

# UDIRECT™ PROFESSIONAL

## Increase Effectiveness of Personalized Print Programs

With uDirect Professional, Adobe® InDesign® users can produce powerfully-personalized, visually-rich 1:1 communications that gain each target individual's attention to result in significantly higher returns for direct marketing programs.

uDirect Professional integrates seamlessly with Adobe InDesign CS as a plug-in, so you can utilize this design environment's full creative capabilities not only for the static elements of your design but also for the dynamic, variable data driven elements.

### Flexibility that fits your workload

There are a variety of workflow options available. You determine which to use based on the data source that is supplied. For jobs with straight forward resource information, such as an excel file with name and address information, you'll work in uDirect mode.

For those jobs which include data sources that are complex (relational database with multiple tables or multiple data sources) then our more advanced uPlan based workflow is used.

### UDirect

Simply link to your data source (tab-separated, Excel sheet, a table in a relational database, etc.) to the InDesign file and uDirect automatically presents you with customized icons and pull-down menus that reflect the field headers.

### uCreate

In uCreate, designers create dynamic documents in a design environment that is native and familiar to them. Static objects, such as picture boxes or text paragraphs, become dynamic by simply associating them with an ADOR object that will change its value from recipient to recipient (e.g., the name of a picture file representing the image of a phone). Proofing functions make it a breeze to try out different ideas and scenarios with real information for different customers.

### uPlan

Specifies the elements that will vary in a variable data or dynamic document – we call these ADOR objects. You use uPlan to create a Plan file. These "Plan" files define the variable elements for uCreate. uPlan utilizes advanced data resources.

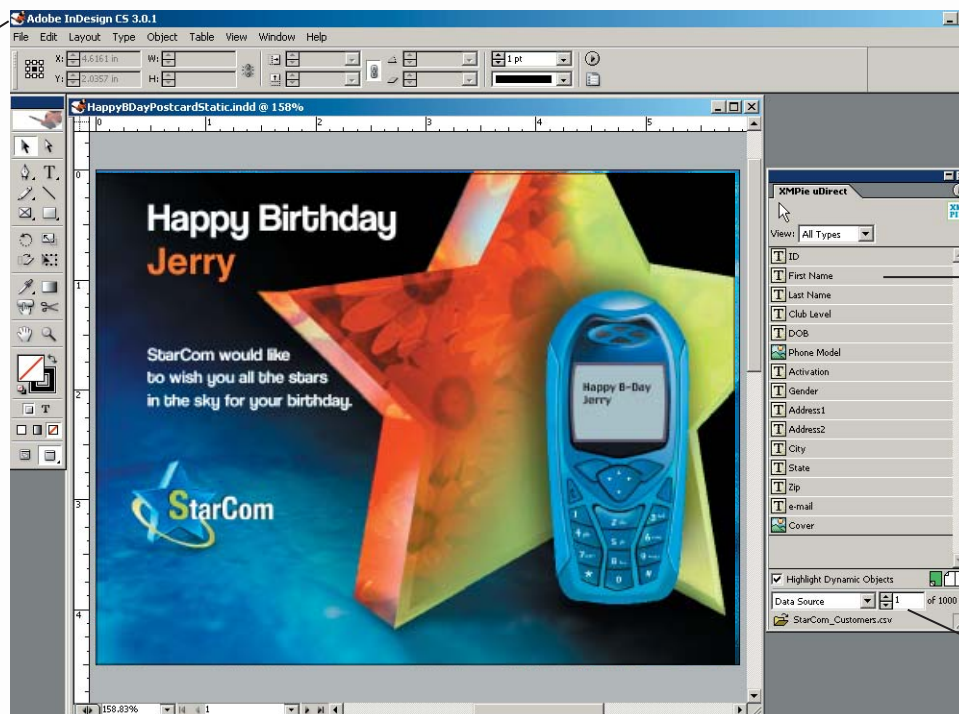
### Rule Editor

If you choose to build advanced business rules, the designer-friendly "Rule Editor" GUI is available as needed throughout the design process. The Rule Editor is a logical and straightforward way to add conditional rules, logical operators, arithmetic operations, and number/date formatting.

uDirect Professional is fully compatible with PersonalEffect, XMPie's high volume production and cross media server-based solution.

uDirect is a plugin for Adobe InDesign

Interactive preview allows you to preview element changes record by record



Dynamic Elements are easily placed into your design by double clicking the Contact Object within this menu

