Darwin VDP Software Key Features

Features	Benefits
Unlimited variability	Apply any number of variable fields; partial or even full pages can be replaced for every recipient. Any element can be dynamic: text, graphics, color, charts, barcodes, layers, character style, background, and entire pages.
Complete DTP feature set	Enjoy full design freedom: use any **Adobe InDesign** Software function to create variable data documents.
Extensive tools for rule-based logic	Create complex variable data documents with simple, rule-based functionality. No scripting or programming is required.
Supports all leading VDP formats	Maximize your VDP output capabilities. The software supports all VDP output formats: VPS, **Xerox VIPP**, PPML, PPML/VDX, **PostScript**, optimized **PostScript**, and PDF.
External database connectivity	Linking directly to external database servers for data and images saves space on the local workstation, and streamlines your workflow.
Automatic barcode generation	Generates industry-standard barcodes: EAN 13, EAN 18, USPS FIM, USPS Postnet, code 11, 39, 39 extended, 93, 93 extended, 128, Codabar and US zip codes for faster, more accurate mail delivery.
Autofitting capabilities	Variable data, text and images always fit correctly into your master designs. Text is automatically resized to fit exactly where you place it, and images are automatically resized to fit into the defined containing box.
Create multi-page documents	Produce personalized catalogs and large-scale documents with no length limitations. Each recipient can receive a different number of pages.
Preflight tool	Preview your design and its variable elements in WYSIWYG format. You can also select a specific record and preview it in real time.

Features Exclusive to **Darwin** Pro VDP Software

Features	Benefits
Extended tools for rule-based logic	Use **JavaScript** rule logic to handle complex logic that isn't already defined in the simple GUI.
Variable charts	Allows automatic creation of charts (area, pie, radar, doughnut, column, line, and bar) based on information pulled from a database. This WYSIWYG feature enhances VDP documents and adds visual clarity to numeric information.
Extended barcode generation	Automatically generates over 80 barcode types, including all leading mail formats and 2D barcodes.
Dynamic page exception	Create booklets with variable pages and different paper types.
Personalized images	Produce advanced personalized images with **Darwin** Software and **Adobe PhotoShop** Software.
Function support for data processing	An extensive set of functions enable you to process text, numeric data, and more. Users can extend this function set using **JavaScript**.

Note: There may be variations between the versions. For more information, please contact your local representative.

Darwin VDP Software
A robust and scalable variable data solution for one-to-one marketing

- Easily produces complex VDP jobs
- Offers advanced personalized image creation capabilities
- Simple GUI defines rule-based logic without programming; a powerful **JavaScript** engine offers more complex options for experienced users
- Generates dynamic charts and over 80 barcode types, including 2D barcodes
- Supports all industry-leading VDP formats
- Supports **Adobe InDesign** Software, and **Macintosh** OS X and **Microsoft Windows** Operating Systems
- Creates VDP templates for the **InSite** Variable Data Print System
- Integrates tightly with **Creo** Color Servers for high performance

For the latest product specifications, or to download a demo version of the **Darwin** VDP Software, please go to **www.creoservers.com/Darwin**, or email us at: info@creoservers.com
For sales assistance, please contact your local representative.

Darwin VDP Software

The VDP solution that gives you the power of change

Darwin VDP Software creates targeted, full-color printed mailers that deliver marketing campaigns with impact. With its easy-to-use workflow and automated features, it can help you produce complex variable data documents for your customers, quickly and cost-effectively. Its advanced features put you ahead of the competition, increase your revenues and drive the growth of your business.

Create documents of any length and complexity

Darwin VDP Software includes all of the features you need to design, author, and manage personalized documents for your customers. **Darwin** Software is a true production tool, capable of working with large databases to help you generate complex one-to-one marketing campaigns of unlimited length. Use **Darwin** Software with **Adobe InDesign** Software (for **Macintosh** OS X or **Microsoft Windows** OS) to create, preview, and print full-color variable data communications that meet the needs of even your most demanding customers.

Fully customizable one-to-one marketing

Darwin Software turns the VDP authoring process into a simple, intuitive task, with no need for scripting or programming. It provides the full design freedom of industry-standard **Adobe InDesign** Software: any element—text, graphics, color, layers, character style, background, even entire pages—can be variable. You add variable elements by simply double-clicking them into place, and the advanced preflight feature enables you to preview them in WYSIWYG format for fast, error-free production.

Additional advanced features are now available in the **Darwin** Pro Software configuration. Database-driven charts of different types can be automatically generated to help your customers quickly communicate sometimes complex data, with high visual impact. Barcode generation options ensure your customers experience faster, more accurate tracking and delivery of their campaigns.

Maximize impact with personalized images

The personalized image feature gives you the power to create graphically-rich, sophisticated, images that get noticed and increase response rates, such as realistically rendered names on creative images and textures. **Darwin** Software utilizes **Adobe Photoshop** Software for its personalized image creation.

