



## Workflow Examples

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## INTRODUCTION

This manual provides examples of complex printing scenarios and an overview of the Fiery EXP6000/EXP5000 features used in the examples. The example workflows illustrate how you can combine features to create jobs. Each workflow includes cross-references to help you locate more information about performing each task.

### Terminology and conventions

This manual uses the following terminology and conventions.

Term or convention	Refers to
Aero	Fiery EXP6000/EXP5000 (in illustrations and examples)
Digital press	DocuColor 6060/5252/2060/2045
Fiery EXP6000/EXP5000	Fiery EXP6000/EXP5000 Color Server
Titles in <i>italics</i>	Other books in this documentation set
Windows	Microsoft Windows 98, Windows Me, Windows NT 4.0, Windows 2000, Windows XP, Windows Server 2003
	Topics for which additional information is available by starting Help in the software
	Tips and information
	Important information
	Important information about issues that can result in physical harm to you or others

## About this manual

This manual covers the following topics:

- Mixed Media concepts and how it is used in an example workflow.
- Imposition concepts and how it is used in an example workflow using EFI Impose.
- Variable Data Printing concepts with EFI Fiery FreeForm and how it is used in an example workflow using FreeForm.
- Variable Data Printing concepts with FreeForm2 and how it is used in an example variable data workflow with Mixed Media.
- Imposition concepts with PPML (Personalized Print Markup Language) and how it is used in an example variable data printing workflow using Impose and PPML.
- Printing to a Hot Folder on the network and an example workflow using EFI Hot Folders.
- Definitions for popular applications and printing terms used in this manual.

## MIXED MEDIA

This chapter provides an overview of Mixed Media and an example workflow that includes Mixed Media.

### What is Mixed Media?

The Mixed Media feature allows you to print ranges of pages on different types of media. For example, you can use Mixed Media to specify a heavy stock for the cover, add blank pages, insert colored media on designated pages, and specify duplex pages within a single print job. Specify Mixed Media settings when you print a job from an application with the printer driver. Define and modify the Mixed Media settings of jobs already sent to the Fiery EXP6000/EXP5000 from EFI Command WorkStation or define Mixed Media settings in the Hot Folders application.

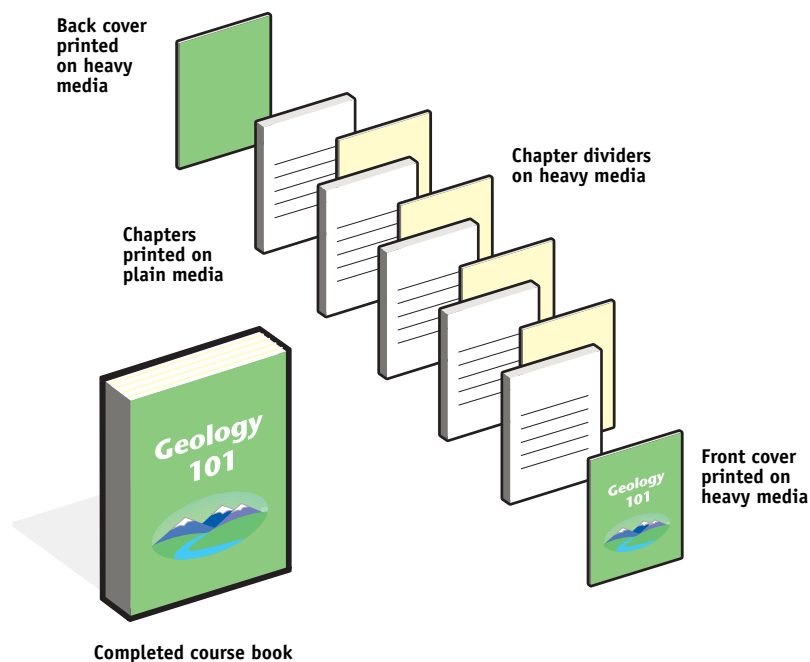
For more information about Mixed Media, see [Utilities](#).

## Example: Workflow with Mixed Media

A geology professor at Ocean Crest University wants to print her new course book for the fall semester. The new course book consists of eight chapters. She wants her students to be able to find the information they want easily and quickly. To ensure this, each chapter divider in the book is printed on heavy media. The chapter text is printed on plain media and the front and back covers are printed on heavy media.

The professor sends her request, along with the book file in PDF (Portable Document Format) (Geology101.pdf), to the university's in-house production department.

The following diagram illustrates the components of the course book.



### Items required for this example

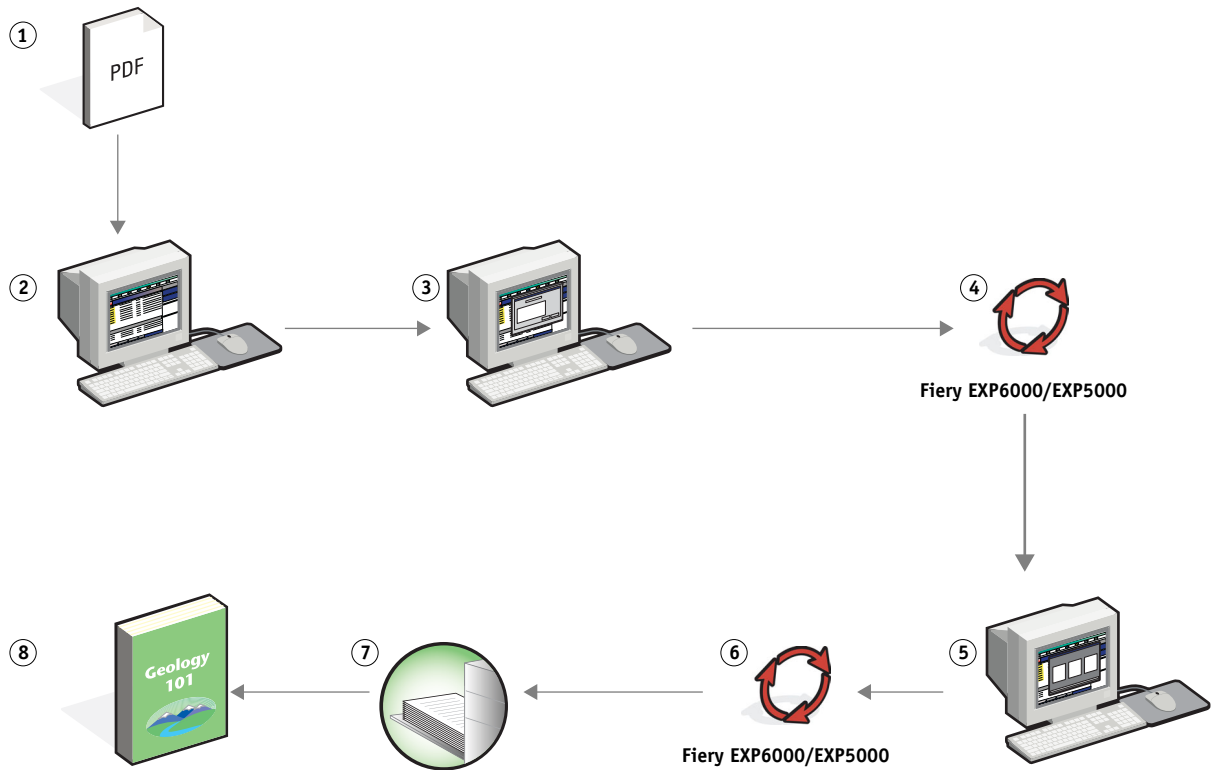
- Geology101.pdf
- Fiery EXP6000/EXP5000
- Command WorkStation with Mixed Media
- Heavy media for the front and back covers
- Heavy media for chapter dividers
- Plain media for the chapter text


For information about supported media types, see [Print Options](#).




