XEROX®

FreeFlow® Web Services

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Xerox VIPP Integration

for FreeFlow® Web Services

Powered by Press-sense

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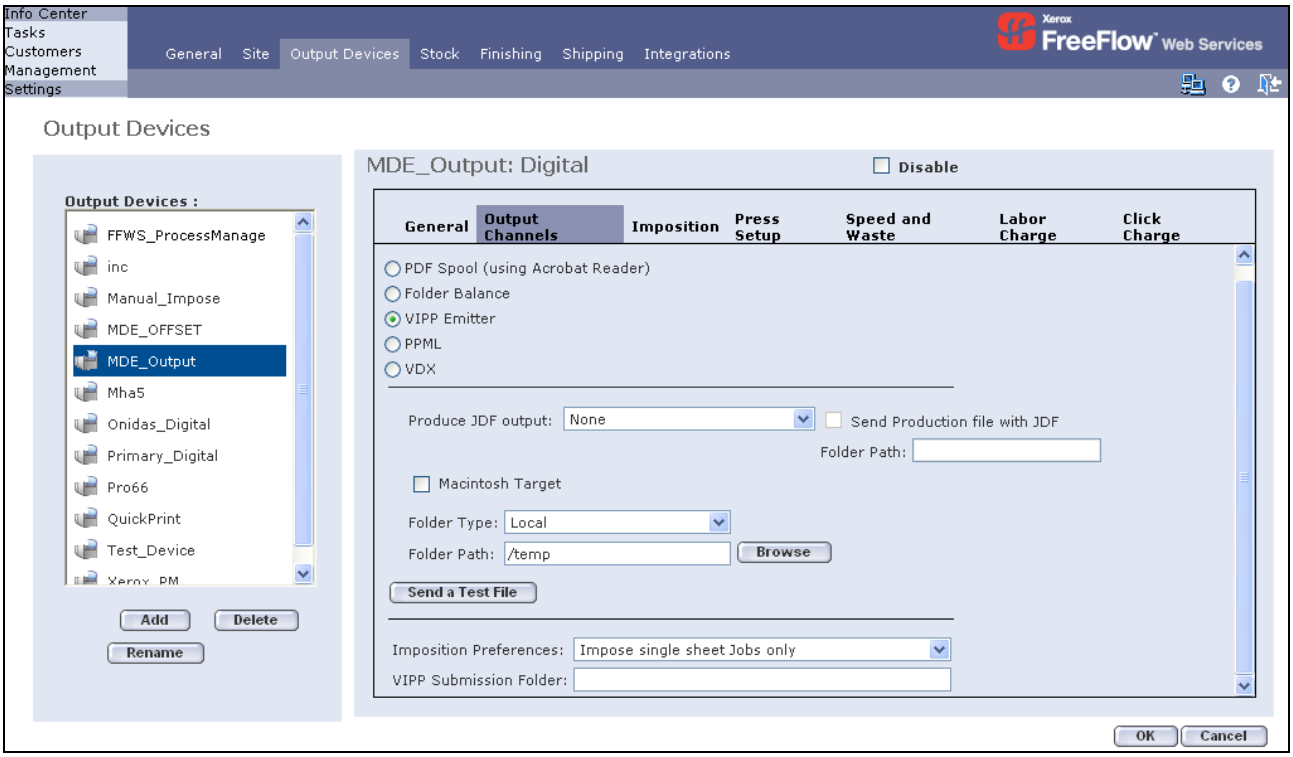
Overview

VIPP®[1] *Emitter* is a module designed specifically for *Xerox* digital front ends that have *VIPP (Variable-Data Intelligent PostScript Printware*) already installed and licensed. The purpose of the *VIPP Emitter* module is to significantly decrease the amount of *RIP* and server time.

The *VIPP®*[2] *Emitter* must be activated through a dedicated FlexLM License option.

[1] VIPP and VIPP Emitter are registered trademarks of the Xerox Corp in the USA and throughout the world.

Defining a VIPP-enabled Device



To define a *VIPP*-enabled device, carry out the following steps:

1 In the *Settings/Output Devices/Output Channels*, click on the *VIPP Emitter* radio button; the *Folder Type* (*Local, FTP, Network*) and the *Folder Path* are at the discretion of the Print Provider.

2 The Print Provider selects one of the following preferred imposition options for the specific workflow:

Impose all files – Use the *Easy-VI* imposition mechanism for imposing Jobs and send the imposed printing sheets to the *DFE*

Never Impose – Do not use the *Easy-VI* imposition mechanism to impose the Job and send the raw pages to the *DFE*. The Job will be imposed by the *DFE*.

Impose single sheet Jobs only – If there is only one sheet in a Job (simplex or duplex), use the *Easy-VI* imposition mechanism to impose the Job. This will increase the automation of the flow. If the Job contains more that one printing sheet (simplex or duplex), send the raw pages and let the *DFE* impose the files. This will allow a more effective printing resume on the one hand, and reduce the automation level on the other.

VIPP Job in the Production Queue

A *VIPP* Job residing in the *Production Approval* queue is identified by the  icon.

