EngageIT Variable Data. One to One Marketing Made Easy.

personalization

Innovation. EngageIT Variable Data is a new, professional suite of variable data printing (VDP) software tools from Konica Minolta that has been tightly integrated with the Adobe® InDesign® page layout application. The EngageIT VDP modules provide sophisticated variable data printing and data publishing features, with a built-in feature set that provides a great solution for automating production work. The result? Unique, personalized output that's easy to execute and fully supported on all Konica Minolta and other digital presses. Innovative solutions to help you work smarter—one more way we give shape to ideas.

EngageIT
VARIABLE DATA

Seamless Integration with Adobe InDesign for Streamlined Production Quality

All EngageIT VDP modules work within the Adobe InDesign application, allowing variable elements to be added to any InDesign document. Using a very simple panel interface, the user can easily define variable elements anywhere on the page. EngageIT VDP 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.

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

EngageIT VDP also includes the CopyFit™ Module, which provides advanced, on-the-fly copy fitting capability (to remedy overset text problems), Sequencing capability, allowing the creation of multi-up "Cut & Stack" output, and the EngageIT Rules Module, which can be used to implement sophisticated conditional logic (if/then/else) processing. Everything is menu-driven, and there is absolutely no coding language to learn.

EngageIT VDP Desktop or VDP Pro: Choose the Version That's Best for Your Needs

EngageIT VDP Desktop
The EngageIT VDP Desktop product provides a robust VDP toolset at a very reasonable price. The product can process an unlimited number of database records, and produce multi-page variable output in PDF or PDF/VT format. EngageIT VDP Desktop offers a full feature set, including rules-based conditional processing, automatic copyfitting, multi-up and "Cut & Stack" support, plus unlimited design capability. Built-in support for USPS Intelligent Mail bar coding is also included. The Desktop product is perfect for producing postcards and other direct mail pieces, as well as production work such as consecutive numbering and bar coding.

EngageIT VDP Pro
EngageIT VDP Pro is the professional edition, which provides up to 20% better output performance, and includes a number of other advanced features. These additional features include master page swapping, embedded variables and style tags, rules-based frame and page controls, and support for automated or custom processes using the EngageIT Scripting Module. In addition to these features, the Pro version also offers more VDP output formats, including PDF, PDF/VT, PPML, VPS and Optimized PostScript. If maximum performance is paramount, and support for virtually any print device is desired, then the EngageIT VDP Pro edition is for you.

Built-in Features Included with EngageIT VDP Software

EngageIT CopyFit Module
What happens when your data contains too many characters to fit within the assigned space? CopyFit to the rescue! CopyFit works with EngageIT VDP 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 EngageIT merge session.

EngageIT 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 EngageIT VDP "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 EngageIT VDP software is our built-in consecutive numbering features, which make numbering jobs such as tickets and labels a snap.

Exclusive! EngageIT VDP Pro Pack
All Konica Minolta EngageIT VDP software licenses include at no extra cost the EngageIT VDP Pro Pack. This special suite of add-on utilities provide quick solutions to certain VDP challenges. The Pro Pack currently includes support for advanced title case conversion, removing empty table rows, deletion of overflow page areas, and embedding variable hyperlinks in PDF files. New features are being added to the Pro Pack on a regular basis—if you have a suggestion, please let us know!

High-Performance Print Drivers
All of the built-in EngageIT VDP print drivers generate VDP output files that have been optimized for Konica Minolta presses. Support for both PPML and VPS is provided, as well as standard PostScript and PDF/VT output. And if you are running the Pro edition, our unique "job chunking" feature ensures the fastest possible throughput for all VDP jobs.

Industry-Specific Applications

- **Digital Printers:** Automate production tasks, such as multi-up consecutive numbering and bar coding and 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:** Automate the production of store signage, shelf tags, coupons and related material

- **Financial Institutions:** Create updated fund statements and fact sheets, customized prospectus data and other financial documents

- **Catalogers:** Create customized catalog page layouts and product specification sheets

EngageIT VDP Optional Modules

Linear (1D) 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, or created by a rule. During the merge, EngageIT VDP extracts the data, automatically 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 EngageIT VDP, allowing the user to produce 2D Bar Codes directly from any database field or rule. EngageIT VDP 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.