**NOTE:** The Fiery EXP6000/EXP5000 supports PDF versions 1.2-1.5.



## Mixed Media workflow



Step	Task	For more information
1	The professor creates the PDF and sends the file to the university's in-house production department.	
2	The operator in the production department downloads the file to Command WorkStation.	 <a href="#">Command WorkStation Help</a>

Step	Task	For more information
3	<p>The operator selects the job in Command WorkStation, chooses Mixed Media Setup from the Actions menu, and then applies the following settings:</p> <p><b>A)</b> From Define Cover, the operator specifies front and back covers that print on front only or duplex, cover stock, and specifies the tray to pull media from.</p> <p><b>B)</b> From Define Page Range, the operator types 2, 32, 64, 98, 124 for the page range (the pages that divide the chapters), specifies a heavy media, and then indicates which tray contains the heavy media.</p> <p><b>C)</b> From Insert Blank, the operator specifies inserting a blank page after the last page to distinguish the end of the print job and clicks OK.</p> <p><b>D)</b> From Finishing, the operator specifies duplex, clicks OK, and then saves the file.</p>	<i>Utilities</i>
4	The operator processes and holds the job.	 Command WorkStation Help
5	The operator previews the job.	 Command WorkStation Help
6	<p>The operator prints the job.</p> <p><b>NOTE:</b> The operator can also print one set as a proof before printing multiple copies.</p>	 Command WorkStation Help
7	The operator retrieves the job from the digital press.	
8	The job is printed with a front and back cover and dividers for each chapter.	



To use Mixed Media in Command WorkStation, your downloaded file must be a non-raster file. To remove raster information from a file in Command WorkStation, right-click the file and select Remove Raster Data.

You can duplicate this workflow with a PostScript file instead of a PDF. You can also specify inserting tabs. For example, instead of specifying heavy media for the chapter dividers, you can specify tabs and print chapter numbers on each tab. For more information about printing with tabs, see *Utilities*.

## IMPOSITION

This chapter provides an overview of imposition and an example workflow using imposition.

### What is imposition?

Imposition is the process of arranging individual pages of a book, booklet, or brochure on a large sheet. The pages are laid out such that when the sheet is printed, folded, and cut, the pages are in the correct orientation and order.

The Fiery EXP6000/EXP5000 supports Impose. Impose is a server-based imposition application that allows you to edit and assemble entire documents on the Fiery EXP6000/EXP5000 before you process the files.



For more information about imposition, see Command WorkStation Help.

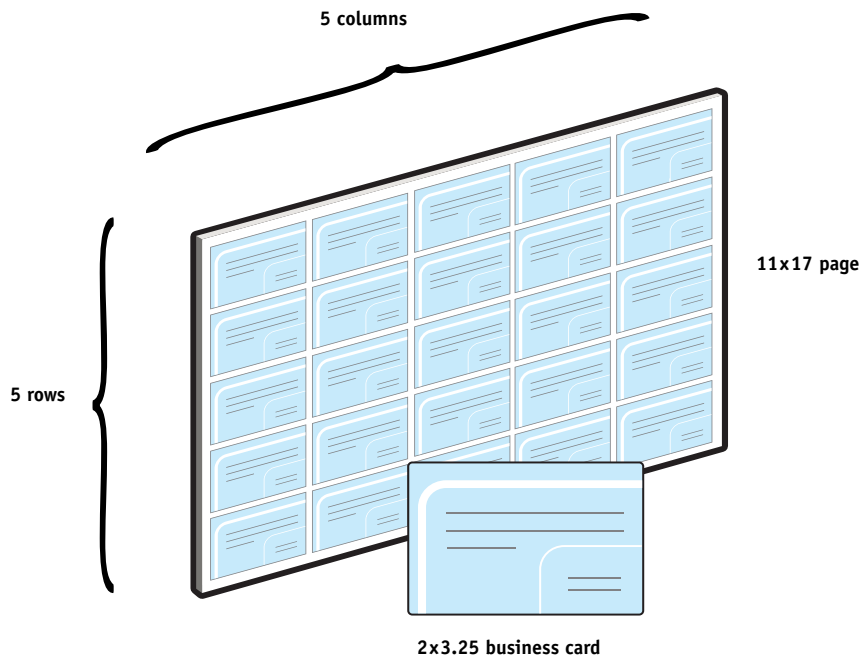
## Example: Workflow with imposition

The manager of Company ABC wants to make sure she has enough business cards to distribute when she is managing her company's booth at the Consumer Electronics Show.

She has sent out a request to a local print shop to print 600 cards.

The print shop imposes her business cards on an 11x17 page. Since the card design incorporates text on the back, the job must be duplexed. Company ABC's standard business card size is 2x3.25. The print shop calculates that they can impose 25 cards on one 11x17 page.

The following graphic illustrates how the business cards are imposed.



### Items required for this example

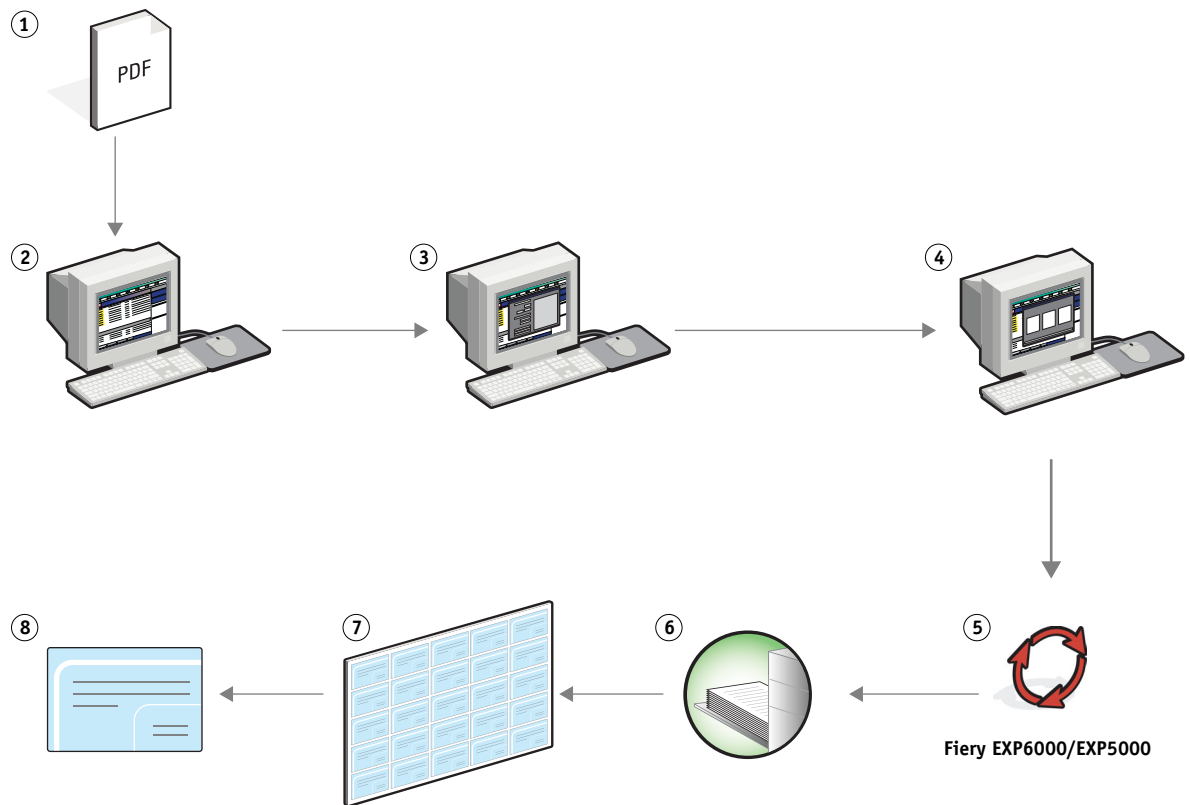
- Card.pdf
- Fiery EXP6000/EXP5000
- Command WorkStation with Impose (requires a dongle)
- 11x17 heavy media, such as card stock


For information about supported media types, see [Print Options](#).



