

PAGEFLEX DOCUMENT COMPOSITION

THE DYNAMIC POWER UNDER THE HOOD

Pageflex® products are built on a robust variable data composition engine. At the simplest level, a composition engine creates a picture – for viewing on a website, for display as an HTML email, for a PDF proof, or for sending a high-resolution print-ready file to an output device. However, the biggest challenge of document composition is that the preview a user sees has to exactly match the final results. For variable data projects a document composition engine also has to be flexible enough to support extensive changes while still adhering to design and brand standards.

The award-winning Pageflex composition engine has been developed over 15 years to specifically meet all of these requirements. Every Pageflex product – ranging from simple desktop applications to enterprise-level server solutions – benefits from this robust engine. Pageflex products are widely used throughout the world by printers, marketers, and corporations to define their brand and communicate their messages to a variety of audiences; localized and personalized to resonate with each recipient.

THE POWER OF PERSONALIZATION

Personalization – whether it's the recipient's name, a more relevant image on a direct mail postcard, or text that is specific to a demographic group – has been proven to drive significantly higher response rates. With the Pageflex templatebased workflow, all customization and variability is strictly controlled, so that you can be confident that the results will meet even the most exacting design and brand requirements. The engine can automatically insert text, images and even entire pages.

KEY BENEFITS

- Support many variations of a design with one template
- Unique “flex” capability supports creativity without limits in your personalized communications
- Accommodate and control text with sophisticated copyfitting
- Service a global audience with multiple languages from a single template
- Push the envelope with advanced functionality

FEATURE RICH & DESIGNER FRIENDLY

Pageflex templates are created in designer-friendly applications, either with Pageflex Studio or Pageflex Studio ID™ (a plug-in to the industry-leading Adobe® InDesign®). Business rules that drive variability are defined through simple “if-then” rules. Pageflex offers the most sophisticated copyfitting options available; letting you automate changes to font size, horizontal scaling, leading, consistency with similar styles of text within the document, and more – all set to limits that protect the design and ensure legibility.

UNLIMITED VARIATION WITH FLEX

Flex is the ability for design elements, such as text boxes, images and shapes, to change size and position automatically based on the size of other variable content. This patented capability is unique to Pageflex, and allows you to support an almost unlimited number of variations from a single template.

ADVANCED FUNCTIONALITY

Power users have additional tools that can take document customization to a new level. With document actions, you can use a script to make global changes in a document before or after variables are applied. For example, you can automatically:

- **Change a font throughout a document.**
- **Evaluate white space and drop-in extra targeted messages.**
- **Change the document trim size.**

From dynamically generating all elements on a page to selecting the pages for a document on-the-fly, you can use Pageflex to achieve almost any automated document composition project. Pageflex customers use content source plugins to place third-party variable content in a document (e.g., QR Codes, bar codes, and image personalization.)

Although most selections are done through a user interface, Pageflex supports Jscript, VBScript, and Adobe Extend Script (in Studio ID) to more easily construct complex variable rules.

GO GLOBAL

Multiple languages can be produced in a single Pageflex template. Over 60 languages are supported, including double-byte characters such as Chinese and Japanese, and with Adobe InDesign you can compose right-to-left languages such as Hebrew and Arabic.

DIGITAL PROOFING & FINAL OUTPUT

The Pageflex composition engine supports all standard output formats for offset and digital print, as well as HTML for e-mail and personalized websites (pURLs). Batching large database jobs, overprint options, simple imposition, and on-the-fly paper tray selection are just some of the production settings that help you produce variable jobs efficiently. And the same engine uses a single template to automatically generate a bitmap preview for review before creating output. In all cases you can be confident that the final results will exactly match the preview.