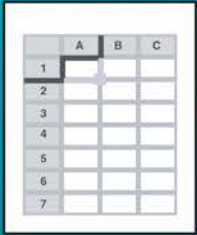
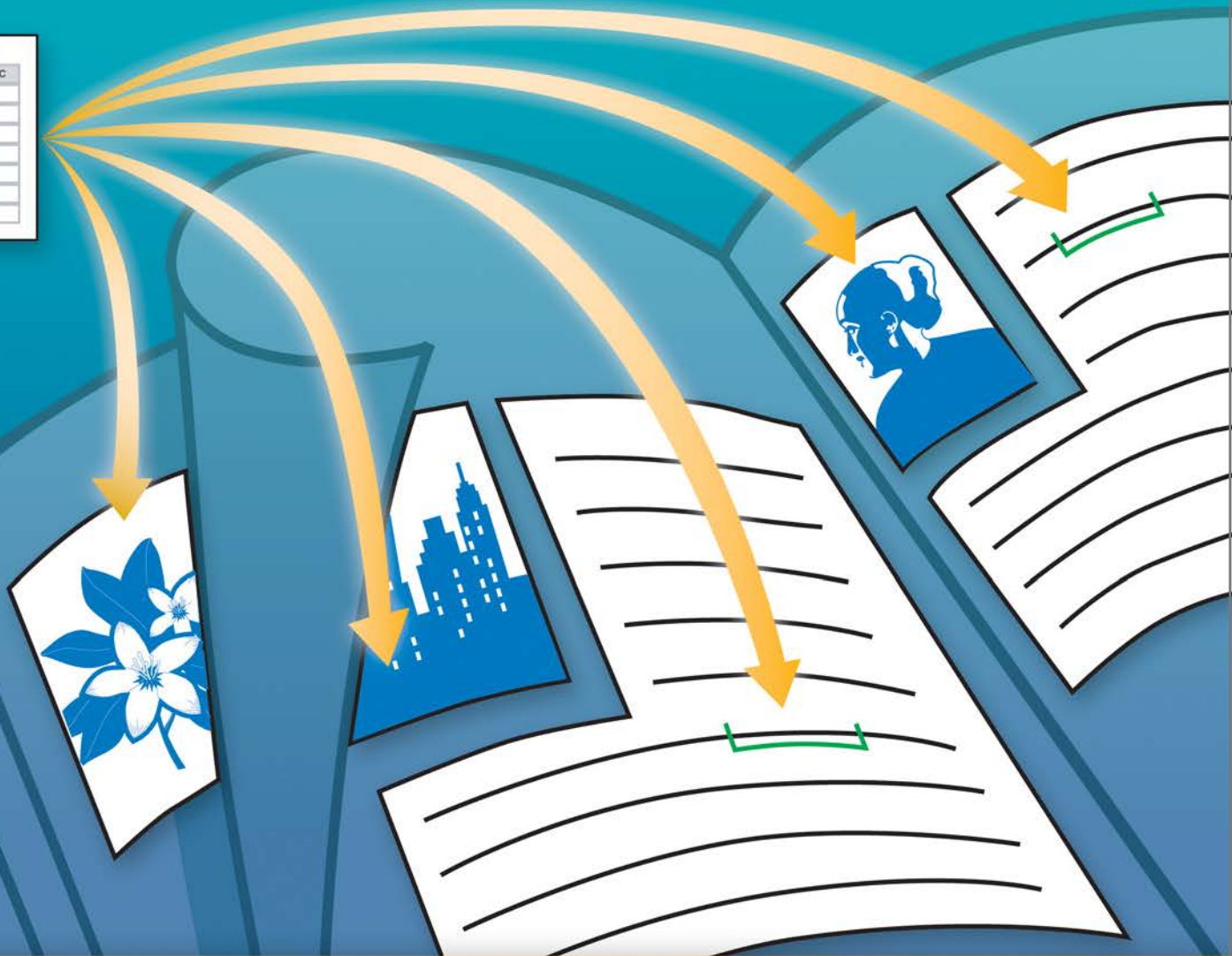


# DESIGNMERGE<sup>®</sup>

Professional Variable Data Software for Adobe<sup>®</sup> InDesign<sup>®</sup>



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## Data Sheet Collection



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# DESIGNMERGE® PRO

## Variable Data Printing Applications

DesignMerge Pro is a professional, high-performance, variable data printing software suite. Use DesignMerge Pro to easily create any type of personalized print output, from simple tags and labels, consecutive numbering, and direct mail, all the way up to fully personalized and customized product brochures. Standard features like rules processing, automatic copyfitting, multi-up layout support, and optimized PDF/VT output make DesignMerge Pro a perfect product for virtually any VDP job.