Upon approval, the *VIPP Project Container* (VPC) is created with the *SETPROJECT* destination as defined in the *VIPP Submission Folder*.

Note: This is an *XML VIPP* format within the *Project Container*.

The *VPC* will be placed in the destination that was specified in the *Site/Output Devices/Output Channel/Folder* path.

Fonts Handling

The *VIPP* workflow supports all of the font types supported by *FreeFlow Web Services* standard workflows, including *True Type* fonts. However, *True Type* fonts must be installed on the *DFE's RIP* for production; *Type1* fonts will be embedded in the Job.

VIPP Workflow

VIPP Workflow describes the *FreeFlow Web Services* / *VIPP* integrated workflow. A variable data workflow in *FreeFlow Web Services* allows the Print Buyer to easily create and order highly flexible and very sophisticated Jobs, utilizing simple and intuitive browser-based tools. *VIPP* is a print stream, which enables an efficient, printer-rate variable data printing. The integration between these two tools provides owners of *Xerox* printers, using a *VIPP*-enabled digital front end and *FreeFlow Web Service*, with the most powerful and flexible production tool on the market.

Print Buyer Side

To order a variable data Job using the *FreeFlow Web Services* / *VIPP* integrated workflow, carry out the following steps:

1. Log into *FreeFlow Web Services*, select *Order Jobs* and click on the *Print Documents from Our Documents Start Order* button; the *Choose a Template* window appears.
2. Select a template that had been created for a variable data workflow.
3. Upload a database and follow the instructions to complete the Job creation.
4. Proof and complete the Job order, through confirmation.

Print Provider Side

After Print Buyer confirmation, the *VIPP* Job is transferred to the Print Provider side and appears in the *Production Approval* queue (designated with the *VIPP*  icon).

The Print Provider continues with the following steps:

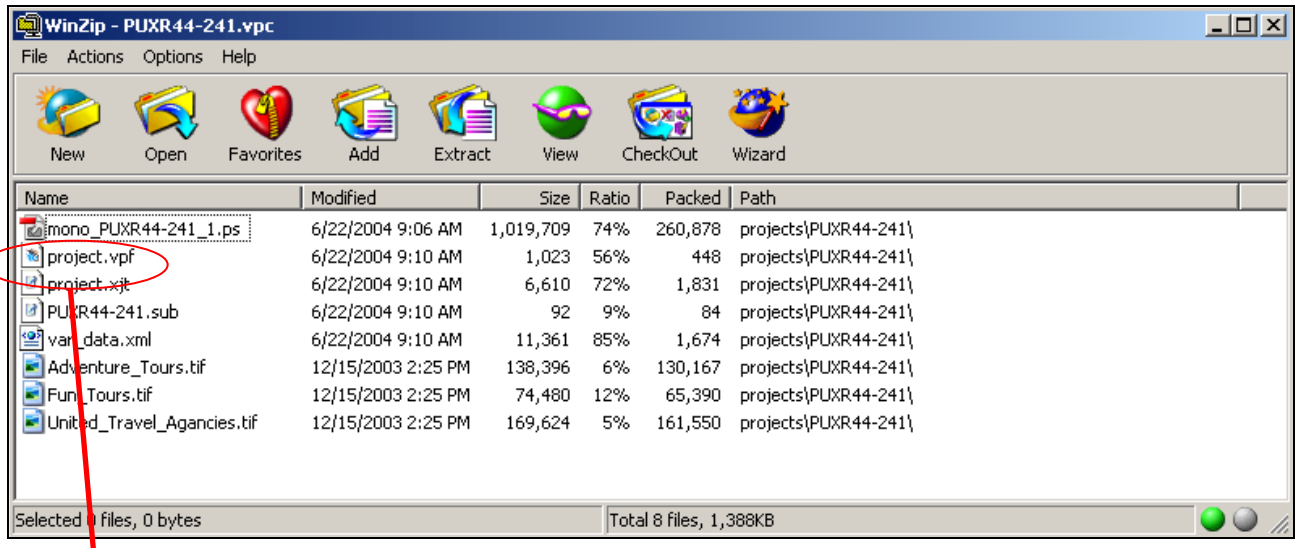
1. In *Settings*/*Output Devices*/*Output Channels*, set up a *VIPP*-enabled output device; specific templates are targeted to this output device.
2. Approve the *VIPP* Job for production; the server automatically creates a *VIPP Variable Project Container* (*VPC* file).

Note: *FreeFlow Web Services* uses the *Folder Balance* output channel and places the *VPC* (*VIPP Project Container*) in the designated folder as defined in the *Folder Path* box, located in *Settings/Output Device/ Device Channels*.

The *VPC* must be processed on the Digital Front End according to the Xerox *VIPP* documentation.

VPC Structure

The *VPC* (*VIPP Project Container*) must be processed on the *Digital Front End* according to the *Xerox VIPP* documentation.




```
%!
[(projects) (PUXR44-241)] SETPROJECT
(var_data.xml) SETLMFILE
(project.xjt) STARTXML
```