



KONICA MINOLTA

AccurioPro Variable Data

PERSONALISED DOWN TO THE SMALLEST DETAIL

RETHINK VARIABLE DATA PRINTING



Giving Shape to Ideas

GROWING ENTHUSIASM

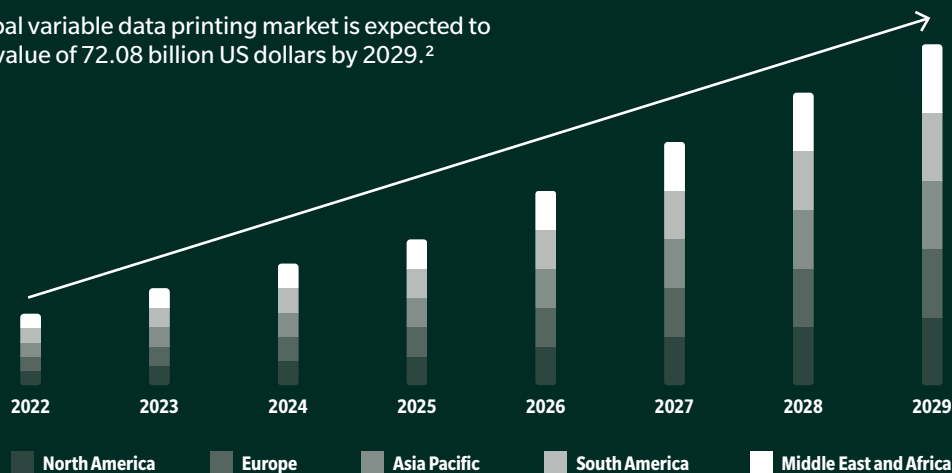
VARIABLE DATA PRINTING REVOLUTIONISES DIGITAL PRINTING

Targeting people with mass-produced goods is a sales and marketing strategy that increasingly belongs in a museum. Individualisation is one of the most important megatrends of our time¹, the desire for self-realisation and freedom of choice has become an integral part of our culture. When developing ideas to market products or publish your own works individuality is more important than ever.

This phenomenon is characterised by a growing demand for individualised products from posters and jam jars to interior design. Behind each of these individualisations is data. But how to apply it to print products, labels and consumer products?

Variable Data Printing (VDP), also known as Variable Data Publishing, is the answer: this special digital printing technology makes it possible to print codes, colours, images, graphics or entire layouts automatically in the printing unit with data-based changes applied copy by copy. With VDP, companies in print, media and manufacturing can expand their portfolio, give their products special added value and address their customers in a completely new personalised way. Are you ready to help shape this megatrend?

The global variable data printing market is expected to reach a value of 72.08 billion US dollars by 2029.²



Source: Data Bridge Market Research Market Analysis Study 2022

15.70%

is the **growth** of the global VDP market per year.

42%

of the total digital printing market is currently **Variable Data Print**.

72.08

billion US dollars the expected VDP market value **by 2029**.³

¹ Source: Zukunftsinstitut GmbH

² Source: Data Bridge Market Research Market Analysis Study 2022

³ Source: "The Future of Digital Printing to 2032, Markets and Forecasts for Digital Print Products" (Smithers)



How VDP put a sparkle into Coca-Cola® sales *

- **Personal Connection:** Name labels awakened the joy of collecting and giving away
- **New target groups:** 50% more young people tried their first sip
- **More sales:** Young adults drank 7% more Coca-Cola®
- **Larger customer base:** Coke consumption increased by 5%.
- **Increased value:** Personalisation increased the value of the brand by 3%
- **Increased production:** Can production was boosted by 4%.
- **Social media boom:** Facebook traffic increased by 870%



UNLIMITED POSSIBILITIES

**DATA ADDS
TANGIBLE VALUE
AS NEVER BEFORE**

With AccurioPro Variable Data, Konica Minolta offers one of the most advanced VDP software solutions available: Compatible with any of our digital printing systems, it sets new standards in terms of performance, flexibility and functionality.

The cross-platform VDP solution is a plug-in for the market-leading design application Adobe InDesign®. It automates production tasks such as barcode printing, numbering or personalisation.



It can also be customised with various product versions and add-on modules to your requirements. These range from additional printer driver support (PDF, PDF/VT, etc.) to the barcode module, through to database connections.

Whether you are a digital printing company, concert organiser, in the retail trade or the manufacturing industry: AccurioPro Variable Data is an intuitive tool which allows you to produce ideas for individualised products creatively and efficiently.