Scroll down to view the product [Data Sheet](#), or visit our [Web Site](#) for more details

# DESIGNMERGE® CATALOG

## Update Catalog, Retail, and Financial Publications

DesignMerge Catalog connects Adobe InDesign documents to virtually any external database, allowing users to instantly update prices, descriptive copy, pictures, or any other type of data based on a user-defined search key. DesignMerge Catalog is utilized by hundreds of major catalogers and retailers around the world to instantly perform last-minute pricing or product specification updates, or to spin off different market, price, or even language versions of their publications.

Scroll down to view the product [Data Sheet](#), or visit our [Web Site](#) for more details

# DESIGNMERGE® SERVER

## Web-to-Print and Online Systems

DesignMerge Server is a version of DesignMerge (Pro or Catalog) that works with Adobe InDesign Server. The product is typically utilized in web-to-print or other online systems that require real-time generation of personalized proofs. Templates are prepared using the desktop version of DesignMerge, and all of the features are fully supported. The software provides a robust API that is capable of controlling all DesignMerge features via HTTP requests.

Scroll down to view the product [Data Sheet](#), or visit our [Web Site](#) for more details

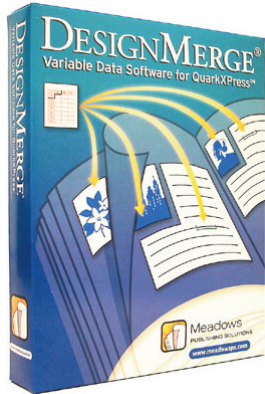
# DESIGNMERGE® AUTOMATION

## Create Fully Automated VDP Workflows

DesignMerge Automation is a set of modules that allow DesignMerge software to be integrated with the Switch workflow design software from Enfocus. This integration provides the ability to design and implement powerful and fully automated workflows for producing repetitive variable data output. The system is designed to process Adobe InDesign documents that have been prepared with DesignMerge Pro software, and can be used to create workflows capable of processing and routing thousands of records of variable data, all with complete preflighting, error checking, and virtually no user intervention.

Scroll down to view the product [Data Sheet](#), or visit our [Web Site](#) for more details

# DESIGNMERGE® PRO



## Features

- Adds powerful VDP features to Adobe InDesign
- Supports all InDesign styling and typographic features (runarounds, type on a curve, transparency, etc.)
- Easily handles hundreds of variable text, article and picture links per document
- Utilizes a simple, intuitive, menu-driven user interface (no programming required)
- Incorporates easy to use step-and-repeat capability for multiple-up layouts
- Built-in consecutive numbering
- Provides on-the-fly copy fitting of overset text frames
- Applies advanced preview, preflight, and testing features
- Provides special print drivers for PostScript, PDF/VT, Creo, and PPML
- Supports the creation of both Linear and 2D bar codes
- 100% U.S.-based development and technical support
- Available for Mac or Windows



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## DesignMerge® Pro for Adobe® InDesign®

High performance variable data printing software!

DesignMerge Pro is a suite of software that has been integrated directly with Adobe InDesign to provide sophisticated variable data printing and data publishing features.

DesignMerge works with existing documents, using a simple palette interface that allows the user to easily define variable elements anywhere on the page. DesignMerge 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, including PostScript, PDF/VT, VPS, and PPML.

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

DesignMerge also includes our **CopyFit™** software, which provides advanced on-the-fly copy fitting capability, **Multi-up Imposition** capability, allowing the creation of multi-up "Cut & Stack" output, and the **DesignMerge Rules Module**, which can be used to implement sophisticated conditional logic (if/then/else) processing.

## DesignMerge Pro Applications

- **Digital Printing:** Automate production tasks, such as multi-up consecutive numbering and bar coding. Provide personalization and customization services to your customers. Produce everything from business cards and name badges, to fully customized brochures and direct mail pieces.
- **Retailers:** Produce variable shelf tags, labels, coupons and other POP material. Full price styling control is available.
- **Financial Institutions:** Create updated fund statements and fact sheets, customized prospectus data, and other financial documents.
- **Higher Education:** Easily create personalized direct mail pieces targeting new student recruitment. Personalize certificates, diplomas, alumni solicitation material and scholarship award letters. Educational licensing is available.