- A paper cutter

**NOTE:** The Fiery EXP6000/EXP5000 supports PDF versions 1.2-1.5.

### Imposition workflow



Step	Task	For more information
1	Company ABC creates the 2x3.25 business card, saves it as Card.pdf, and then sends the file to the print shop.	<a href="#">Printing from Windows</a> <a href="#">Printing from Mac OS</a>
2	The operator at the print shop downloads the file to Command WorkStation.	 Command WorkStation Help

Step	Task	For more information
3	<p>The operator selects the job in Command WorkStation, chooses Impose from the Actions menu, and then applies the following settings.</p> <p><b>A)</b> From the Sheet bar, the operator specifies 11x17, landscape, and duplex.</p> <p><b>B)</b> From the Layout bar, the operator specifies five rows and five columns, turns on printer's marks, and then defines both the offset horizontal and vertical printer's marks to 0.125 pt.</p> <p><b>C)</b> From the Finishing bar, the operator specifies gang up repeat.</p> <p><b>D)</b> From the Scale bar, the operator specifies the scale at 100% and then saves the job.</p>	<i>Utilities</i>
4	The operator selects Card.pdf.dbp in Command WorkStation and selects Preview.	 Command WorkStation Help
5	The operator prints the job.	 Command WorkStation Help
6	The operator retrieves the job from the digital press.	
7	The cards are printed on an 11x17 page.	
8	The operator follows the printer's marks and cuts the business cards.	



When you use Impose, your downloaded file must be a non-raster file. To remove raster information from a file with Command WorkStation, right-click the file and select Remove Raster Data.

## VARIABLE DATA PRINTING WITH FREEFORM

This chapter provides an overview of variable data printing, and an example workflow that uses FreeForm to create a variable data job.

### What is variable data printing?

Variable data printing links a digital press to databases that contain the content for printed documents. Content can consist of text and images (including graphics and photographs) in electronic form. Variable data printing is used for direct-mail advertising or other targeted mailings. It typically combines a set of master elements that are common across copies of a document with a set of variable elements that change from copy to copy. An example is a brochure that greets customers by name and may include other personal information about the customer obtained from a marketing database. Background elements, illustrations, and text blocks that do not change across copies of the brochure comprise the master elements. The customer name and other customer-specific information comprise the variable elements.

For more information, see *Variable Data Printing*.

### Variable data printing languages

The Fiery EXP6000/EXP5000 is compatible with the following variable data printing languages:

- FreeForm and FreeForm 2
- Personalized Print Markup Language (PPML)
- Creo Variable Print Specification (VPS)
- Xerox Variable Data Intelligent PostScript Printware (VIPPP)

### Sending variable data jobs to the Fiery EXP6000/EXP5000

You can create the master and variable data in most software programs, and you can assign the master and variable data from Command WorkStation, Hot Folders, or the printer driver. If you create your master and variable data in PPML or Creo VPS format from a supported third-party application, such as Pageflex Persona-Fiery Version or Atlas PrintShop Mail-Fiery Version, you can send your variable job directly to the Fiery EXP6000/EXP5000 through these applications. You can also download your file using Hot Folders.

For more information about how to send variable data printing to the Fiery EXP6000/EXP5000, see *Variable Data Printing*.

## What is FreeForm and how is it used with variable data print jobs?

FreeForm allows you to use print options to define and store master-element documents, called FreeForm masters, on the Fiery EXP6000/EXP5000. You can send a variable-element job to the Fiery EXP6000/EXP5000 with instructions to combine the job with a particular FreeForm master.

For more information, see [Variable Data Printing](#).

### Example: Variable data workflow using FreeForm

Ocean Crest University wants to promote their three schools through a mailing to prospective students. The students will be able to request information about the different campuses and programs. Students can reply via a postage-paid business reply card integrated into the mailer. The document is personalized with the prospective student's name, address, and a personal web link. The design is graphic-intensive to attract the attention of the reader. It is printed on 11x17 paper and folded three times, in order to qualify for the standard "letter" mail rate at the post office.

To create this mail piece, the in-house production department decides to use the caching capabilities of FreeForm. FreeForm allows them to store a rasterized version of the graphic intensive layout in memory, since these elements are common to all pages (send and process once). The variable text (address, name, and web link) is printed separately and merged with the layout at the Fiery EXP6000/EXP5000.

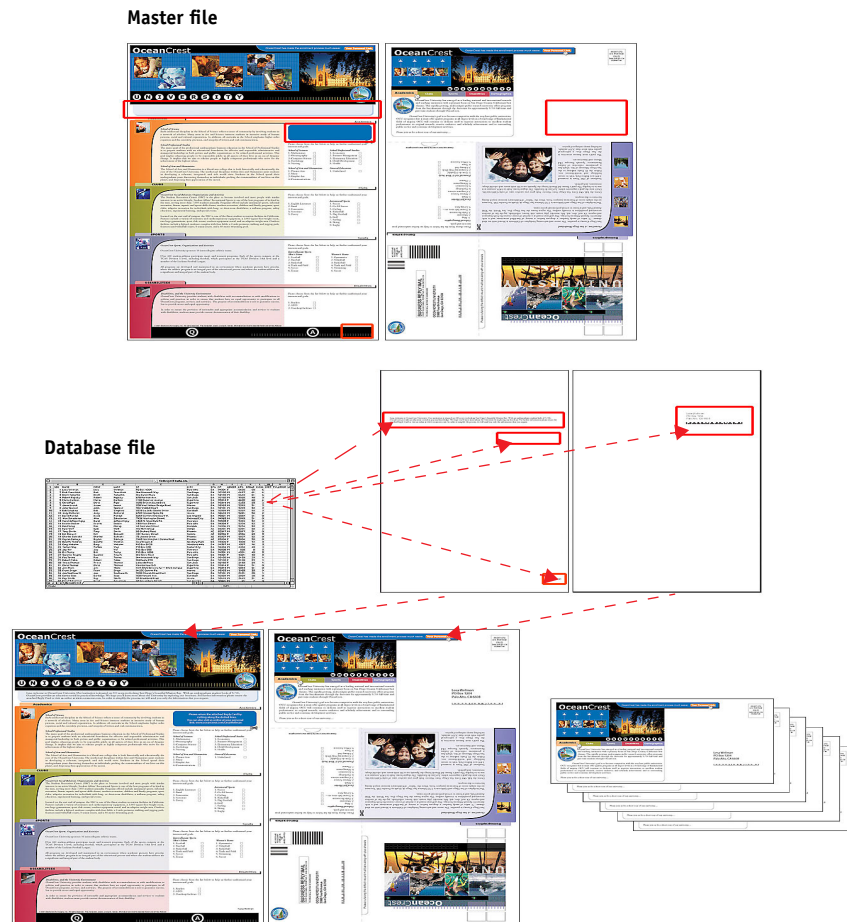
The production department creates the master document with all the common elements and saves the file as a PDF (College\_Master.pdf). Next, they create the variable document in Microsoft Word (College\_Variable.doc) and link the variable information to their database file (College\_data.xls).

