Power and productivity for direct mail printing

Selected features	Benefits
Productivity and Workflow	
Dual core high CPU, large disks	Ample processing capacity and storage to ensure stability in long VDP print runs
Gallop	Print a job while still processing parts of it, minimizing idle press time
Fusion architecture, RIP to disk	Stability required for critical high-volume applications
Scaleable RIP architecture *	Enables easy addition of computing power as needed to support growth
Open Connectivity	
Open standard **JDF**/JMF-based connectivity with a range of workflow partners	Ensures that partner solutions and **Creo** Color Servers work together with minimal installation and configuration effort
VDP Partnership Program	Connectivity to integrated cross-media marketing campaign solutions
Premium connectivity to **Kodak** Unified Workflow Solutions	Provides integration with commercial print workflow solutions and route jobs between offset and digital systems
Variable Data Printing (VDP)	
Full support of leading VDP file formats (PPML, **Xerox VIPP****, VPS and PDF)	Rapid, efficient VDP processing, regardless of the original authoring tool or file format
IPDS capable*	Critical communication standard for productivity in TransPromo print environments
Easy VDP creator - a set of pre-defined VDP templates ready for immediate use *	Enables printers to get started in VDP easily, so they can focus on developing business rather than learning software

* Available with recent technology releases
** **Xerox VIPP** is supported only for **Xerox** Digital Printers

VDP Partnership Program

The Print On-Demand Solutions Group has been committed to the support and development of Variable Data Printing (VDP) for over ten years, and for several years has managed a VDP Partnership Program that provides a wide selection of tested and approved, market-ready solutions.

The program has successfully certified solutions that deliver compatibility between VDP-capable **Creo** Color Server technologies and a range of VDP file formats, including Variable Print Specification (VPS), PPML and others, and has supported the integration of **Creo** Color Servers with leading VDP authoring tools.

For more information about **Creo** Branded Products,
contact your local representative or visit **www.creoservers.com**

creo
COLOR SERVERS
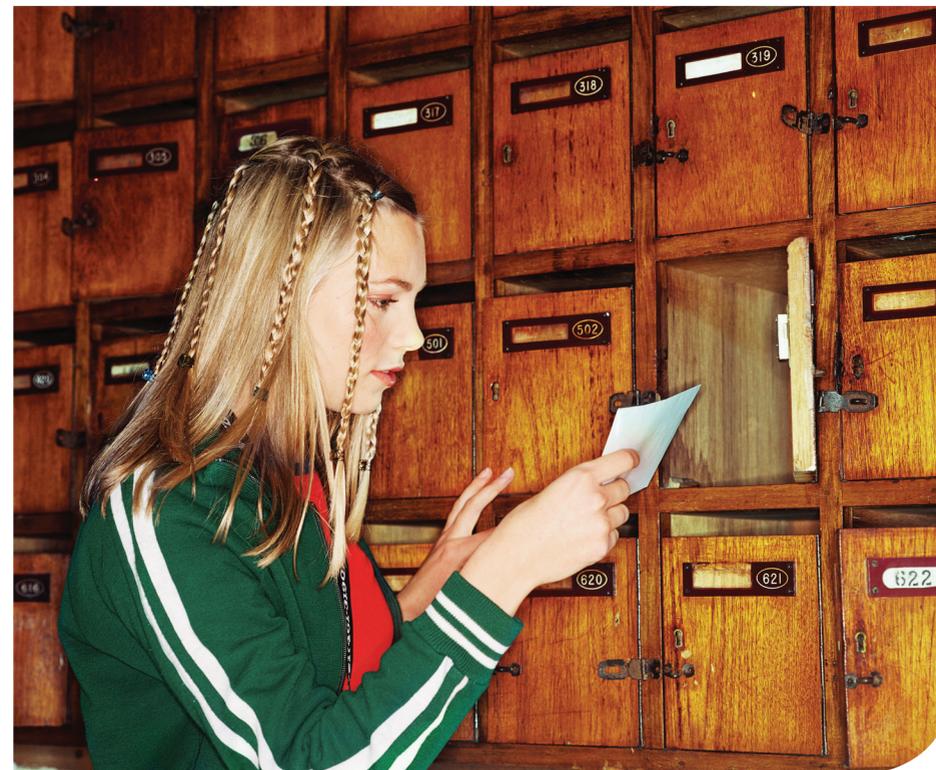
Creo Color Servers for the Direct Mail Print Market

Creo Color Servers driving your digital presses—because powerful campaigns need powerful technology

Creo Color Servers
Maximizing direct mail print productivity

Creo Color Servers deliver the processing speed, color accuracy, and job control that have made them the premier solution for direct marketers and other print on-demand professionals. They optimize the performance of the industry's leading digital presses, increasing their efficiency, adding automation and providing new levels of operator control. Above all, they provide new opportunities for profitability, through operational flexibility and cost efficiencies.

New power for variable data printing

New advancements in **Creo** Color Server Technology have brought new flexibility and added new capabilities to meet the variety of print jobs that direct-mail printers face, such as variable data printing, last-minute short run jobs and photo-intensive printing.

Creo Color Servers are renowned as the superior server for high-end and mid-volume production printing. Recent developments have had a tremendous impact on **Creo** Color Servers' applications. Whatever your primary print market—whatever your production volume—there is a **Creo** Color Server solution that can increase your productivity, flexibility, and output quality.

Why choose **Creo** Color Servers for direct mail printing?

Faced with the need to print long variable print runs with extremely short turnarounds, direct marketers need a print server with the power and stability to handle huge, complex data files. The direct mail marketis evolving, often encompassing cross-media campaigns that include personalized mail, personalized email—and even personalized web pages with Personalized URL (PURL) technology.

The architecture of **Creo** Color Servers adds more value to direct mail providers, with processing power, stability, and comprehensive connectivity to VDP authoring tools and composition engines. With **Creo** Color Servers, it is easier than ever to get into the direct mail business, with low-risk entry-level tools, including an embedded VDP composition engine with pre-defined VDP templates. The **Darwin** VDP Software makes it easy to design, author, and manage full-color complex VDP documents in which every element is dynamic. And **Creo** Color Servers offer a simple and direct upgrade path to serve a growing direct mail business with an increasing print volume.

- processing power for large files with complex personalization
- compatibility with popular VDP formats
- stability to run long, complex print jobs
- commercial-print color quality
- easy-to-use **Darwin** VDP Software
- seamless integration with leading VDP authoring tools