## More Features...

Included with DesignMerge Software

### DesignMerge CopyFit™ Module

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

### DesignMerge 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 DesignMerge "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 DesignMerge software is our built-in consecutive numbering feature, which make numbering jobs such as tickets and labels a snap.

### High-Performance Print Drivers

All of the built-in DesignMerge print drivers generate VDP output files that have been optimized for digital presses. Support for PDF and PDF/VT is provided, as well as optimized PostScript, PPML, and VPS. And our unique "job chunking" feature ensures the fastest possible

## DesignMerge Pro Optional Modules

Add-on Modules for DesignMerge Pro Software

### Linear 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. During the merge, DesignMerge extracts the data, 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 DesignMerge, allowing the user to produce 2D Bar Codes directly from



database fields. DesignMerge 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.

### Price Style Module

The Price Style Module is designed to format variable prices when used in conjunction with DesignMerge. The Price Style Module allows you to apply custom formatting to prices when they are merged into a document.

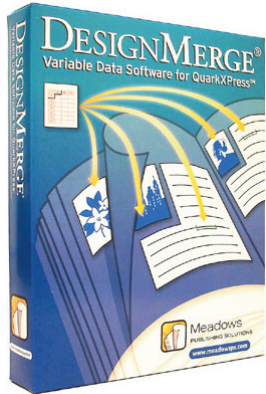
**\$99<sup>95</sup>**

In addition, this module can be used 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 DesignMerge links within a document. This module is great for catalog, point of purchase, store signage and shelf tag applications.

### Scripting Module

The Scripting Module can be used to completely automate DesignMerge software, and is perfect for unattended variable data operations, including integration with workflow automation products such as **Enfocus Switch**. Using this module the user can also create custom "Actions" that are triggered by a DesignMerge rule. This module is a must-have for all DesignMerge power users!

# DESIGNMERGE® CATALOG



## Features

- Adds price and product updating features to Adobe InDesign
- Links text or picture information to any external database
- Easily handles special stratifications, such as quantity pricing
- Utilizes a simple, menu-driven, intuitive user-interface
- Works with comma, tab, or custom delimited text files
- Connects directly to popular ODBC database systems
- Supports any size database and hundreds of fields per record
- Ability to tag entire tables in one step using the Table Tagger™ feature
- Utilizes built-in batch processing features – perfect for larger publications
- Supports the creation of both Linear and 2D bar codes
- 100% U.S.-based development and support (absolutely no outsourcing!)
- Available for Mac or Windows



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## DesignMerge® Catalog for Adobe® InDesign®

Link InDesign documents to virtually any database!

Utilized by hundreds of major catalogers around the world, DesignMerge Catalog has become the premier data publishing, price updating, document versioning and reporting software package available today – and it is so easy to use!

DesignMerge Catalog connects Adobe InDesign documents to virtually any external database, and provides a powerful toolset for automatically updating prices, descriptions, pictures, and even complete product blocks in catalogs, price lists, retail flyers, and financial documents.

The product works by assigning “placeholders” to text or picture information in an InDesign document. Each placeholder is associated with a key value, such as a product number (SKU). When a document update is initiated by the user, the DesignMerge Catalog software queries the database, retrieves the requested data, and updates the document. Updates to the document are lightning fast, and can be initiated at any time.

DesignMerge Catalog provides a number of advanced features for processing, error checking and reporting. As an example, the **Batch Processing** mode lets you update hundreds of documents at one time, and the DesignMerge **CopyFit™** module easily handles text overflow conditions that may occur during an update. Also included is the **DesignMerge Rules Module**, which can be used to implement sophisticated conditional logic (if/then/else) processing.

## DesignMerge Catalog Applications

- **Catalogers:** Instantly import last minute price changes. Quickly update descriptive copy or pictures. Produce multiple price or market versions of a catalog in minutes. Produce PDF versions of your catalog pages with embedded links for online product access. Export all of your catalog content for use with online or content database systems. Automate your *Square Inch* reporting processes.
- **Retailers:** Update product or pricing information in retail flyers or brochures. Produce different market versions of retail material. Create shelf tags, labels, coupons and other POP material. Full price styling control is included with the core software.
- **Financial Institutions:** Create updated fund statements and fact sheets, customized prospectus data, and other financial documents.