**NOTE:** No specialized variable printing software is used to build this job. You can use any page layout application to create the FreeForm master and any mail merge function, such as Microsoft Word Mail Merge, to build and print the variable data.

For more information about how to use the Mail Merge feature in Microsoft Word, see the documentation that accompanies Microsoft Word.



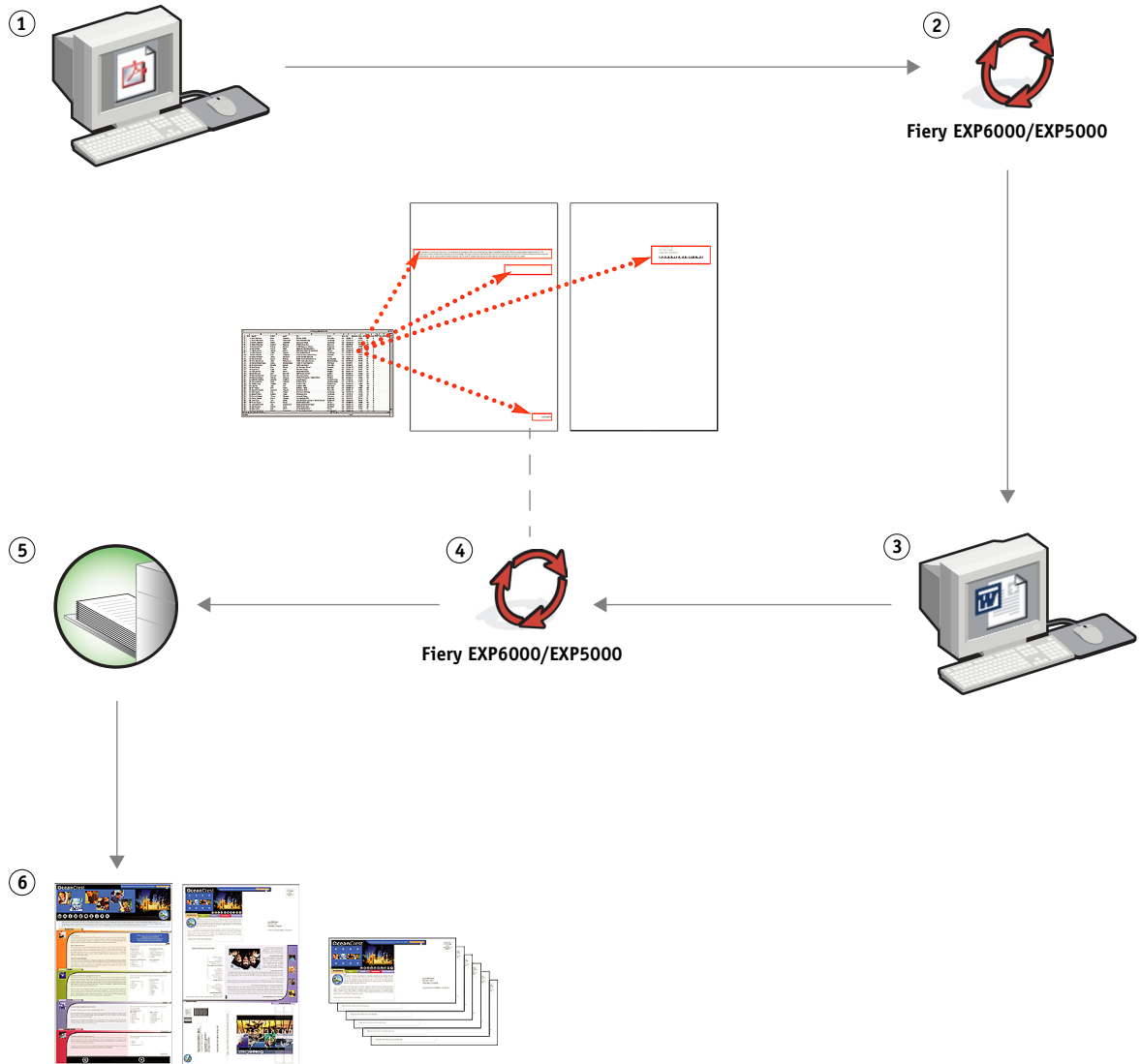
The following diagram illustrates the components of the mailer.



### Items required for this example

- College\_Master.pdf
- College\_Variable.doc
- College\_data.xls
- Fiery EXP6000/EXP5000
- Fiery EXP6000/EXP5000 printer driver with FreeForm
- A Windows computer with Adobe Acrobat, Microsoft Word, and Microsoft Excel installed

## Variable data printing workflow using FreeForm



Step	Task	For more information
1	The operator in the production department opens College_Master.pdf in Acrobat.	
2	The operator prints the file to the Fiery EXP6000/EXP5000, specifying 11x17 and duplex, and choosing 1 for Create Master in the printer driver.	<a href="#">Printing from Windows</a>

Step	Task	For more information
3	<p>The operator opens the College_Variable.doc in Microsoft Word.</p> <p>The variable document also opens the College_data.xls file, since the two documents are linked. If the documents are not linked, Word prompts the operator for the location of the Data Source File.</p> <p>The operator selects Data Merge in Word.</p>	Microsoft Word documentation
4	<p>The operator prints the file to the Fiery EXP6000/EXP5000, specifying 11x17 and duplex, and choosing 1 for Use Master in the printer driver.</p> <p>The master file and variable file are combined on the Fiery EXP6000/EXP5000.</p>	<i>Printing from Windows</i>
5	The operator picks up the job from the digital press.	
6	The mailer includes the combined master and variable data.	



Certain elements of the master and variable information must match. For example, the page size and orientation must match. For a complete list, see [Variable Data Printing](#).

You cannot send FreeForm jobs to the Direct connection.

If Two-Way Communication is enabled in the printer driver, the printer driver detects what masters already reside on the Fiery EXP6000/EXP5000. Use stored FreeForm masters as often as needed with multiple sets of variable elements. For more information about Two-Way Communication, see [Printing from Windows](#).

If the administrator clears the Fiery EXP6000/EXP5000, all FreeForm masters are deleted. For more information about administrator functions, see [Configuration and Setup](#).

## VARIABLE DATA PRINTING WITH FREEFORM 2 AND MIXED MEDIA

This chapter provides an overview of how you use Mixed Media with variable data printing jobs, and provides an example workflow that uses variable data printing and Mixed Media.

### What is FreeForm 2 and how is it used with variable data print jobs?

FreeForm 2 extends the functionality of FreeForm (see “[Variable Data Printing with FreeForm](#)” on page 15). FreeForm 2 requires a third-party variable data printing application that supports FreeForm 2 technology, such as Atlas PrintShop Mail-Fiery Version. Using the third-party printing application and FreeForm 2, you can create multiple page masters, allowing more customization to your documents. You can still use any master created in another application, and then use a third-party application that supports FreeForm 2, such as PrintShop Mail-Fiery Version, to combine the design and database information.