Benefits at a glance

- Quick, simple, uncomplicated creation of individualised print
- Real-time data transfer from files or databases
- Seamless integration into Adobe InDesign® and diverse data interfaces
- Menu-driven operation for an intuitive and creative experience
- Choice of three product versions plus versatile add-on modules
- Full support for all digital printing systems from Konica Minolta and third-party suppliers

Sehr geehrter Herr M. Sie
wollen es mit einem sch
Wir haben ein tolles City
Lernen Sie die Highlights
Anmelden ist die Hauptstadt
Geldern
des Moser
Herren
77

Interwared?
Dann schauen Sie einfach
Her abgebildeten QR-C
zu sammeln. Es grüß
herzlich Ihr Reiseprof
K. Narmann

Best-City

Sehr geehrter Herr Karl H
Lernen Sie die Highlights
die besterlei Skyline erleben
den vier besten aus der
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K. Narmann
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AccurioPro Variable Data

Sehr geehrter Herr Dr. Hermann Kemper,
wie wäre es mit einem schönen Kurztrip nach Amsterdam?
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Herr M. Schall
Rathausstr. 12
20095 Hamburg



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SPECTRO Analytical Instruments GmbH
Herr Dr. Hermann Kemper
Magdeburger Str. 3
20457 Hamburg



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Herr Karl Hofmann
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Frau Lisa Langenfeld
Bullerberg 3
21435 Stelle



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Schulweg 3
21698 Harmsfeld



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Gesellus-Gürtel Fabrikations- und Vertriebsgesellschaft
Herr Michael Kanold
Flachland 23
22083 Hamburg



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Isert, Nachf. GmbH & Co. KG
Herr Gerd Mittermayr
Kieler Str. 303
22525 Hamburg



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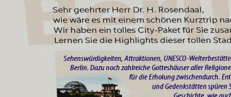
Scherzer GmbH
Herr Wiegand Berghöfer
Harkortstr. 79
22265 Hamburg



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Sehr geehrter Herr Dr. H. Rosendaal,
wie wäre es mit einem schönen Kurztrip nach Amsterdam?
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Herr R. Weissbach
Oststr. 73c
22844 Norderstedt



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EPEDA-WERKE RUDOLF PLATTE GmbH & Co KG
Herr Bernhard Rosswaag
Oststr. 75
22844 Norderstedt



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ATTENTION GRABBING MARKETING

Personalised content in no time at all.

Create offers that are optimally tailored to the needs of individual customers. Use intelligent cross-selling and up-selling or suitable services along the entire customer journey. To remain competitive you must deploy data-driven personalised sales strategies, to offer class instead of mass.

VDP offers the opportunity to produce personalised materials quickly and efficiently. With a personalised approach offers are selected according to special algorithms and match to images and layouts, so you can pick out exactly where you can best reach people, their individual interests and preferences.

INTUITIVE WORKFLOW

FROM A SIMPLE IDEA TO THOUSANDS OF VARIATIONS.



VDP PROJECT IMPLEMENTED IN TEN SIMPLE STEPS

1. Create basic layout in Adobe InDesign®
2. Connect database and CSV file
3. Integrate resources such as variable texts, images and vectors
4. Create layout rules in a click using AccurioPro VDP
5. Automatically merge all layouts, texts, images and rules
6. Visual control carried out directly through AccurioPro VDP
7. Export to common variable data streams such as PDF or PDF/VT
8. Prepare for printing via simple import into AccurioPro Flux
9. Start the print job and track it visually in AccurioPro Flux
10. Optional: automatic and customised finishing

ACCURIOPRO VDP

SMART AND INTUITIVE FEATURES FOR FAST RESULTS.



EVERYTHING IN ONE:

AccurioPro Variable Data feeds texts, raw data, images, multi-line articles and even full-page information from a wide variety of data sources - directly into Adobe InDesign®.



EVERYTHING COMPATIBLE:

By utilising the Composition Engine from Adobe InDesign®, AccurioPro Variable Data supports dozens of functions such as curved text, text flow settings, multi-page layout, kerning, tracking, tables, transparency and much more.



EVERYTHING FITS PERFECT:

The CopyFit™ module recognises and corrects text translations in real time, also text fields with too little text so that the text always fits into the frame area.



EVERYTHING LOGICAL:

With menu-driven 'if-then-what else rules', AccurioPro Variable Data sets certain texts and images depending on defined fields in the data records - without requiring programming knowledge.



EVERYTHING IN SEQUENCE:

The built-in function for consecutive numbering enables tickets or labels to be numbered easily and conveniently - the same for barcodes or QR codes, which are created without fuss or delay.



EVERYTHING AS IF BY MAGIC:

Interfaces to automation tools like Enfocus Switch further accelerate the VDP process: a document prepared with AccurioPro Variable Data flows directly into the workflow. For example it automatically merges the data or stores print data in a hot folder ready to use.





UNIMAGINED CREATIVITY

Automate entire layouts and produce masses of unique items with VDP.