## More Features...

Included with DesignMerge Catalog

### DesignMerge CopyFit™ Module

CopyFit works with DesignMerge 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 DesignMerge session.

### DesignMerge Rules Module

This module provides powerful, conditional processing (if-then-else) features that can be used to perform specific actions based upon the content of database fields.

### Unicode Support

A new mode in DesignMerge Catalog supports the use of Unicode data in database files. Special characters and other unicode data can be directly imported into InDesign documents using this feature.

### Table Tagger™

The Table Tagger feature allows the user to quickly assign placeholders to tab-separated text, or Adobe InDesign tables, with one click! This unique feature saves hours of valuable production time.

### Lookback Placeholders

Imagine linking to unique SKU data that is also printed in your catalog. Change the SKU in the catalog, and the correct pricing magically comes in. That's what Lookback Placeholders can do for you!

### Batch Processing

In catalog production, it is common to save each page or spread of a catalog as a separate document. The Batch Processing feature streamlines this process by allowing you to process hundreds of documents at one time.

## DesignMerge Catalog Optional Modules

Add-on Modules for DesignMerge Catalog Software

### Linear and 2D Bar Code Modules

The Linear and 2D Bar Code Modules can be used to produce fully variable bar codes in a number of popular formats. The data for each Bar Code can be specified in any database field. During the merge, DesignMerge extracts the data, encodes it, and then places the fully composed bar code into the document.

### PDF Exporter Module

The PDF Exporter module automatically converts your DesignMerge Catalog placeholders into fully customized and embedded hyperlinks. This module is ideal if you are creating PDF Catalogs, or exporting PDF pages with embedded hyperlinks for use with online “page flipping” systems.

### Square Inch Reporting Module (Squinch)

The Squinch Reporter module produces comprehensive Square Inch Analysis reports from one or more catalog pages prepared using DesignMerge Catalog. Full SKU-level details about catalog square inch utilization is provided in a customized report format. If you are tired of wearing a green eye shade and measuring your catalog pages with a ruler, then this one is for you!

### Data Exporter Module

When your document is your database, this module gets the data out! The Data Exporter module allows you to organize and extract content (text, picture, and styling information) from any set of Adobe InDesign documents. The extracted content can then be used to populate Web, e-Commerce, or Digital Content databases.

### Index Builder Module

Powerful indexing software, designed exclusively for catalogers, the Index Builder module provides a unique set of tools for creating catalog indexes. The product supports the creation of both Product and Manufacturer indexes. Multi-level product index entries, batch processing, and an intuitive user-interface make this module an ideal solution for all your indexing needs.

### ODBC Module

Link directly to any SQL database! The ODBC software module allows users to program their own SQL queries and store them with placeholders inside of the InDesign document. Documents can then be updated either in flat-file, or ODBC mode.

# DESIGNMERGE® SERVER



## Features

- Works with standard Adobe InDesign documents in a web server environment
- Templates are prepared and “packaged” using DesignMerge Pro on the desktop
- All DesignMerge Pro features are fully supported, including CopyFit™, DesignMerge Rules, GroupPicture, Multi-up Layouts, etc.
- Supports one-off personalization of individual documents, or full VDP print runs with thousands of records
- Templates remain in InDesign document format, which means easy setup and “predictable” output
- Output formats include PS, PDF/VT, PPML, and VPS, plus any format supported directly by InDesign Server (e.g. JPEG)
- Includes a complete and well documented API with samples
- Support, Integration and Custom Development services available
- Available for InDesign Server in the Macintosh or Windows environment



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## DesignMerge® Server

Professional VDP software for Adobe InDesign Server!

DesignMerge Server is a special version of the DesignMerge Pro variable data software package that is compatible with InDesign Server, the server version of Adobe InDesign. DesignMerge Server software provides complete personalization and VDP output features, all within a server environment.

To use the system, documents are first prepared using DesignMerge Pro on a desktop workstation. All of the features of DesignMerge Pro are fully supported, including automatic copy-fitting, conditional logic, multi-up layout support, Linear and 2D bar coding support, and more. Once documents have been tagged using DesignMerge Pro, they are uploaded to the DesignMerge Server system. Then, using the DesignMerge Server interface, a user can select a template, upload a database, generate personalized PDF or JPEG proofs, or start a full variable data output session.