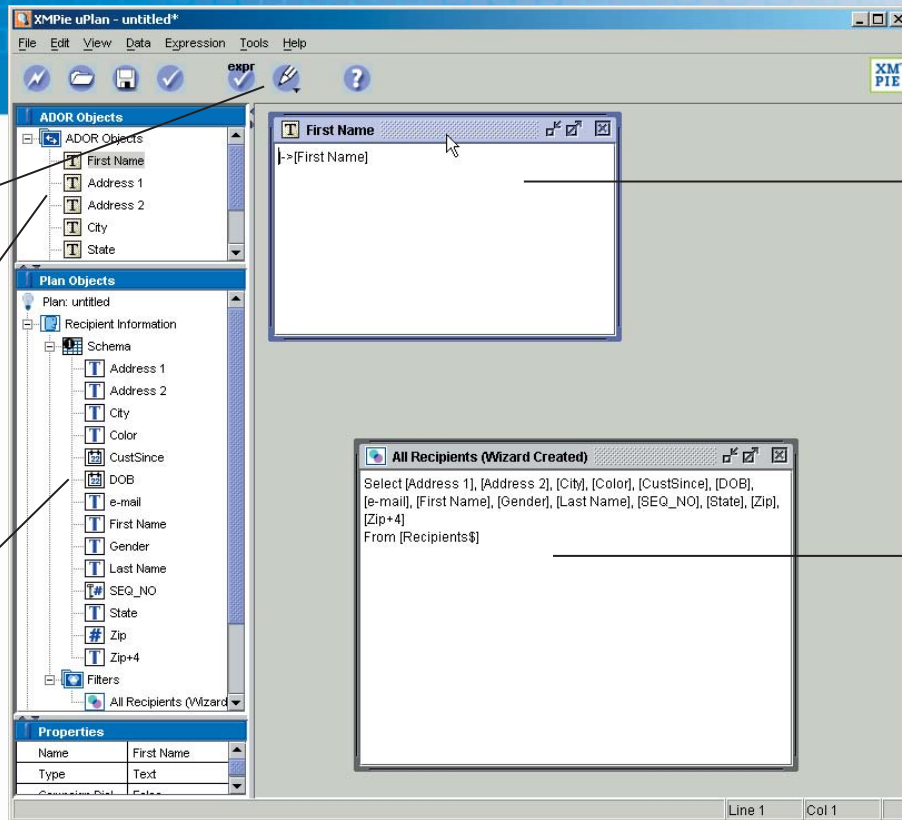
Turn on and off layers and pagespreads using these icons

Easily link a new database to your document

Built in validation verifies business rule syntax and overall integrity of campaign logic.

ADOR technology provides modular integration between data, design and logic.

uPlan defines the database structure, but does not import the data, allowing full database changes and manipulation up to final production.



uPlan supports standard SQL, enabling database connectivity to Oracle, MS SQL, IBM DB2 and MS Access.

QLingo language augments SQL making business rule rule creation fast and efficient.

### Innovative ADOR technology.

Automatic Dynamic Object Replacement (ADOR) is XMPie's patent-pending technology at the core of PersonalEffect. No other technology allows you to set up relationships between design, data, and logic yet keep all three elements independent until final production. ADOR seamlessly links uPlan, uCreate, and uProduce, so you can make changes and remain flexible during the entire workflow - from conception, through creation, to final production.

### uDirect Professional Product Highlights

#### Dual module solution

Programming tool for the programmer and a plugin making variable data direct marketing for the designer.

#### Advanced Programming Capabilities

Ability to use complex data sources and mix multiple data sources of various type.

#### Rule Editor

A logical and intuitive way to add conditional rules, arithmetic operations and numbering & date formatting.

#### Interactive Previews

At any time during the design process you can preview the dynamic elements within your file record by record.

### Copyfitting

Text underflow and overflow automatically fits copy within a selected text box without your intervention.

### AutoFlow

Allows for automatic page length adjustments to accommodate variable text and tables on a record by record basis.

### Step & Repeat

Create setups that allow you to print multiple documents on a single page.

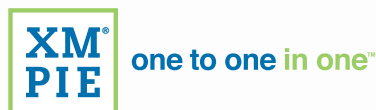
### Support for Bleeds

Increase the impact of your design by bleeding imagery off the page.

### XMPie's modular approach to variable data publishing

Occasionally, a variable-data project may require cross-media communications with more complex business rules, multiple database connections, web-to-print deployment, or high volume print run. You can design with uDirect Professional and work with a print service provider that uses the XMPie PersonalEffect solution to implement this advance functionality.

Visit our website at [www.xmpie.com](http://www.xmpie.com) for more information on our product line including: uDirect Standard, PersonalEffect, uChart, XLIM and uStore.



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