Multiple masters allow you to define more than one master file for your job, while drawing from the same database of variable information. For example, if you own a movie rental company, you may maintain a database of customer names, addresses, and the last five movies the customer rented, categorized by genre. As a promotion, you want to send a coupon booklet with a new movie rental release pictured on the front cover. You want to customize your mailer with a movie of a similar genre as the last movie the customer rented. The variable information, such as the customer names and addresses, is always drawn from the database. However, the different movie images are defined by the multiple masters.

For more information about FreeForm 2, see [Variable Data Printing](#).

## What is Mixed Media and how can it be used in variable data print jobs?

The Mixed Media feature allows you to print ranges of pages on different types of media. For more information, see [“What is Mixed Media?”](#) on page 7.

Variable data printing links a digital press to databases that contain the content for printed documents. For more information, see [“Variable Data Printing with FreeForm”](#) on page 15.

Use variable data print jobs with Mixed Media to create custom jobs, such as mailers. For example, use the variable information to create booklet mailers that greet customers by name, and print the booklet cover on a different medium than the body of the mailer.

The Mixed Media you specify for your job is applied for every record, relative to the record start. For example, if Mixed Media is set to print Page 1 with cover stock, the first page of every record is printed on cover stock.

### Example: Variable data workflow with FreeForm 2 and Mixed Media

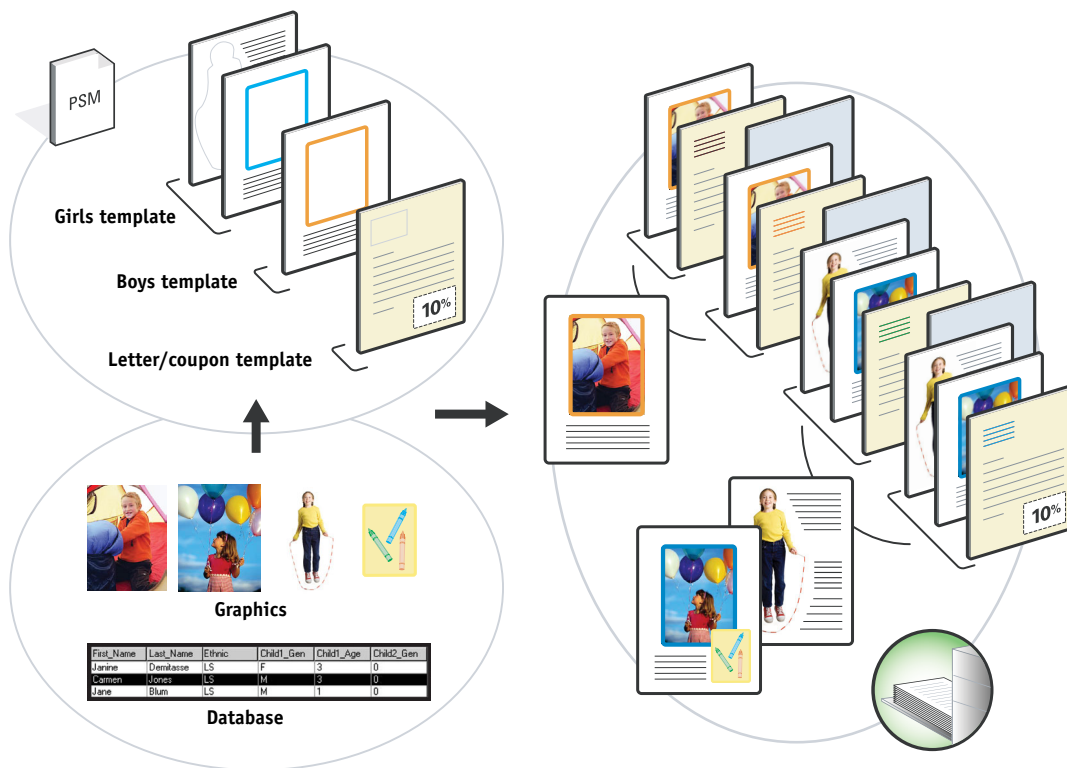
To announce its new line of children’s styles, Banana Rama is creating a promotional mailer that targets customers by ethnicity, gender, and age. The company has compiled a database of customers by name and attributes, such as ethnicity, gender, and age. For the promotional mailer, Banana Rama also draws from a content database consisting of images of children of different ages, gender, and ethnicity wearing the new Banana Rama clothes; images of typical gadgets enjoyed by these children; and background graphics. Using a variable data application, such as PrintShop Mail-Fiery Version and images that match the targeted individual, Banana Rama creates, in one print run, a mailer targeting parents of girls aged 7 to 10 years and customized mailers targeting parents of boys in different age groups. The mailers feature images of children in the targeted age group wearing Banana Rama clothing and playing with their favorite toys.

Each promotional mailer includes a cover sheet with the customer’s name and a discount coupon. The Banana Rama girls’ clothing line is more extensive, so the mailer targeting girls includes additional pages advertising the girls’ fashions.

Since the promotional mailer may vary in length, depending on whether it is targeted toward a boy or a girl, a blank page is added between each mailer to indicate when a new mailer starts.

The print shop that received Banana Rama’s mailer request first creates the master and variable document in Atlas Print Shop Mail-Fiery Version to create a .psm project file. For more information about Print Shop Mail-Fiery Version, see the documentation that accompanies the application.

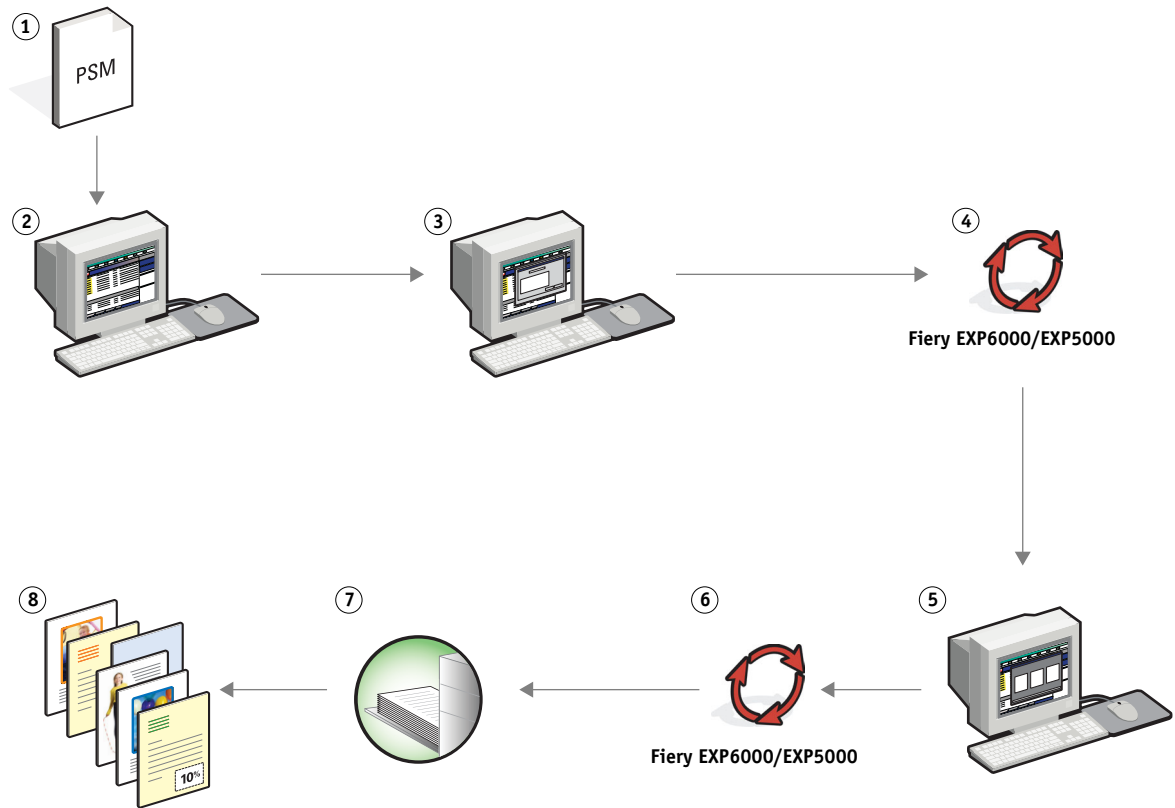
The following diagram illustrates the components of the mailer.







