



OBJECTIF LUNE

PrintShop Web

Getting Started



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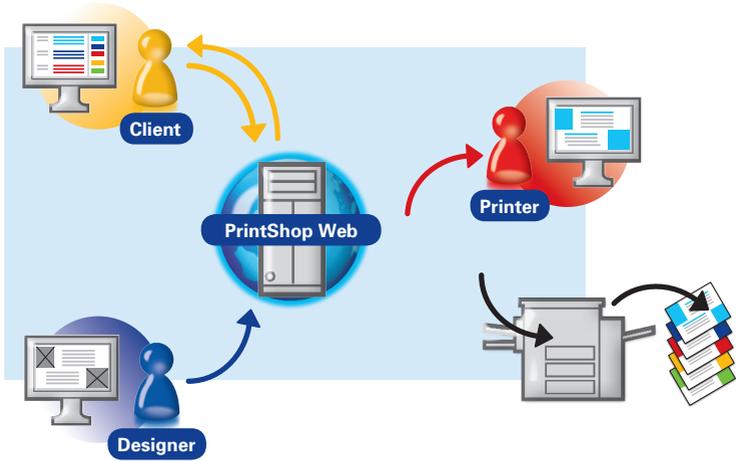
Contents

Introduction	5
System requirements	6
Minimum requirements	6
Suggested requirements	6
Quickstart	7
Installation and configuration	7
Publishing a PSM document	7
Creating a new job and order your document	7
How to continue	8
Installation Guide	8
Administrator Guide	8
User Guide	8
Designer Guide	8
Skinning Guide	8
PrintShop Web Hardware Key	9
PrintShop Web Hardware Key Registration	9
Support	10
Registration	10
Worldwide support	10
Contents of the CD-ROM	11

Introduction

Welcome to PrintShop Web, the easy-to-use, powerful, and open web-to-print system. PrintShop Web is a Web-to-Print solution that allows print providers and brand owners to effectively manage promotional print flows, streamline customer interaction, and combines the benefits of Variable Information (VI) with On-Demand Printing.

PrintShop Web Workflow



Designers can publish any kind of promotional document to PrintShop Web. Clients can integrate their own data and order at any time, from anywhere. Print providers can automate their workflow offering a flexible solution.

System requirements

PrintShop Web is a server software. We deliver PrintShop Web as an executable installer with predefined configuration settings. We strongly recommend to install PrintShop Web on a clean installed Windows computer.

Minimum requirements

- Microsoft Windows 2000, Windows XP Professional or Windows 2003 Server
- 1 GHz 32-bit (x86)
- 1024 MB of system memory
- 40 GB hard drive

Suggested requirements

For production servers, it's recommended to invest in specific server hardware, such as large RAID hard disks, UPS (uninterrupted power supply) and enough RAM memory (at least 1048 MB).

- Microsoft Windows 2000, Windows XP Professional or Windows 2003 Server
- 3 GHz 32-bit (x86)
- 2048 MB of system memory
- 300 GB hard drive

Notes:

- Make sure that port 80 and/or port 443 are available for the Apache web server that comes with PrintShop Web.
- USB slot (not required for testing). Your server must have a USB port to which the hardware key ('dongle') can be attached.
- Your network should be an Ethernet (TCP/IP) network, which is by far the most commonly used network today.
- You should have a high speed internet connection, and a fixed outgoing IP address, which implies that you can run a web server.
- The PrintShop Web server should be directly connected to the RIP or Printer. This means that the PrintShop Web server should be located on your local network (same subnet), on your premises, and not at your ISP's (Internet Service Provider, the company that provides your internet connection).
- Your router should be configured to allow incoming HTTP connections over port 80. Your network administrator or your ISP should know how to enable this.
- In some occasions, it is possible to install PrintShop Web on an existing web server. Network Administrators will find more information on this topic in the Installation Guide.
- The PrintShop Web server has a built-in email server. This email server will send email notifications to you and your customers when the order status changes. You'll need to know your ISP's SMTP server address (usually something like smtp.yourprovider.com).