Darwin Software's Personalized Images for high-impact champaigns

Increase productivity with a streamlined workflow

Darwin Software directly connects to your customers' external databases, linking their server-based data and images to the variable authoring process. This streamlined workflow speeds the creation of complex campaigns, and reduces your need for large amounts of disk space during the authoring process.

Darwin Software is also completely open and flexible for easy integration with any digital printing workflow. It supports all of the industry-leading VDP output formats, including Variable Print Specification (VPS), PPML, PPML/VDX, **Xerox VIPP**, optimized **PostScript**, and PDF. VPS is the fastest and most efficient, since elements are only RIPed once, no matter how many times they are used.
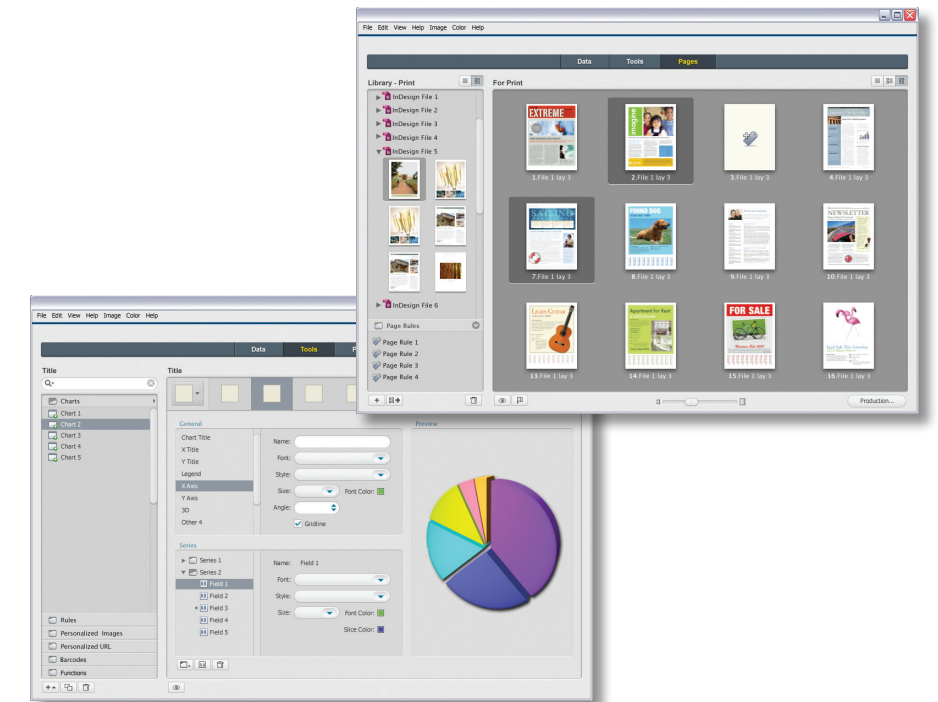
Designed for the busy production shop

Darwin Software is designed for straight forward installation and a short learning curve. Your shop is ready to provide advanced one-to-one marketing tools to your customers in less time, since there is no need for lengthy technical deployments or training times. The simplified GUI, industry-standard software tools and identical user experiences in both **Macintosh** OS X and **Microsoft Windows** Operating Systems ensure that your staff can effectively use the software, virtually out of the box.

VDP Template Editor for the InSite Variable Data Print System

Darwin Software forms the template editor for **InSite** Variable Data Print System. To create a template, you simply export the job from **Darwin** Software. **Darwin** packs all of the job's components such as images, text, rules and fonts into a single file, and imports it into the **InSite** Variable Data Print System that then publishes it to the Web as a template.

For the best results, print with a Creo Color Server

For the fastest printing and the most impressive results, use **Darwin** Software with the **Creo** Color Server. The **Creo** Color Server interprets VPS most efficiently, and maximizes the efficiency of your business with high-speed output of even the most lengthy, complex documents.

Darwin configurations

Darwin Software is available in two configurations: the industry-acclaimed **Darwin** Desktop VDP Software, and the more advanced **Darwin** Pro VDP Software which offers an enhanced feature set for more complex jobs.

Darwin Desktop VDP Software
Darwin Desktop Software turns your VDP process into a simple, intuitive task. It offers a rich feature set dedicated to enhancing the productivity of your business, supports both your novice and advanced users, and outputs to virtually any device. The easy-to-use GUI, workflow and features enable you to quickly and efficiently produce complex campaigns.

Darwin Pro VDP Software
Darwin Pro Software offers additional features for more complex jobs, including support for variable charts, barcodes, and personalized images. These extend the range of variable data options you can offer your customers beyond the basic text, colors, images, and pages. You can define parameters for all elements using drop-down menus and drag-and-drop operations for a straightforward authoring process. In addition to the built-in simple GUI for less complex jobs, **Darwin** Pro Software allows you to create complex logic using your own **JavaScript** code.