### Items required for this example

- Atlas PrintShop Mail-Fiery Version
- FreeForm 2
- BananaRama.psm
- BananaRama\_V.ps
- Fiery EXP6000/EXP5000
- Command WorkStation with Mixed Media
- Cover stock
- Plain media

## Variable data workflow with FreeForm 2 and Mixed Media



Step	Task	For more information
1	<p>The print shop operator opens the Banarama.psm file in Print Shop Mail-Fiery version, specifies FreeForm 2, and prints the file the Fiery EXP6000/EXP5000.</p> <p>In the Print dialog box, the operator sends both the master and variable data. The Fiery EXP6000/EXP5000 receives a master and variable PostScript document.</p>	<p><i>Variable Data Printing</i></p> <p>For more information about Print Shop Mail-Fiery Version, see the documentation that accompanies the application.</p>
2	<p>The operator selects the BanaRama_V.ps file from Command WorkStation.</p>	<p> Command WorkStation Help</p>

Step	Task	For more information
3	<p>The operator chooses Mixed Media Setup from the Actions Menu and applies the following settings:</p> <p><b>A)</b> From Define Cover, the operator specifies a front cover (print on front only), cover stock, and the tray for the media.</p> <p><b>B)</b> From Insert Blank, the operator specifies to insert a blank page after the last page, indicates which tray is to be used for the media, and then clicks OK.</p>	<i>Utilities</i>
4	The operator processes and holds the job.	 <a href="#">Command WorkStation Help</a>
5	The operator previews the job.	 <a href="#">Command WorkStation Help</a>
6	The operator prints the job.	 <a href="#">Command WorkStation Help</a>
7	The operator retrieves the job from the digital press.	
8	The job prints with the merged variable and master information with a blank sheet between records.	



Certain elements of the master and variable information must match. For example, the page size and orientation must match. For a complete list, see [Variable Data Printing](#).



## PPML WITH IMPOSITION

This chapter provides an overview of PPML and imposition, and an example workflow of an imposed job using PPML.

### What is PPML and how do you impose it?

PPML (Personalized Print Markup Language) is an XML-based language for variable data printing. PPML enables faster printing of variable data jobs by allowing a printer to store text elements and graphic elements and reuse them as needed. PPML is a non-vendor-specific language and is considered to be an open industry standard.

You can create the master and variable elements of a job as a PPML file in a variable data printing application, such as Pageflex Persona-Fiery Version, and then print the job to the Fiery EXP6000/EXP5000.

Impose PPML as you would any other job (see [page 12](#)). Impose the PPML job on a sheet to print the pieces in a particular order so that when the job is printed, it is cut and stacked in the correct order.

For more information about PPML, see *Variable Data Printing*.

## Example: PPML workflow with imposition

Dr. Jones is a veterinarian who has just moved his practice to a new neighborhood and wants to inform his current customers, and possible new ones, of his new location, phone number, and hospital hours. He decides to send out 30,000 5x8 mailer cards. The front of each card has a picture of his dog, Max, with information about his practice, and the back of the card has each customer's name and address with a bar code.

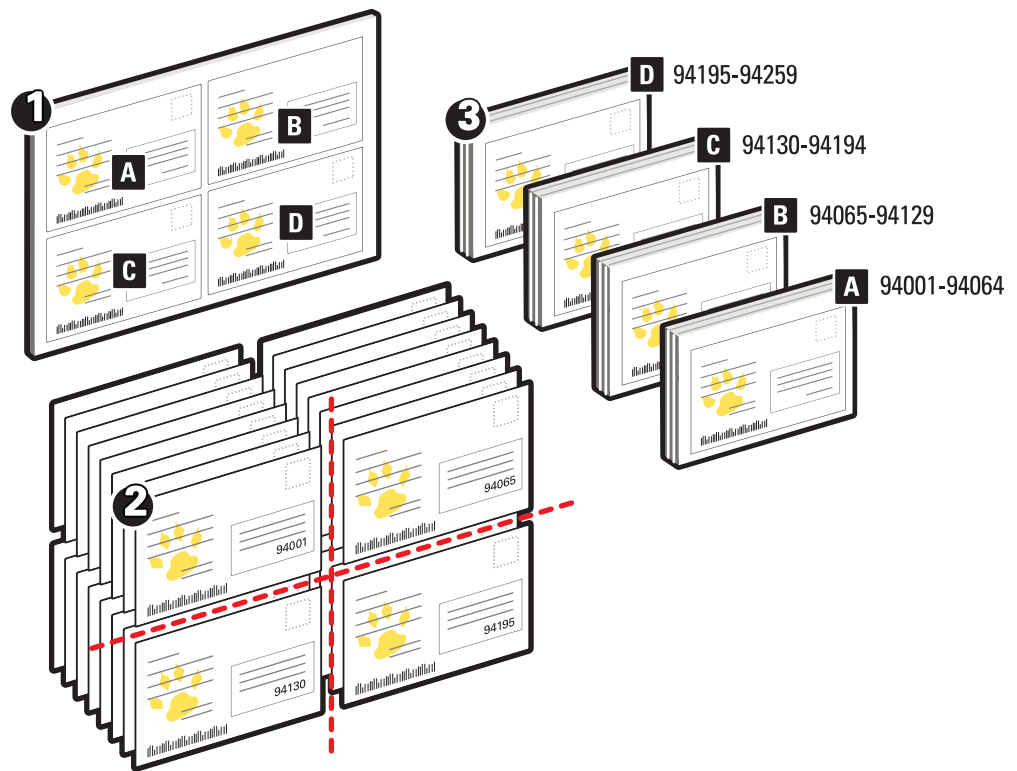
Dr. Jones sends his order to a print shop along with the PDF of his mailer and the Excel file database, including address information about his customers and neighborhood residents.

The print shop creates the merged master and variable document in Pageflex Persona-Fiery version to create the JonesMailer.ppml file.

For more information about Pageflex Persona-Fiery Version, see the documentation that accompanies the application.

To save time and money, four cards are printed on both sides of a single 11x17 page. To expedite the mailings and reduce costly postage charges, the cards are imposed so that once the pages are cut, the cards easily stack with the zip codes in the correct sort order.