Quickstart

Installation and configuration

1. Insert the PrintShop Web CD and double click the **Setup.exe** file to start the installation. Follow the instructions on screen. Restart your machine once the installation procedure is completed. The Setup.exe file installs the required components and launches the various services. Besides this a default **PostScript** printer is created.
2. Open your web browser and navigate to the PrintShop Web web site or double click the PSW shortcut that is located on your desktop. The first time you enter the web site the First Run wizard appears. This wizard configures your PrintShop Web database and web site. Follow the instructions on screen to complete this procedure.

For detailed installation and configuration instructions please refer to the *Installation Guide*.

Publishing a PSM document

1. Launch PrintShop Mail (*Start* menu) and create a new document or open an existing document. Check your printer settings in the *Page Setup* window (*File* menu) and select a PostScript printer driver.
2. Make sure that you have stated the proper host settings in the *Publish to Web* pane of the *Preferences* dialog (*Edit* menu).
3. Choose *Publish to Web* from the *File* menu. Select the default company and create a new publication type. Follow the instructions to publish your document.

For details on preparing and publishing your document please refer to the *Designer Guide*.

Creating a new job and order your document

1. Launch your web browser and navigate to your PrintShop Web web site. The *Login* page appears. For both the login and password use *administrator* (default account) to enter the system.
2. Select *New document* in the menu bar and select your document. Enter variable information or upload a database file (depends on how you've setup your document). Follow the instructions to create your online softproof.
3. Once you reviewed the softproof you are ready to order the document. Enter your details and follow the instructions to place your order.

For detailed information on creating and ordering documents please refer to the *User Guide*.

How to continue

Now that you have completed the first steps you might want to setup other companies, add users to it and publish documents. PrintShop Web comes with several guides that can help you get started:

Installation Guide

The instructions in this document describe how to install, set up, and initialize PrintShop Web.

Administrator Guide

This guide provides detailed information on how to manage companies, users and template documents in PrintShop Web.

User Guide

This guide provides detailed information on how to order documents and track your orders.

Designer Guide

The Designer Guide guides you through the set up of some common Variable Data document types. These include a business card, letter and postcard.

Skinning Guide

This guide provides information on how to customize the look and feel (skin) of the PrintShop Web web site.

Contents of the CD-ROM

The PrintShop Web CD-ROM can be used on a Windows operating system only. The folders contain the following items:

PrintShop Web

This is where the PrintShop Web installer is located.

Documentation

Here you will find various information about PrintShop Web and how to use it.

Examples

Here you will find PrintShop Mail examples, variable job templates.

Marketing

In this folder you will find some additional information about PrintShop Web.

Utilities

The *Utilities* folder contains applications to perform specific functions and backups of common files (like the default web site skin).

PrintShop Web Hardware Key

Without a hardware key (dongle) PrintShop Web runs in Demo mode. In this mode all PrintShop Web functions are available, but you can only print up to two records and a watermark is printed over each layout.

How to install

Attach the hardware key to an USB port on your computer. This is a picture of the hardware key, although your key may differ slightly in appearance.



Hardware Key Registration

We are confident that you will find that PrintShop Web increases your productivity. We can continue to provide you with the highest quality software, offer technical support and inform you about the latest software developments, if you register the application.

To register this dongle:

1. Install PrintShop Web
2. After installation, connect your dongle to the machine
3. Log on as Administrator to PrintShop Web
4. Click on *Settings* in the top menu bar, and then on *License* to the left
5. Click on the *Register* button

If your PrintShop Web server is running on a local network without outbound internet access, you can still register by using a computer that does have an internet connection. Browse to: <http://registration.printshopweb.com>

Support

If you have an internet connection you can use the online support pages on www.objectiflune.com for additional resources for learning PrintShop Web. These resources are continually updated.

Registration

We are confident that you will find that PrintShop Web increases your productivity. We can continue to provide you with the highest quality software, offer technical support and inform you about the latest software developments, if you register the application.

When you register the product, you are eligible for product support. Visit the Objectif Lune website for details.

Worldwide support

To serve the world wide variable data printing needs, we work with a global network of partners, local distributors and support departments.

Visit www.objectiflune.com for more information.

