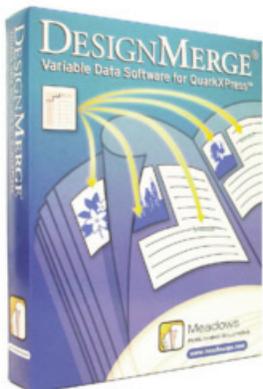


# DESIGNMERGE®

Professional Variable Data Software for Adobe® InDesign®



## Features

- Works with standard Adobe InDesign documents
- Supports all InDesign styling and typographic features (runarounds, type on a curve, transparency, etc.)
- Easily handles hundreds of variable text, article and picture links per document
- Utilizes a simple, intuitive, menu-driven user interface (no programming required)
- Incorporates easy to use step-and-repeat capability for multiple-up layouts
- Built-in consecutive numbering
- Provides on-the-fly copy fitting of overset text frames
- Applies advanced preview, preflight, and testing features
- Provides special print drivers for PostScript, PDF/VT, Creo, and PPML
- Supports the creation of both Linear and 2D bar codes
- 100% U.S.-based development and support (absolutely no outsourcing!)
- Available for Mac or Windows



**Meadows**

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## DesignMerge® for Adobe® InDesign®

### Professional Variable Data Printing Software

DesignMerge® Pro is a suite of software that has been integrated directly with Adobe® InDesign® to provide sophisticated variable data printing and data publishing features.

DesignMerge works with existing documents, using a simple palette interface that allows the user to easily define variable elements anywhere on the page. DesignMerge can merge text, picture, multi-line article, or even full page information using data taken from practically any source. The data is merged directly into InDesign layouts to produce unique, personalized output in a variety of file and VDP formats, including PostScript, PDF/VT, VPS, and PPML.

The entire process is menu-driven, very flexible, and incredibly easy to use. Most importantly, because DesignMerge utilizes the Adobe InDesign composition engine, your VDP designs are completely unrestricted. Every feature supported by InDesign is also supported by DesignMerge, including type on a curve, runarounds, multi-page composition, drop caps, transparency, and much more.

DesignMerge also includes our **CopyFit™** software, which provides advanced on-the-fly copy fitting capability, **Sequencing** capability, allowing the creation of multi-up "Cut & Stack" output, and the **DesignMerge Rules Module**, which can be used to implement sophisticated conditional logic (if/then/else) processing.

### DesignMerge Options

- **Linear Bar Code Module:** Provides support for a number of popular bar code formats, including Intelligent Mail, PostNet, UPC, Code 128, Code 39, Codabar, EAN, ISBN, and MSI-Plessey
- **2D Bar Code Module:** Automatically creates static or variable 2D bar codes, including QR Code, Data Matrix, and PDF417
- **Price Style Module:** Imports and styles pricing data according to a set of user-defined rules for point of purchase displays and signage
- **Scripting Module:** Provides support for full automation of VDP processes

### Industry-Specific Applications

- **Digital Printing:** Automate production tasks, such as multi-up consecutive numbering and bar coding. Provide personalization and customization services to your customers. Produce everything from business cards and name badges, to fully customized brochures, direct mail pieces, and other marketing collateral.
- **Retailers:** Produce updated shelf tags, coupons and POP material
- **Financial Institutions:** Create updated fund statements and fact sheets, customized prospectus data, and other financial documents
- **Catalogers:** Automate the process of customized catalog page layout and product specification sheets

## Built-in Features

Included with DesignMerge Software

### DesignMerge CopyFit™ Module

What happens when your data contains too many characters to fit within the assigned space? CopyFit to the rescue! CopyFit works with DesignMerge to detect and remedy text "overflow" conditions within a variable text frame. The overset text is tweaked according to a set of user-defined rules until the text "just fits" within the frame area, all in real time during a DesignMerge merge session.

### DesignMerge Rules Module

This module provides powerful, conditional processing (if-then-else) features. Rules provide the ability to perform specific actions based upon the contents of one or more database fields. The interface for the Rules Module is completely menu-driven, with absolutely no need to "hand code" conditional statements, and the Rules Module also includes several unique testing features that allow the user to interactively preview and check their Rules using live data.

### Multi-Up Layouts with Cut & Stack

Using the unique DesignMerge "sequencing" feature, users have the freedom to design multi-up layouts for any VDP job. Support for cut & stack layouts is also provided.

### Consecutive Numbering

One of the major strengths of DesignMerge software is our built-in consecutive numbering features, which make numbering jobs such as tickets and labels a snap.

### High-Performance Print Drivers

All of the built-in DesignMerge print drivers generate VDP output files that have been optimized for Canon presses. Support for both PPML and VPS is provided, as well as standard PostScript and PDF/VT output. And our unique "job chunking" feature ensures the fastest possible throughput for all VDP jobs.

## DesignMerge Optional Modules

Add-on Modules for DesignMerge Software

### Linear Bar Code Module

The Linear Bar Code Module can be used to produce fully variable bar codes in any of the following formats:

*PostNet, USPS Intelligent Mail, Codabar, CODE 128, CODE 39, EAN-13, Interleaved 2 of 5, JAN-13, MSI-Plessey, UPC-A, UPC-E, ISBN*



The data for each Bar Code can be specified in any database field. During the merge, DesignMerge extracts the data, encodes it, and then places the fully composed bar code into the document.

### 2D Bar Code Module

The 2D Bar Code Module provides support for a number of popular 2D bar coding formats, including QR Code, PDF 417 and Data Matrix. Like the Linear Bar Code module, the 2D module is fully integrated with DesignMerge, allowing the user to produce 2D Bar Codes directly from database fields. DesignMerge software also provides support for "embedded variables", which is key to producing complicated QR Code encodings like the *VCARD format*, which has become very popular for applications such as business cards.



### Price Style Module

The Price Style Module is designed to format variable prices when used in conjunction with DesignMerge. The Price Style Module allows you to apply custom formatting to prices when they are merged into a document. In addition, this module allows you to format a price conditionally,

depending upon the value of the price. The user can create more than one Price Style format and apply any number of them to DesignMerge links within a document. This module is great for catalog, point of purchase, store signage and shelf tag applications.

**\$99<sup>95</sup>**

### Scripting Module

The Scripting Module can be used to completely automate DesignMerge software, and is perfect for unattended variable data operations. Using this module the user can also create custom "Actions" that are triggered by a DesignMerge rule. With custom Actions, virtually any element of the InDesign document can be modified during a merge. This module is a must-have for all DesignMerge power users!