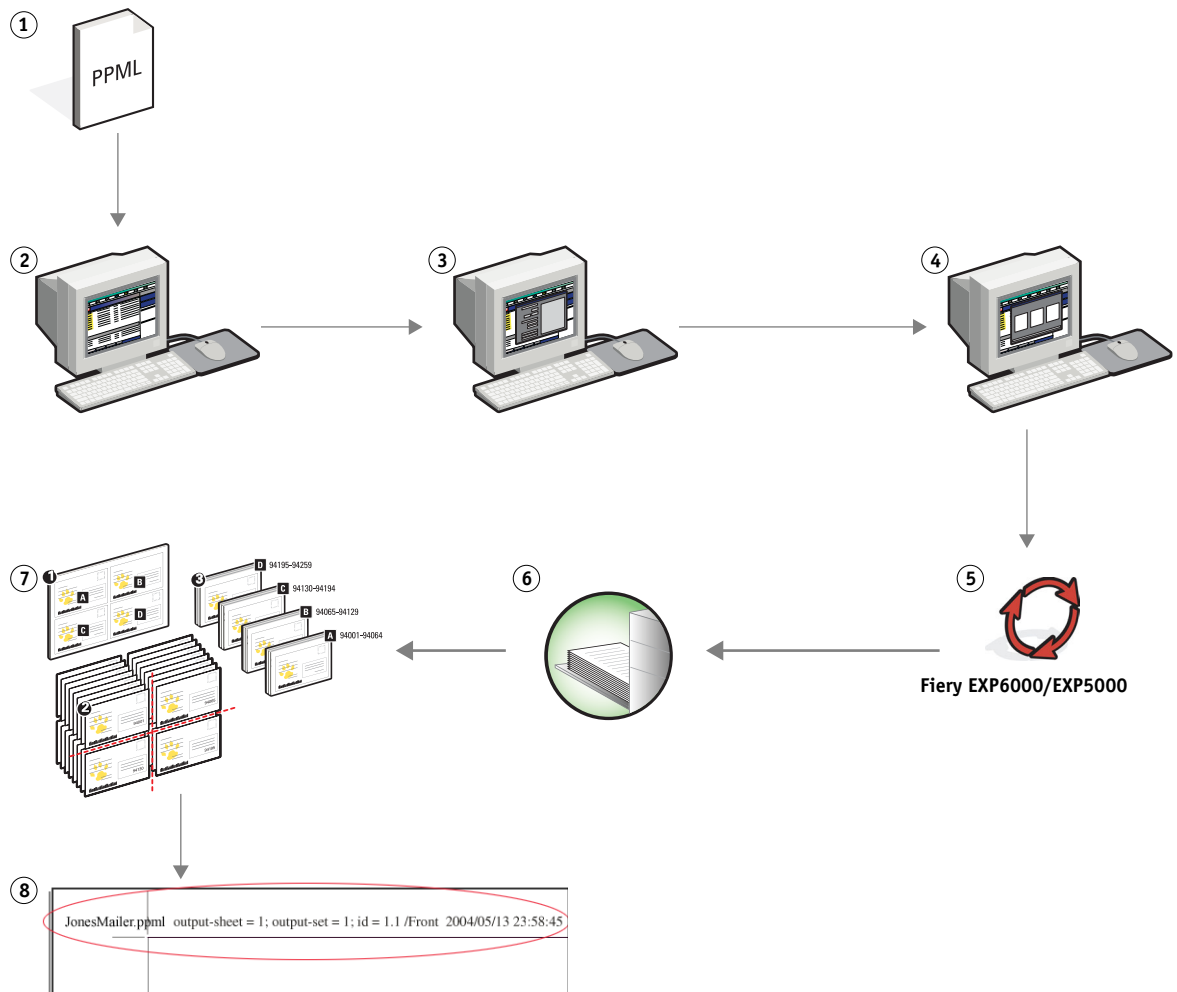
The following diagram illustrates how the job is imposed and sorted.








### Items required for this example

- A Windows computer with Pageflex Persona-Fiery Version
- JonesMailer.ppml
- Fiery EXP6000/EXP5000
- Command WorkStation with Impose

### PPML workflow with imposition



Step	Task	For more information
1	The operator at the print shop creates the merged master and variable document in Pageflex Persona-Fiery version to create the JonesMailer.ppml file.	For more information about Pageflex Persona-Fiery Version, see the documentation that accompanies the application.
2	The operator at the print shop downloads the file to Command WorkStation.	 Command WorkStation Help
3	<p>The operator selects the job in Command WorkStation and chooses Impose from the Actions menu.</p> <p><b>A)</b> From the Sheet bar, the operator specifies 11×17, landscape, and duplex.</p> <p><b>B)</b> From the Layout bar, the operator specifies two rows and two columns, and turns on printer's marks.</p> <p><b>C)</b> From the Scale bar, the operator specifies scale at 100%.</p> <p><b>D)</b> From the Finishing bar, the operator specifies to gang up the job and cut and stack it, and enters 64 for record set. The operator chose 64 because this is the number of sheets that the paper cutter can easily cut at one time. (This value must be a multiple of the number specified for the layout. For this example, the operator specified two rows and two columns. So the amount entered here should be a multiple of 4, such as 64.) This is the record per set.</p>	<i>Utilities</i>
4	The operator clicks the Raster Preview icon (  ) to preview a few records in Impose.	 Command WorkStation Help
5	The operator prints the job.	 Command WorkStation Help
6	The operator retrieves the job from the digital press.	
7	The mailers are stacked and ready to cut.	
8	The operator checks the Impose Control Strip to match the set information.	 Command WorkStation Help.



Check the Impose Control Strip to match the set information. This is useful if certain pages of your job do not print correctly and you must reprint specific pages.

Print one document to verify that the master and variable information matches.

Make sure that the scale size in Impose is set to 100%, otherwise the cards do not print with the specified 5×8 size and are adjusted to print to the scale value entered.

## HOT FOLDERS

This chapter provides an overview of Hot Folders and an example workflow using Hot Folders.

### What is a Hot Folder?

Hot Folders is a software application that streamlines network printing tasks. A Hot Folder is a folder to which you can assign a group of print options, along with a Fiery EXP6000/EXP5000 print queue.

To print a document, drag and drop the file onto the Hot Folder. You can create multiple Hot Folders, each with different settings and different Fiery EXP6000/EXP5000 connections. Depending on the configuration of the Hot Folder, jobs are routed to a Fiery EXP6000/EXP5000 with settings that you have configured.

Hot Folder software runs as a background utility, continuously monitoring Hot Folders for new jobs.



For more information about Hot Folders, see [Utilities](#) and Hot Folders Help.

## Example: Workflow with Hot Folders

Greg works for Company ABC and wants to print 25 copies of his new business cards.

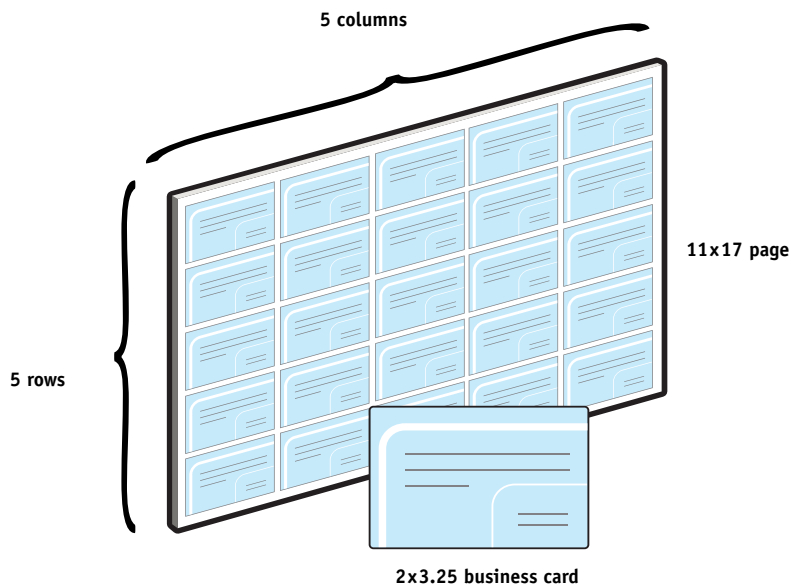
Company ABC has configured a network Hot Folder called “BusinessCards,” so that their employees can drop their business card .pdf file directly onto the Hot Folder for printing.

