



variable

one-to-one marketing

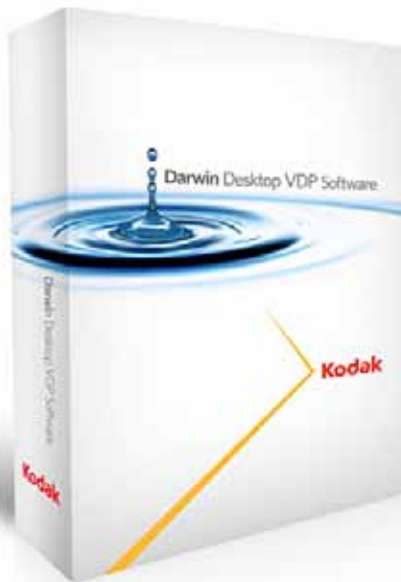
Kodak

Darwin

VDP Software



It has never been easier to create powerful, effective one-to-one marketing campaigns—**Kodak Darwin** VDP Software produces high-impact, full-color variable print campaigns, from postcards to catalogs and magazines. Its advanced features and automated ease-of-use put it—and you—ahead of the competition.



The power of one-to-one marketing

With **Kodak Darwin** VDP Software, you can design, author, and manage personalized documents, quickly and easily. Even long, complex documents can be developed and produced efficiently—**Darwin** VDP Software is a true production tool that can work with enormous databases to generate documents of unlimited length, with an unlimited number of variable elements. Design with **Adobe InDesign** Software, and use **Darwin** VDP Software to define and control the variable elements. Anything can be variable—text, graphics, color, layers, character style, background. Entire pages can vary—even the paper stock and the number of pages in a catalog or magazine. **Darwin** VDP Software gives you the ability to create powerful, tightly-focused variable documents with tremendous marketing impact.

No programming skills required

VDP authoring is now a simple, intuitive task, in which you set up rules-based

logic to determining which elements vary, and how—and instantly preview the results. No scripting or programming is required. For advanced users, a powerful **JavaScript** engine is available.



Create powerful, effective one-to-one campaigns, quickly and easily.

Designed for busy professionals

Thanks to **Darwin** VDP Software's fast learning curve, you can be in the profitable VDP business in less time. Installation is straightforward, and the user interface is simple and standard in **MacOS** or **Windows** Operating Systems.

For more advanced VDP features, choose the Pro version, which adds variability within images—for images that contain



personalized text or other elements—and charts and graphs that vary based on database data—as well as rules-based **JavaScript** programming and other advanced features.

Streamlined workflow accelerates processing

Darwin VDP Software directly connects to your customers' external databases, linking their server-based data and images to the variable authoring process—this accelerates processing of complex jobs, and minimizes the disk space required during the authoring process.

Integrates with any digital workflow

Darwin VDP Software integrates easily into any digital printing workflow. It supports all industry-leading VDP output formats, including Variable Print Specification (VPS), PPML, PPML/VDX, Xerox VIPP, optimized **PostScript** and PDF. VPS is the fastest and most efficient, since elements are only RIPed once, no matter how many times they are used.

For superior performance on VPS-format print jobs, use **Darwin** VDP Software with **Creo** Color Server technology. **Creo** Color Servers are designed for high-efficiency processing of VPS files, for optimal output speed and quality, even with lengthy and complex files.

Part of a Kodak Unified Workflow Solution

A **Kodak** Unified Workflow system is a comprehensive, integrated solution for graphic communications. Its modular architecture brings together business, production, color, and data management in a combined conventional and digital printing environment. **Darwin** VDP Software can be the template editor for the **Kodak InSite** Variable Data Print System, making it an integral part of a **Kodak** Unified Workflow Solution. **Darwin** VDP Software stores all of a job's images, text, rules and fonts in a single file, and exports it to the **InSite** Variable Data Print System, which then publishes it to the Web as a template.

Personalized names blend into the image's curves and textures of the image. **Darwin Pro** VDP Software uses **Adobe Photoshop** Software for its personalized image creation.

Kodak Darwin VDP Software Features and Benefits

Unlimited variability	Unlimited number of variable fields. Any element can be varied: text, graphics, color, charts, barcodes, layers, character style, background. Partial or complete pages can be varied and/or excluded.
InDesign Software	Adobe InDesign Software creates documents, and Darwin VDP Software defines and controls variability.
Rules-based logic	Define complex variability with simple rules. No scripting or programming is required.
Supports all leading VDP formats	VDP output formats: VPS, Xerox VIPP, PPML, PPML/VDX, PostScript , optimized PostScript , and PDF.
External database connectivity	Links directly to external database servers for data and images
Automatic barcode generation	Barcode formats: EAN 13, EAN 18, USPS FIM, USPS Postnet, code 11, 39, 39 extended, 93, 93 extended, 128, Codabar and US zip codes.
Autofitting capabilities	Variable names, data, images are automatically resized to fit the design.
Multi-page documents	No length limitations: produce personalized catalogs and longer documents. The number of pages can vary.

Kodak Darwin Pro VDP Software Features and Benefits

Extended tools for rule-based logic	JavaScript rules handle advanced or complex logic.
Variable charts	Include variable charts (area, pie, radar, doughnut, column, line, and bar) based on data extracted from a client's database.
Extended barcode generation	Generates over 80 barcode types, including all leading mail formats and 2D barcodes.
Dynamic page exception	Create booklets with variable pages and different paper types.
Personalized images	Produce advanced personalized images with Darwin Pro VDP Software and Adobe PhotoShop Software.
Function support for data processing	An extensive set of functions enable you to process text, numeric data, and more. Users can extend this function set using JavaScript .

To learn more about solutions from Kodak:

Visit graphics.kodak.com
Or in North America, call +1-866-563-2533

Produced using Kodak Technologies.

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