Run personalised texts across several paragraphs or dynamically place images and barcodes with consecutive serial numbers – and that's just the start: with VDP, complete layouts can be automated – including sizes, positions and proportions.

From simple business cards including a QR code with complete address data, through to personalised advertising materials and labels with individual customised offers or entire brochures or books with context-related content there are no limits to your creativity. Experiment with shapes, colours, proportions and content: you manage your output with ease.



IMPRESSIVE EFFICIENCY

Speed up creative processes with VDP

AccurioPro VDP helps you to turn every copy into a unique piece, even with large print runs. The menu-driven process unleashes your creativity, you quickly discover new possibilities with every project – while working in an amazingly efficient way.

Once you have created a basic layout and defined a few rules, you can play around with infinite variations- all within seconds at the touch of a button. The time saved compared to manually creating sub-layouts and variants is enormous: Instead of spending time on pages of minimal manual adjustments, you can fully concentrate on the quality of the content.



03 März

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 Karikatur: G. Hübner
 KONICA MINOLTA



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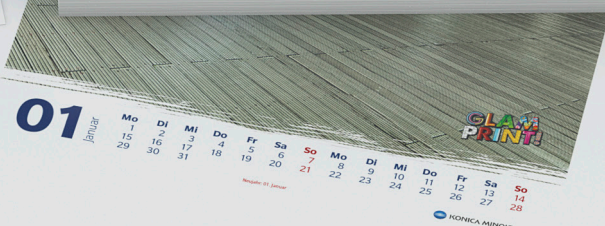
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01 Januar

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ADVANTAGE AFTER ADVANTAGE

TEN REASONS TO BUY VDP WITH ACCURIOPRO VARIABLE DATA - POWERED BY KONICA MINOLTA



1. EASE OF USE

AccurioPro Variable Data is easy to use for both experienced and new users.



2. INTUITIVE INTERFACE

Functions based on other applications simplify both the learning curve and complex tasks.



3. SIMPLE DRAG-AND-DROP

Simply drag in content and work with self-explanatory symbol work to reach your goal faster and more efficiently.



4. SIMPLE START

The purchase of additional workstations or complex software installations is not required.



5. HELPFUL TOOLS

All the relevant tools for sophisticated VDP productions are available at the touch of a button - without lengthy searches.



6. PERSONALISED OUTPUT

The creation of personalised content, marketing collateral and other documents can be fully automated.



7. SHORTER LEAD TIMES

Real-time customisation and consolidation, as well as automated workflows make VDP projects faster than ever.



8. LOWER COSTS

Our VDP solutions save time, effort and money - increasing competitiveness and product quality at the same time.



9. MAXIMUM COMPATIBILITY

Output on all Konica Minolta digital printing systems and third-party systems is fully supported.



10. NOTICEABLE INNOVATION

Market-leading digital printing innovation meets over 100 years of experience with optical products and printing technology.

OUR PRODUCT DIVERSITY

SOFTWARE SOLUTIONS FOR YOUR VDP PROJECT

AccurioPro Variable Data

This powerful Variable Data Printing application from Konica Minolta is available in three versions.

- Starter: Offers all the professional features needed to create demanding products without compromise (limited to 50,000 data records).
- Essential: A smart entry-level reasonably priced VDP solution
- Premium: All the professional features needed to produce sophisticated products of uncompromising quality (unlimited data records).

AccurioPro Flux

Our powerful software solution for print preparation (make-ready), automation of the print workflow, and efficient output management. It already contains basic VDP functions to meet many standard personalisation needs.

Enfocus Switch

Creates complex, customised workflows that automate and accelerate the processing of VDP print orders. AccurioPro Variable Data Premium works hand in hand with the workflow automation solution Enfocus Switch.

Objectif Lune Connect

OL Connect Desktop is a stand-alone programme with sophisticated functions for variable data printing and desktop publishing. Almost all personalisation requirements can be realised. The programme is suitable for both beginners as well as for advanced users with more complex functions.

With **OL Connect Desktop** variable elements such as text, images and barcodes can be defined anywhere on the page.

OL Connect Professional and OL Connect

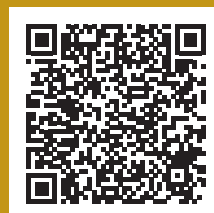
Enterprise cover the entire communication process from document creation and enrichment, distribution and transmission via any channel through to archiving and reporting. All processes can be automated and support you in digitisation.

OL Connect Professional is a client/server solution with sophisticated functions for the creation of variable documents including the receipt and customisation of almost any data format, the creation of fully automated process sequences and the output of a wide variety of document and data types. All digitally, of course.

Which software and which hardware suits your individual requirements? We will be happy to find out together: Our advice is without obligation and always benefit orientated!



You can find further information on our VDP software solutions on our website:





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