Greg creates his business cards using the required company business card template, and saves the file as GregCard.pdf. The business card template ensures that the cards are printed optimally, using the imposition settings specified in the BusinessCards Hot Folder.

Once printed, an operator in the company print shop cuts the cards and places them in interoffice mail for the employee.

Company ABC business cards are 2x3.25 inches in size.

The following graphic illustrates how the business cards are imposed.



### Items required for this example

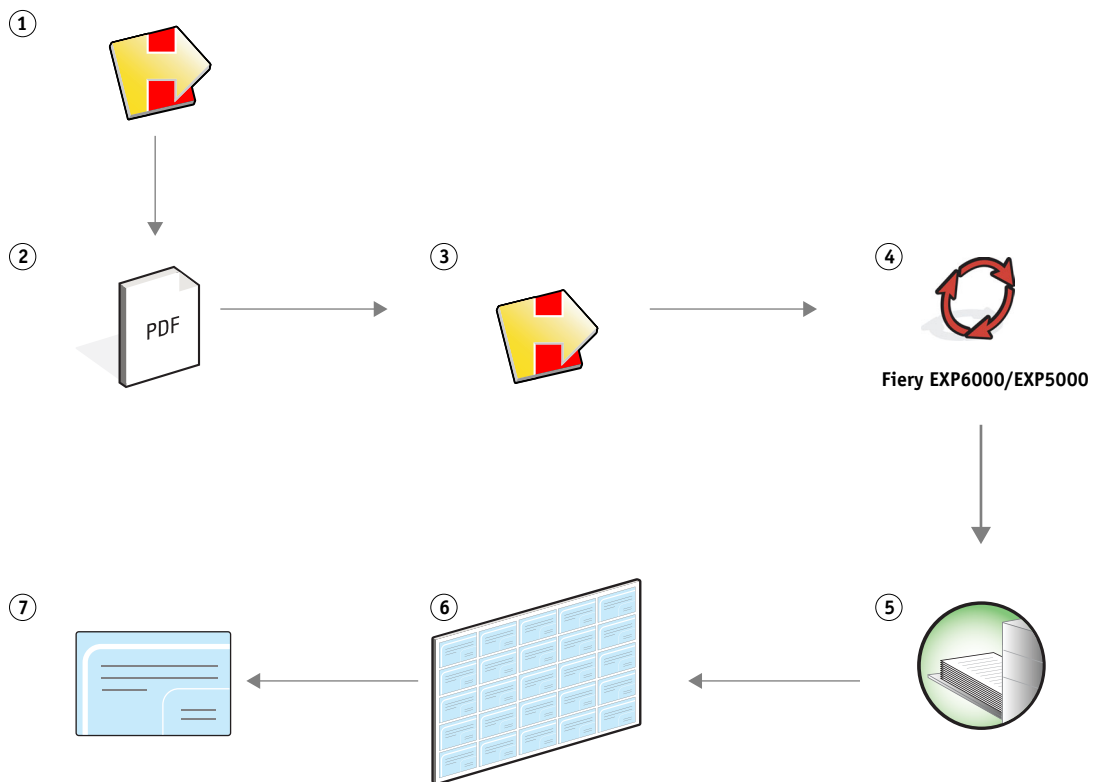
- GregCard.pdf
- Fiery EXP6000/EXP5000
- Hot Folder configured on the network
- 8.5×11 heavy media, such as card stock



For information about supported media types, see [Print Options](#).

- A paper cutter

**NOTE:** The Fiery EXP6000/EXP5000 supports PDF versions 1.2-1.5.

### Imposition workflow



Step	Task	For more information
1	<p>The operator at Company ABC creates a Hot Folder on the network, names it “BusinessCards,” and applies the following Hot Folder settings.</p> <p><b>A)</b> From Job Settings, the operator specifies 25 copies.</p> <p><b>B)</b> From the Sheet tab in Imposition Settings, the operator specifies 8.5×11 for Sheet Size, Landscape for Orientation, and Off for Duplex.</p> <p><b>C)</b> From the Layout tab in Imposition Settings, the operator specifies 5 Rows and 5 columns, and selects Printer’s Marks.</p> <p><b>D)</b> From the Scale tab in Imposition Settings, the operator specifies scale at 100%.</p> <p><b>E)</b> From the Finishing tab in Imposition Settings, the operator selects Gang Up and chooses Repeat.</p>	<p><a href="#">Utilities</a></p>  <p>Hot Folders Help</p>
2, 3	Greg drops the file GregCard.pdf on the BusinessCards Hot Folder.	 <p>Hot Folders Help</p>
4	The job prints.	
5	The operator retrieves the job from the digital press.	
6	The cards are printed on an 8.5×11 page.	
7	The operator follows the printer’s marks and cuts the business cards.	



Hot Folders does not apply any constraints between Job Settings and Imposition Settings. For a list of Hot Folder Job Settings that should not be modified when Imposition Settings are also used, see [Utilities](#).



## TERMS

**Atlas PrintShop Mail-Fiery Version**

A variable data printing application that supports FreeForm, FreeForm 2, and PostScript.

**Authoring tool**

A software application used to create text or images, or to define layouts for documents.

**Component**

In variable data printing, an element such as text, a graphic, or a photograph that is printed on a page.

**Creo VPS (Variable Print Specification)**

A variable data printing language from Creo.

**Encapsulated PostScript (EPS)**

A PostScript file format designed to be embedded in another PostScript stream.

**FreeForm**

A variable data printing technology that works with variable-data printing solutions from EFI. It allows data that is used many times in a variable-data printing job to be processed just once, enabling a digital press to run at or near rated speed.

**FreeForm 2**

FreeForm 2 expands FreeForm technology by allowing you to determine page conditions and rules for printing a job containing multiple master pages. Unlike FreeForm, FreeForm 2 requires a variable data printing application that specifically supports FreeForm 2.

**Imposition**

Grouping and arranging pages for efficient printing on larger sheets of paper, taking into account the need to cut and bind the pages after printing.

**Master elements**

Used in variable data printing with variable elements. Reusable data that is common across copies of a document.

**Mixed Media**

A feature that allows you to print ranges of pages on different types of media.

**Pageflex Persona-Fiery Version**

A variable content design application that supports PPML and PostScript. It uses PPML to store and re-use variable data elements.

**PDF (Portable Document Format)**

An open file format specification that describes text and graphics in documents.

**PostScript**

A device-independent page description language that is used to print and display pictures and text. PostScript 3 includes many enhancements to older versions of PostScript, including improved image quality and color.

**Raster image**

Electronic representation of a page or image using a grid of points called pixels.

**Rasterization**

The process of converting code that describes text and graphics into the format that is understood by a printer's "print engine" to print them on a page.

**Variable Data Printing (VDP)**

Digital technology that links print engines to databases that contain the content for printed documents in order to print pages that vary in content.

**Variable elements**

Used in variable data printing with master elements. Data that changes across copies of a document.

**Xerox VIPP (Variable data Intelligent PostScript Printware)**

A page-description language (PDL) designed especially for printing variable data documents.

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