

## A Lunch & Learn INVITATION!

# Personalize. Produce. Publish.

The latest in  
VDP and W2P  
Production Print  
capabilities from  
Datamax and  
Konica Minolta.

[www.datamax-lr.com](http://www.datamax-lr.com)



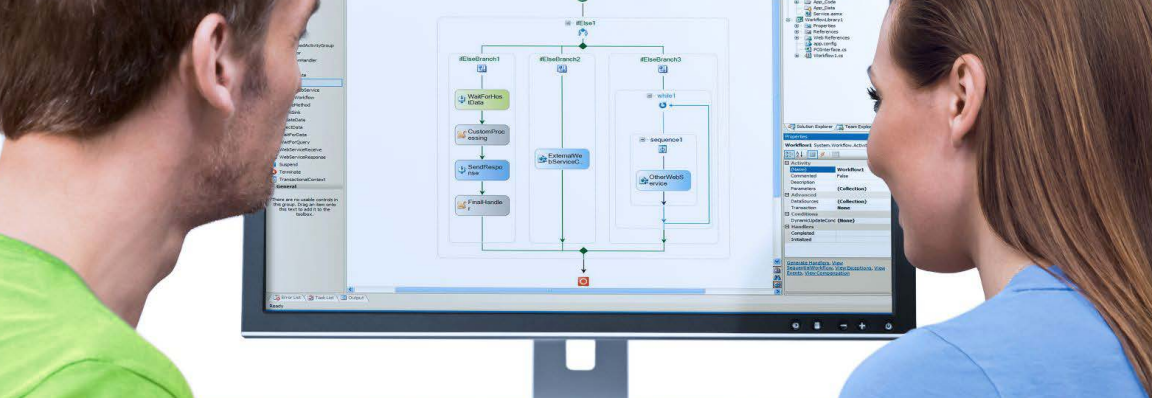
Our **Lunch & Learn** event formula is pretty simple: **VDP + W2P = MVP**. Our event objective (simply said) is to share the latest in Variable Data Printing (VDP) and Web-To-Print (W2P) strategies to help make your central reprographics department or print-for-pay business a most valuable printing (MVP) partner in your marketplace. *And, who doesn't want to be an MVP?*

The following are a few of the topics we'll be discussing in an effort to help your organization visualize how to better personalize, produce and publish exceptional color output.

- ▶ *How personalized output is becoming much easier and much faster to execute?*
- ▶ *How tighter VDP integration with Adobe InDesign® is creating productivity windfalls?*
- ▶ *Why Web-To-Print matters and what trends should you be aware of?*
- ▶ *How solutions, like DirectSmile, offer marketing capabilities your competitors can't duplicate?*
- ▶ *Why customers transacting with you on-line isn't just a differentiator, but an expectation?*

So, whether you're actively utilizing VDP or W2P (or not), we'd like to invite you to learn more about these powerful capabilities from our experts. They're excited and ready to help your digital print operation achieve MVP status with your customers! **Join us on October 20, 2016** *Details on back!*





At our **Lunch & Learn** event, we'll share the latest in production print automation capabilities, insights and best practices from industry leaders including Konica Minolta, EFI, PageDNA, and Datamax. From assessment to adaptation, our production print strategies and solutions are ready to take your print operations to MVP status!



**Personalize:** Learn how you can merge text, picture, multi-line articles or even full page information using data taken from practically any source.



**Produce:** Learn how to leverage built-in rules engines for conditional processing as well as advanced workflows for faster and more faithful output.



**Publish:** Learn how customizable on-line storefronts can give your customers an intuitive and comprehensive e-commerce experience from quote to order fulfillment.

## Guest Speaker: **Bill Hoffman**

*Production Print Solutions Engineer, Konica Minolta*

Bill is a Senior-level Technical Sales Professional with 32 years' experience in IT and Solutions Industry. His success is based on broad-based experience, ability to think outside-the-box, a vast network of industry-wide contacts, and a well-earned reputation for delivering value-added service.

**Interested in discovering more?** Please consider attending our event. We promise you will learn something new, and will agree that it was a valuable investment of your time. ***We look forward to seeing you there!***

## Event Details:

- When:** **Thursday, October 20, 2016**  
Morning Option - 10:30am - 12:00pm  
Afternoon Option - 1:00pm - 2:30pm
- Where:** The "New" Datamax Technology Center  
7400 Kanis Road, Little Rock, AR 72204
- Other:** Registration is free, but seating is limited. Complimentary BBQ lunch from **Whole Hog Cafe** will be served from 12:00pm - 1:00pm. ***When you arrive, be sure to fill out an entry form to win a Bose® - SoundLink® Mini Bluetooth Speaker to be given away at each of our event times.***

  
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## RSVP Required:

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