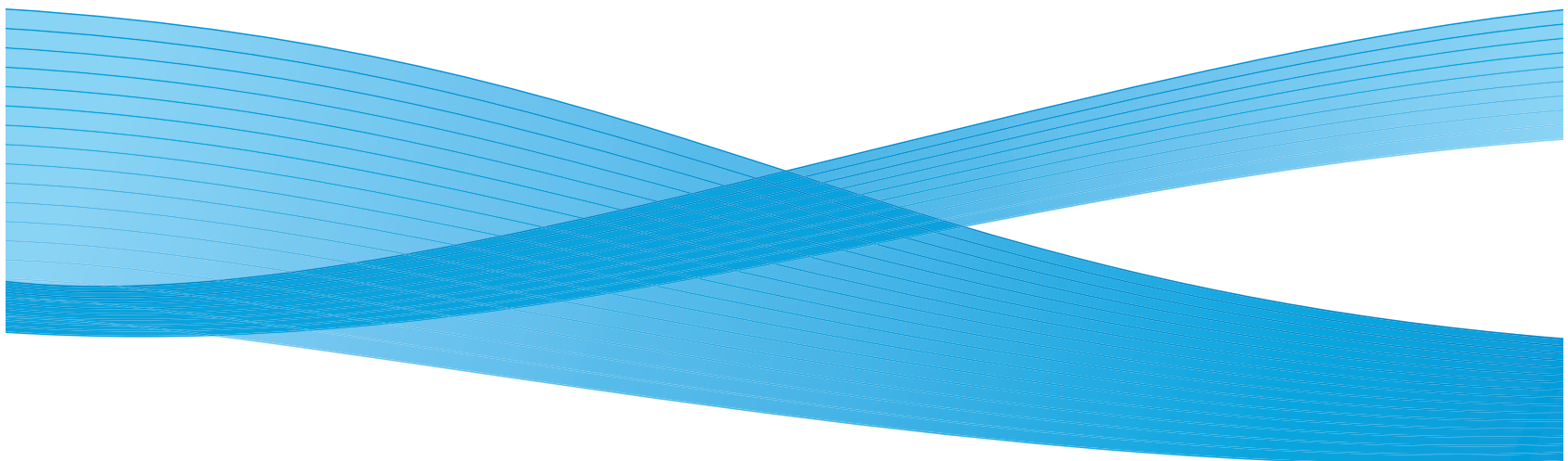
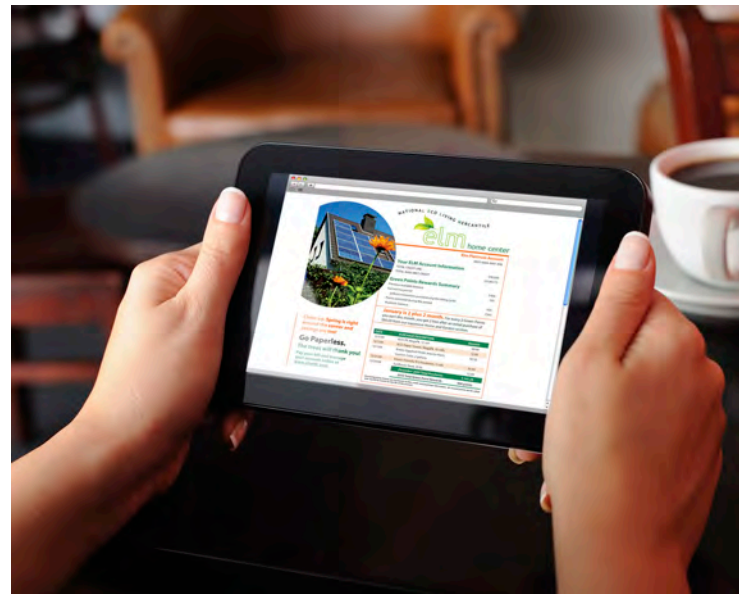


# Xerox® FreeFlow® Variable Information Suite

Increase your creativity—and  
productivity—with easy-to-use  
personalization solutions

Welcome to the next generation of high-speed document personalization. In today's graphic communications environment, it's more important than ever to meet and exceed your customers' requirements while making the most out of every dollar spent. Gone are the days when delivering "variable" means merging names and addresses for mailing. Sophisticated customers with diverse requirements challenge you to deliver graphics-rich, creative solutions for highly personalized customer communications.