### Web-To-Print, or Full VDP Print Server Features

The DesignMerge Server system is versatile enough to permit one-off personalization of individual documents in a W2P environment (e.g. a personalized sell-sheet), or can be scaled easily to accommodate VDP print runs with thousands of variable records.

### The “Predictable” Publishing Engine

Other web-based composition systems require conversion of InDesign templates into XML or some other proprietary file format. With such systems, it is inevitable that layout integrity becomes “lost in translation”, which often results in inconsistent output that may require significant post-conversion tweaking. With DesignMerge Server, all of the templates remain in InDesign document format, which means that template preparation is a breeze, and you can be sure that the output will be fast, consistent and “predictable”.

### A Web-Integrators Dream

DesignMerge Server was designed as a modular system that is completely scriptable and very easy to integrate into virtually any web project. If you are dreaming of a magical “black box” capable of handling all of the variable composition needs for your web project, then DesignMerge Server is the perfect choice!

## Options

### Linear Bar Code Module

Supports a number of popular bar coding formats, including Code 128, Code 39, Code 93, Codabar, UPC, EAN, ISBN, I 2 of 5, MIS-Plessey, and PostNet. This module also ships with a free set of bar code fonts.

### 2D Bar Code Module

This module provides support for a number of popular 2D bar coding formats, including QR Code, Data Matrix and PDF417.

### DesignMerge Queue

The DesignMerge Queue is a queueing and load balancing system that can control multiple instances of DesignMerge Server. The system supports an HTTP interface for controlling all DesignMerge Server functions. Requests are fielded and routed to any available Server that has registered with the system.

## Basic System Overview

A typical implementation of DesignMerge Server

DesignMerge Server is a version of DesignMerge Pro that has been developed for use with Adobe InDesign Server. It is designed specifically for system integrators and solution developers who want to implement rich, robust variable data and automated document assembly workflows using Adobe InDesign as the primary publishing engine. A typical implementation consists of the following steps.

**Template Design** – Template documents are first prepared on the desktop system using DesignMerge Pro for Adobe InDesign. All of the DesignMerge Pro features are fully supported, including automated CopyFit, Multi-up Layouts, Rules Processing, etc. The templates can be previewed and proofed on the desktop using sample data.

**Template Upload** – Next, the templates are uploaded to the InDesign Server. Uploads should include all assets for the job, along with any required fonts.

**Create a Web Form** – In a typical Web to Print scenario, the server software would read the DesignMerge information from the document using the provided scripting interface, and use that data to construct a web form allowing a user to enter replaceable data for each variable field.

**Controlling DesignMerge Server** – Client applications communicate with DesignMerge Server through the DesignMerge Queue, which is a separate application that handles queueing and load balancing for DesignMerge Server instances. A complete and robust API can be triggered via simple HTTP requests, allowing templates to be opened and merged with variable data. A number of VDP output formats are supported, including several preview formats such as JPEG and PNG.

**Customizing DesignMerge Server** – Customization of a DesignMerge Server implementation is easy to achieve using the JavaScript interface. Most scripts can be fully developed and tested using the desktop version of DesignMerge Pro, then deployed to the Server when complete. This minimizes the server resources required for initial development, and makes it very easy to debug any issues that may arise.



# DESIGNMERGE® AUTOMATION



## Features

- Create advanced and fully automated VDP workflows
- Send VDP output to any Flow Element, printer hot folder or print queue
- Includes VDP preflight service to check for common error conditions
- Supports optimized PDF, PDF/VT and PPML output formats
- Automatically assembles complex multi-up layouts using DesignMerge imposition templates
- Customization and pre-processing can be controlled via scripting
- XML support available
- Supports Mac or Windows

## DesignMerge® and Enfocus Switch

Fully automated VDP workflows are now possible!

The DesignMerge Pro configurator for **Enfocus Switch** provides the ability to design and implement powerful and fully automated workflows for producing repetitive variable data output. The system is designed to process Adobe InDesign documents that have been prepared with DesignMerge Pro software, and can be used to create totally automated workflows capable of processing and routing thousands of records of variable data, all with complete error checking and virtually no user intervention.

### About Enfocus Switch

Enfocus Switch is a workflow design and automation solution that enables the creation of custom workflows. A workflow is created by adding and connecting a series of unique *Flow Elements*, each designed to provide a specific service. As a simple example, a basic Flow Element might provide a service to accept input from a watched folder, or from an FTP site, and route that input automatically to different parts of the flow. Output from a Flow Element can then be routed for further processing or printing.