GroupPicture Module
This powerful module allows a user to save Adobe InDesign grouped objects in self-contained, external files. The grouped objects can be referenced as variable elements, and can be imported just like you would a picture file. When the file is imported, all of the links in the group are updated as well. This module is fantastic for business cards, coupons, or even swapping out full-page variable information. The module is tightly integrated with EngageIT VDP, and can also be controlled with the Scripting Module.

Price Style Module
The Price Style Module is designed to format variable pricing data, which is a common requirement in retail applications. 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 EngageIT VDP links within a document. This module is great for catalog, point of purchase, store signage and shelf tag applications.

Scripting Module
This module is available for EngageIT VDP Pro only. The Scripting Module can be used to completely automate EngageIT VDP software, and can also be used to create custom "Actions" that are triggered by a EngageIT VDP 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 EngageIT VDP power users!

EngageIT Variable Data

Base Software Capability	Desktop	Pro
Works with Adobe InDesign for both Mac and Windows	✔	✔
Full support for variable text and images	✔	✔
Supports an unlimited number of database records	✔	✔
Unlimited composition features (variable type on a curve, runarounds, rotation, etc.)	✔	✔
Menu-driven rules support for text and images (no hand-coding required)	✔	✔
Automatic copy fitting of overset text, or fully expand text to fill a frame	✔	✔
Multi-up layout features with "Cut & Stack" support	✔	✔
Longest and shortest line testing	✔	✔
Data preflight report to check for missing images and articles	✔	✔
Step-through print preview features with live data view	✔	✔
Multiple global search paths for images and articles	✔	✔
Supports Pantone® and custom colors for text, style sheets and frames	✔	✔
Advanced page layout features (facing pages, continuous text flow across pages, etc.)	✔	✔
Built-in sequential numbering features and utility	✔	✔
Includes full USPS Intelligent Mail Bar Coding support	✔	✔
Complete setup is saved with each document (critical for archiving and support)	✔	✔
Output directly to PDF and PDF/VT	✔	✔

Pro-Only Features		Pro
Special "VDP Optimizer" feature for improved performance on VDP jobs		✔
Additional print driver support (PDF, PDF/VT, Optimized PostScript, VPS and PPML)		✔
Separate fixed and variable data streams as document layers		✔
Unique "Page Sets per Job" feature allows jobs to be printed in chunks for faster output		✔
Variable article support (an article file contains multi-paragraph, styled text)		✔
Variable master page support (apply master pages or remove pages using page rules)		✔
Variable frame support (change color of frames or delete frames using box rules)		✔
Unlimited support for the EngageIT VDP "Build Document" feature	Limited	✔
Control output filename or PDF name via database field or conditional logic		✔
Allow text "styling tags" and "embedded variables" to be included in variable data		✔
Full support for EngageIT scripting API (for automation projects and custom actions)		✔

Optional Module Support (all modules require a separate purchase)	Desktop	Pro
Linear Bar Code Module (supports UPC, Code 128, Code 39 and more)	✔	✔
2D Bar Code Module (supports QR Code, Data Matrix, and PDF 417 bar codes)	✔	✔
GroupPicture Module (provides support for variable layouts and groups)	✔	✔
Price Style Module (automatically styles incoming pricing data)	✔	✔
Scripting Module (used to control EngageIT and develop automation projects)		✔

Partnership.

Konica Minolta can help give shape to your ideas and partner with you to achieve your corporate objectives. Contact us to realize opportunities in:

Information Management

Enterprise Content Management (ECM)

Document Management

Automated Workflow Solutions

Business Process Automation

Security and Compliance

Mobility

IT Services

Application Services

Cloud Services

IT Security

Managed IT Services

IT Consulting & Projects

Technology

Office Multifunction Business Solutions

Commercial and Production Printers

3D Printers

Wide Format Printers

Laptops, Desktops and Computer Hardware

Servers and Networking Equipment

Managed Print Services (MPS)

Facilities Management

For complete information on Konica Minolta products and solutions, please visit: CountOnKonicaMinolta.com

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