# Xerox® FreeFlow® Variable Information Suite

Highly personalized and graphics intensive documents need not be complex, time consuming or expensive. The Xerox® FreeFlow VI Suite can help you deliver on all these fronts—and more. An award-winning combination of software tools, the FreeFlow VI Suite simplifies the production of complex, personalized documents, accelerates document preparation and print time and minimizes your operating costs.

## Simple yet sophisticated designs that wow your customers. FreeFlow VI Design Express makes it easy.

FreeFlow VI Design Express is a simple tool for creating highly effective, attention-getting personalized materials quickly and efficiently. FreeFlow VI Design Express is a plug-in to Adobe® InDesign®, enabling you to use existing creative designs, or create new ones, for high-impact, highly effective variable documents. By leveraging your investment in this proven and familiar layout tool, you eliminate the need to learn new software or integrate standalone tools in your process.

## Deliver personalized prints at the fastest speed possible.

Designs created with FreeFlow VI Design Express rely on the powerful FreeFlow VI Compose software to deliver the fastest throughput possible. FreeFlow VI Compose is a robust composition tool that resides right at the printer. FreeFlow VI Compose merges your design templates with the variable data and graphics to build customized pages dynamically and on the fly. There is no need for time-consuming precomposition at a client workstation or the financial investment for dedicated composition servers. Gone are data chunking, client computers tied up in merge operations or dedicated server farms. Instead, VI Compose utilizes unique, dynamic document construction that occurs at the printer.

FreeFlow VI Compose and VI Design Express deliver efficient variable printing on cut sheet, continuous feed, color, monochrome, highlight color or office printers—almost any printer at all, Xerox® or non-Xerox®. The speed and flexibility of this cost effective solution will revolutionize your shop. Personalized jobs such as postcards, marketing communications and brochures that were once considered too complex and too costly may now be added to your portfolio of offerings.

## Expand your services to document viewing.

In today's world, viewing documents from computers, smartphones or tablets is as important as the printed piece. A simple solution for electronic viewing, FreeFlow VI eCompose augments your printing operation to seamlessly create PDFs from exactly the same data used for printing: one file with two destinations, print and PDF.

There is no need for multiple, expensive and disparate systems to provide print and electronic personalized documents. FreeFlow VI eCompose delivers viewable documents to support corporate needs for:

- Web presentation
- Archival databases
- Viewing systems
- Email

## A complete solution for your graphic communication needs.

Xerox® FreeFlow VI Compose and FreeFlow Design Express represent the ideal Variable Data Print solution, offering new flexibility and productivity to help you support new business growth initiatives. Contact your Xerox representative today for a personal consultation on how we can help you meet your unique business objectives.

## Find out more.

Expect and get more out of variable printing for your graphic communications customers and your business. The Xerox® FreeFlow VI Suite can start you on your way. To find out more, speak with your Xerox representative or visit [www.xerox.com](http://www.xerox.com) first for more information.

## Fast-track your personalized posters, postcards and business cards.

Variable workflows designed by experts and ready for your immediate use.

Now it's faster and easier to print personalized posters, postcards and business cards. The Xerox® FreeFlow VI on the Fly Productivity Apps were designed to enable you to start your personalized poster, postcard and business card business today.

With stunning variable templates for posters, postcards and business cards, it's never been quicker or easier to produce personalized applications that your customers will love. You'll have everything you need to get started, including technical support on hand to guide you through your first print run and answer any questions.

It's a perfect partnership. VI on the Fly Productivity Apps and your Xerox® press.