### DesignMerge Integration

The DesignMerge Pro configurator for Enfocus Switch is a custom Flow Element that can be used to add variable data processing services to any Switch flow. There are a number of services available with the DesignMerge Pro configurator that can be specified by the user when designing a workflow, including the following:

#### VDP Preflight Service

Checks for common VDP errors, such as missing fixed or variable graphics, missing fonts and invalid data layouts.

#### Multi-up Imposition Service

Automatically builds a multi-up version of the one-up VDP document being processed using a set of user-defined imposition templates.

#### VDP Print Service

Merges and prints the document in PDF, PDF/VT, or PPML output formats, and routes the output files to a printer hot folder, or directly to any digital press or print queue.

#### Automated Applications

The combination of DesignMerge Pro and Enfocus Switch can completely streamline and automate your VDP production workflows. This system is ideal for any type of repetitive variable data work, including personalized letters, direct mail, tickets, tags, labels, and business cards. In short, anything that marries data with design is perfect for the DesignMerge and Switch automation solution!

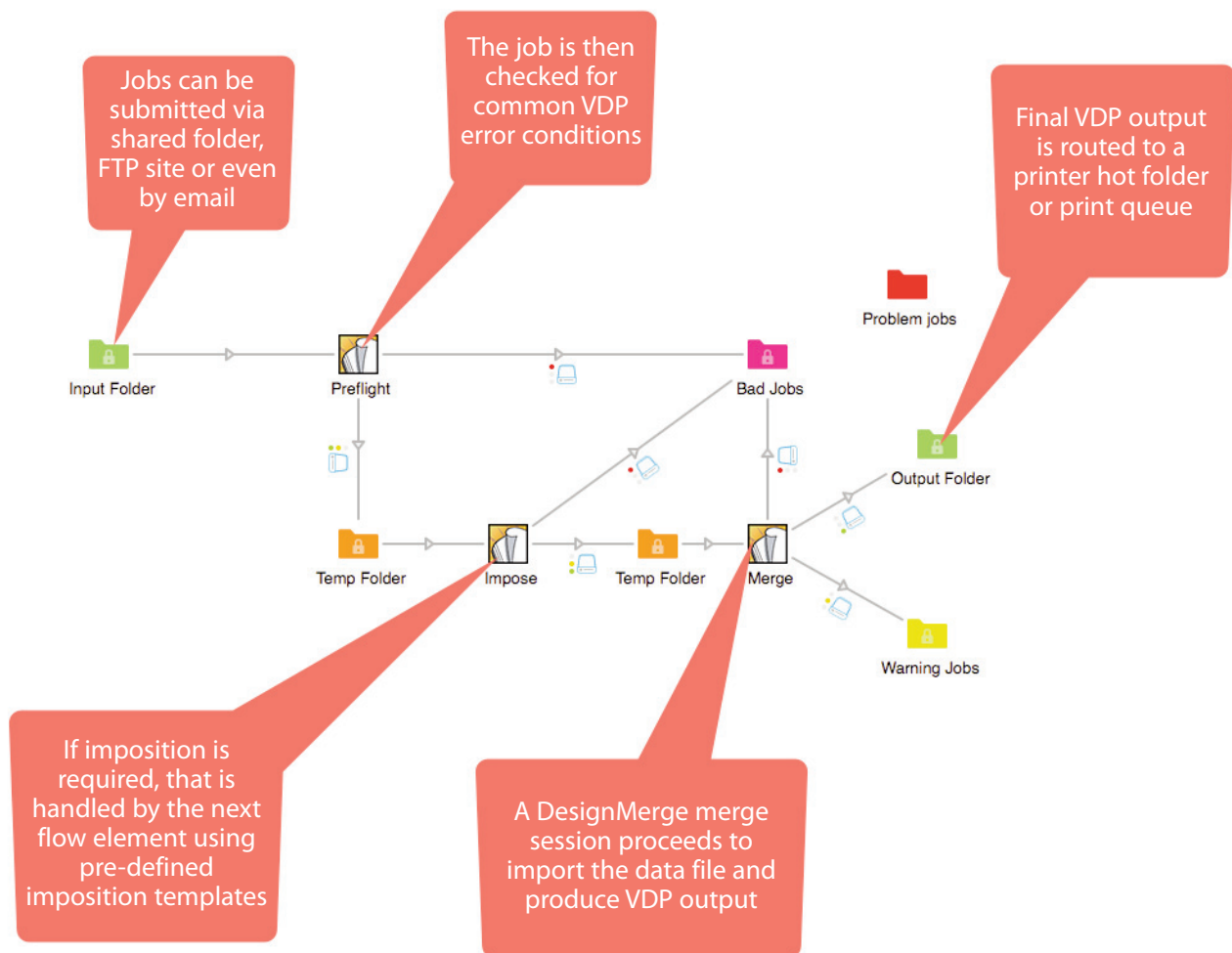


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## Example Flow

