WHAT DO YOU HAVE TO SAY?

HP SmartStream Designer

for Adobe InDesign CS3 and QuarkXPress 7

Creation and Production of High-Value Pages Has Never Been So Easy – HP SmartStream Designer

HP SmartStream Designer is a software application providing robust variable data printing and imposition tools designed specifically to optimize output from your HP Indigo digital press.

HP SmartStream Designer for InDesign is available in three configurations: Free, Desktop and Server. The Free configuration allows you to create jobs and produce personalized jobs with up to 100 records. With the Desktop configuration you may create and produce an unlimited number of personalized records. The Server configuration enables automated production of unlimited personalized records for web-to-print workflows. The Desktop configuration is also available as an XTension™ software package to QuarkXPress® 7.

HP SmartStream Designer allows you to create, integrate and preview all personalization jobs—whether they contain fixed data or variable text and image elements. HP SmartStream Designer is also an easy-to-use imposition tool for the HP Indigo digital press, whether or not the job includes personalization.

Increase efficiency with easy-to-use, integrated design tools – All in one

- Plug-in tools for Adobe InDesign
- XTension™ software for QuarkXPress®
- Imposition for the HP Indigo digital press
- Merge variable data

All the work is done seamlessly within the familiar QuarkXPress or InDesign application.

Increase creativity and effectiveness

- Image manipulation based on Adobe Photoshop
- Enables variable 3D text and images
- Embedded into Adobe InDesign and driven seamlessly by HP SmartStream Designer

Accelerate variable data print production with HP Indigo SNAP

- Swift Native Accelerated Personalization (SNAP) - proprietary technology embedded in HP Indigo digital presses
- Unmatchable performance
- RIP-less data assembly. Re-use of pre-RIPped elements
- Assemble thousands of database records in seconds

Increase creativity and functionality

Operate under the HP SmartStream umbrella, facilitating multiple content generation tools with seamless integration and single source of control.

Already available:

- Enhance photo quality by HP SmartStream Photo Enhancement Server
- Personalized images by DirectSmile
- Barcodes, charts and graphs by multiple vendors

Enhance complex jobs productivity with automated processes

- Hands-free personalized production by sending SNAP templates and database directly to the RIP
- Automate job creation using HP SmartStream Designer Server

Available for over-the-web production

- Tightly integrated with HP SmartStream Director
- Allow non-trained users to create and order personalized products
- Available for integration with external web2print applications

Simple and automated imposition

- Available as integral part of the HP SmartStream Designer
- Using flexible templates – one template imposes different page sizes
- Optimized for short-run and on-the-fly personalization jobs

Personalization is beyond a name and an address. It's about content. See the things you care for; the things you use; the things you want.

Features and benefits in-a-glance:

HP SmartStream Designer 2.5 for Adobe InDesign CS3

HP SmartStream Designer for Adobe InDesign CS3 opens up new opportunities to create complex and sophisticated designs containing fixed data or variable text and image elements on the HP Indigo digital press. Designers have the power to create jobs or templates that can be merged with data lists and assets with a feature set including:

- Design-level personalization using Adobe InDesign
- Easy-to-use interface
- Access to full design functionality of Adobe InDesign
- Accelerated variable printing using HP Indigo SNAP technology
- Support for Optimized PDF, JLYT and PPML output formats
- Step & repeat of any signature
- Multiple layout imposition
- Enhanced rules for personalization
- Personalized images using variable content with Photoshop
- Connectivity to 3rd party VDP tools
- Import and impose PDF jobs
- Integrated 3rd party personalized images
- Automation
- Scalability
- Supports Macintosh® and PC platforms

HP Yours Truly Designer 7.3 for QuarkXPress 7

With HP Yours Truly Designer 7.3 for QuarkXPress 7 you can create, integrate and preview all personalization jobs containing fixed data or variable text and image elements. You can also produce intricate page impositions to fit any job type–simple static or personalized, step and repeat, or imposed books. Key features include:

- Design-level personalization using QuarkXPress 7
- Easy-to-use interface
- Access to full design functionality of QuarkXPress 7
- Accelerated variable printing using HP Indigo SNAP technology
- Support for PDF, JLYT and PPML/T output formats
- Creation of imposition templates for the HP Indigo digital press
- Step & repeat of any signature
- Multiple layout imposition
- Supports QuarkXPress 7 layering features
- CMYK, HP IndiChrome, grayscale and spot color support
- Grayscale output with one color
- Enhanced rules for personalization
- Management of variable text attributes from a database file
- Supports Macintosh® platform

HP SmartStream Designer—a powerful workflow component in the HP SmartStream family

HP SmartStream is a Graphic Arts portfolio of components which help customers create production workflow solutions to meet a broad range of market segments and application needs. The HP SmartStream portfolio provides end-to-end workflow management, from job creation to fulfillment. When combining best-in-class HP SmartStream and partner components, the result is greater flexibility, with specific solutions to address key market segments that are customizable and scalable to your unique business needs.

Discover the HP Indigo community

The global HP Indigo digital press community is linked via "My HP Indigo"—a secure online portal to vital tools, training and development materials for shop owners, press operators, sales representatives and production managers.
(www.hp.com/go/myhpindigoweb)
HP Indigo is committed to providing you with top value capabilities and results in return for your investment in the HP Indigo printing solutions. Call today to find out how HP Indigo can help you grow your business.

HP SmartStream Enabled Workflow Solutions

System requirements

HP SmartStream Designer for Adobe InDesign CS3 For Macintosh:	• Macintosh Power PC G5 or Intel® based Mac, with at least 2GB memory • Operating system version 10.4 or greater
HP SmartStream Designer for Adobe InDesign CS3 For Windows:	• Windows XP SP2 or Windows Vista, with at least 2GB memory
HP Yours Truly Designer 7.3 for QuarkXPress 7	• Macintosh Power PC G5 or Intel® based Mac, with 2GB memory • Operating system version 10.4 or greater
HP SmartStream Designer Server for Adobe InDesign CS3 Server	• Windows Server 2003, or Windows XP SP2, or Windows Vista, with at least 3GB memory
Print servers:	• HP SmartStream Production Pro • HP SmartStream Production Plus • HP SmartStream Labels and Packaging • HP SmartStream Ultra Print Server
Output devices:	• HP Indigo digital presses • HP Scitex Industrial wide-format printers

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