



PrintShop Mail Benefits

Free designer version!

The PrintShop Mail software is made available for free, and can be downloaded from our web site: www.printshopmail.com. We also offer the software (including related product information, such as examples, a tutorial, a User guide, and PPD's) for a small fee on a CD-ROM.

The PrintShop Mail software on the web and on the CD is the full working version, with all functions enabled. It operates in designer mode. This allows you to design your own variable information print job, using your own documents and database applications. You can also save the job. In the designer mode you can thoroughly test the software and get a good idea what can be done with PrintShop Mail, in your own work environment.

In the designer mode, PrintShop Mail allows you to print 25 records in each session. On the printed results, 'PrintShop Mail' will be printed across the variable documents. If PrintShop Mail is restarted another 25 PrintShop Mail records can be printed.

Free bar code fonts included!

The following bar code fontst are included in PrintShop Mail:

- Code 39
- Code 128
- UPC/EAN
- POSTNET
- Interleaved 2 of 5
- Codabar
- MSI Plessy

Easy to use: no programming experience needed

PrintShop Mail is very easy to use, and there is no need for complex programming to product VIP jobs with PrintShop Mail. The user interface is intuitive and graphically oriented. You can link the database with the design by simply dragging and dropping the information onto the design, there where you want to place them.

Variable Information Printing at rated speed of the printer!

PrintShop Mail makes personalized printing quick and easy. It integrates database information into the layout of a document. You or your customer can create this document in any layout or design application, and use any database format.

By simply dragging and dropping database information into the document layout, PrintShop Mail creates a link between the database field and your desired document. PrintShop Mail gives you an instant preview and provides you with a powerful resource checking option.

The document together with the link to the database is sent to the RIP only once. This greatly shortens the printing process and decreases your network congestion. PrintShop Mail then lets your PostScript printer print at or near rated speed, independent of the job complexity

During the printing process, the variable information from the database is sent to the printer on the fly; the static portion of the job does not have to be re-ripped. This is not the case in traditional MailMerge, which sends the design with the data to the RIP for each record. As a result, traditional MailMerge will cause network congestion.

Continue to use your own design application

You can use ANY design application, such as Quark XPress, PageMaker, Illustrator or MS Word. To be able to use it in PrintShop Mail, this design should be saved as either a PDF or EPS. In the Windows version of PrintShop Mail, the design will be opened as a PDF; in the Macintosh version of PrintShop Mail the design will be opened as an EPS.

This gives you the freedom to open ANY design in PrintShop Mail, and allows you to continue using your favorite design application.

Continue to use your own database

PrintShop Mail has direct support for the following database formats:

In the Windows version of PrintShop Mail there is direct support for the following database applications:

- Dbase (. dbf)
- MS FoxPro (.dbf)
- Paradox (.d)
- MS Excel (.xls)
- Ms Access (.mdb)
- Delimited ASCII (.txt, .csv)
- ODBC Support (SQL, etc.)

In the Macintosh version of PrintShop Mail there is direct support for the following database applications:

- Dbase (.dbf)
- Delimited ASCII (.txt, .csv)

PrintShop Mail also has ODBC support. With ODBC you can open up virtually any database format. The database needs to be comma, or tab separated.

For more detailed instruction on this feature, go to the PrintShop Mail User Guide.

Suggestion: With more information included in the database, you can be more personal and effective in your printed communication.

Suggestion 2: You don't need a database to print unique documents! With the "Counter" function, PrintShop Mail allows you to apply crash numbering or serial numbering on your printing. Applications include: numbered tickets, serialized documents, unique numbers added to confidential or legal documents for security reasons.

Continue to use your own PostScript RIP and Printer

PrintShop Mail can drive ANY PostScript RIP. However, as each RIP can handle the variables differently, Atlas Software BV has build in special support for the following RIP technologies:

- * Optimized PostScript
- * Copypage
- * Fiery FreeForm®, FreeForm 2
- * Creo VPS
- * AHT (ColorFlare, OneRip)
- * PPML
- * PPML/VDX
- * VIPP

This means, that PrintShop Mail will work with each of these specific technologies to process the job as efficiently as possible, with the goal to drive the PostScript print engine at, or near, rated speed.

PrintShop Mail emits PostScript. Hence, it can drive ANY color, Black & White or highlight PostScript printer.

Layout and database can be created separate from each other

With PrintShop Mail, you can create your design anywhere, and completely separate from the database. This gives you the ease of using your own design application without having to worry about inserting specific database links into the design.

Offers various properties formatting for variable fields

As a true print production tool, PrintShop Mail has a number of properties formatting features, such as:

- word wrap around variable objects
- scaling of variable images to center or fit to frame
- Text changing to any font, any size, any color available on the system

Powerful set of database extraction & conditional selection functions

While PrintShop Mail is as easy as dragging and dropping database information onto a design, you can go much more in depth with conditional database programming. In the so called 'expression builder' you can build your database manipulation expressions to produce the desired variable output.

Preview browsing before printing to facilitate accuracy

Once the database information is linked to the design, PrintShop Mail allows you to preview the job. This is a very graphical way to view and leaf through the end results on your screen.

Resource check on printstream reliability

PrintShop Mail is a print production tool. Before the job is printed, PrintShop Mail allows you to perform a resource check and verify if all data will appear correctly. PrintShop Mail will warn you, for example, when the database text exceeds the length allotted in the variable box, or if certain data is missing. This feature prevents you from finding out about mistakes after the printing has been done.

Finishing options per record or per set

If supported by the printer, PrintShop Mail allows you to utilize the stapling or folding features of the printer to finish your variable information printing job. This can be done on a record level, or per set. Also, paper tray selection can be done on a record level.

Efficient production process saves time and money

The sole goal of PrintShop Mail is to drive the digital printer at rated speed. Towards that end, PrintShop Mail optimizes the PostScript stream and accommodates to various RIP technologies, as each RIP technology may handle the variables in a different manner.

The static portion of the job is sent to the RIP only once. The variables are sent on the fly.

This efficiency greatly shortens the Ripping and printing process and decreases your network congestion tremendously. PrintShop Mail then lets your PostScript printer print at or near rated speed, independent of the job complexity.

Reduced print costs and print wastage

The efficient work flow of PrintShop Mail, as well as the verification and checking features, prevent print wastage and thus reduces the print costs, both in terms of time and materials. This makes it an excellent and versatile production tool for personalized printing.

Open architecture

This means that the PrintShop Mail product plugs in easily into your existing work flow.