### VDP automation flow with hot folder input and PDF/VT output

This is one of the sample Switch flows that is included with the DesignMerge configurator. In this flow, the job input is captured via a shared folder, but of course other capture methods are supported by Switch (FTP, email, etc.) The user can drag files into the folder, or use the built-in DesignMerge **VDP Packaging** feature to assemble all assets for the job in advance. Once submitted, the job is first examined for common VDP error conditions, such as missing fonts, graphics, or invalid data layouts. If a job fails the preflight, it can be routed to a different flow element (in this case, into the *Bad Jobs* folder). For jobs requiring multi-up imposition, the flow handles that automatically. Imposition templates are defined using the built-in DesignMerge template design tools. The multi-up version of the file is then passed to the final Merge element. At this point the document is merged with variable data, and PDF/VT output is produced. Final output is then directed to an output folder, but sending directly to a printer or a print queue is also fully supported.



To see a video of this flow in action, please visit...

[www.meadowsp.com/automation](http://www.meadowsp.com/automation)

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**Michael Williams**



**School of Education**

ID: 0000-0001

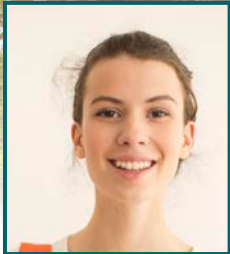


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**School of Nursing**

ID: 0000-0003



**Brian Skey**



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**Keely Joberg**



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**Marie Shopper**



**ID: 0000-0003**

**Carol Drumer**



**ID: 0000-0006**

**Keely Joberg**



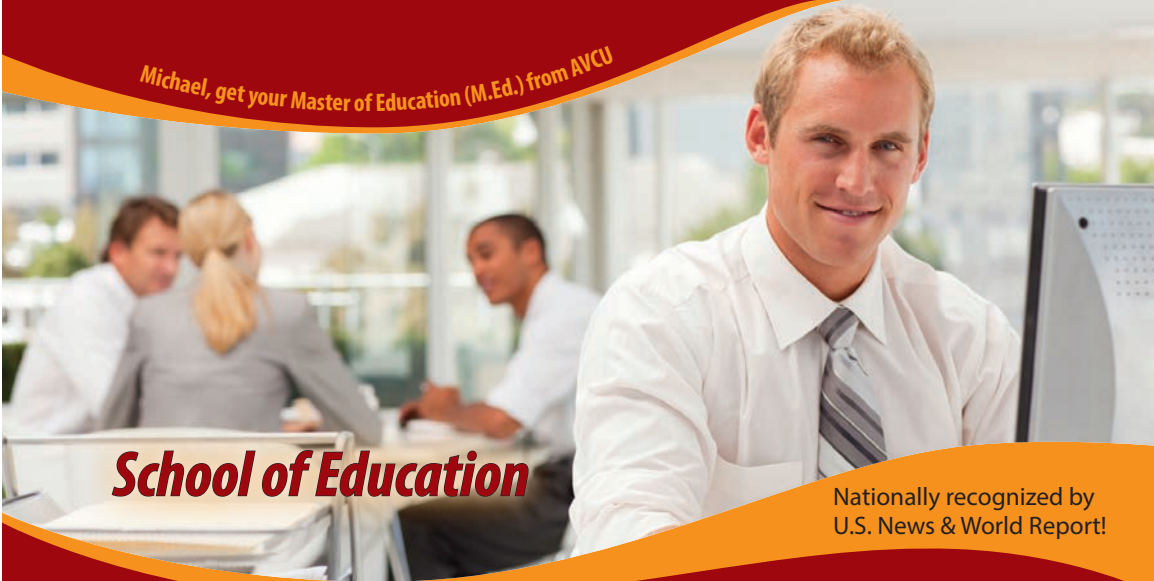
**ID: 0000-0005**

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