

High-Impact Personalization

PrintShop Mail:

Improve response on promotional mail
with variable data print



First impressions can make all the difference

The documents you send are a direct reflection of your company and a key to strong customer relations. Personalization can increase the effectiveness of your messaging, and your response rates, order values and sales – all while decreasing your response times. Pitney Bowes can help you personalize customer communications - even the images those communications contain, to increase your impact on your customers.

Combine variable data print and personalized images for high-impact, one-to-one communications

Personalized images add emotional power to promotional documents, catching the eye of your customers and increasing the time they spend viewing your marketing messages.

Pitney Bowes brings together a uniquely “easy to use” integration between the leading applications, PrintShop Mail and DirectSmile. Together, they make it possible to personalize both text and images within variable data applications. This adds punch to design and makes promotional mailings such as invitations, postcards and newsletters more attractive and engaging.

PrintShop Mail is a standalone variable data printing composition software that allows you to merge any design with any database and print on any printer for a fully customized promotional document. PrintShop Mail enables users to improve response rates and associated sales with the creation of dynamic, database-driven documents including varying text, graphics, barcodes, or entire layouts based on information found in a database.

DirectSmile is image personalization software that works with PrintShop Mail to further drive reader awareness and engagement. While PrintShop Mail assigns different text and images to different documents, DirectSmile enables personalization within the images themselves, integrating variable text into high quality photos and background images to immediately capture the reader’s attention.

This combination opens a world of possibilities.



Connect with customers in more relevant ways

Nowadays, every promotional piece can be fully customized to target customers based on specific information. By combining variable data printing with image personalization, you can catch your customer's attention at first sight and set your messages apart.

Whether direct mail, postcards, welcome kits or cross-sell efforts, you'll enjoy:

- Faster time to market
- Better customer service
- Competitive differentiation
- More ways to generate revenue
- Higher productivity
- Reduced costs while efficiently targeting

Part of a complete, end-to-end mail solution

Pitney Bowes makes it easy to create and send high-impact mailings:

- Create more personalized content: PrintShop Mail Suite and DirectSmile
- Print high-speed color documents: RISO ComColor Series and the DP40S color laser printer
- Automate mail production: DI Series Inserters
- Add postage and personalized content to envelopes: Connect+ Mailing System

From concept to delivery, Pitney Bowes has the products and services to get the most out of every mail piece.

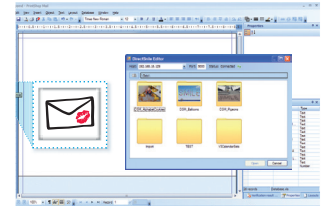


Create relevant, eye-catching marketing in three easy steps:

1 Create your document in PrintShop Mail using an intuitive, drag-and-drop interface. Insert an image of your own design or download one of hundreds of images we provide. Then personalize the image by clicking on the DirectSmile icon found in the PrintShop Mail toolbar.

Use any design software platform, including:

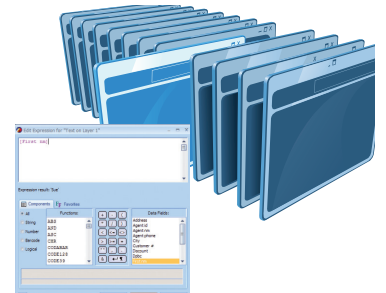
- Adobe Illustrator®
- Adobe InDesign®
- Adobe PageMaker®
- Corel®
- MS Word®
- QuarkXPress®



2 Link your database to your document and personalized image. And get a real-time preview of the results right in the document design tool.

Use any database, including:

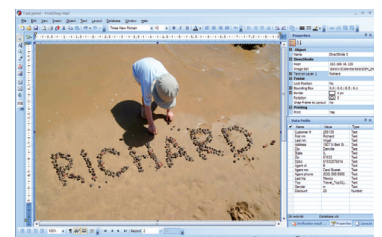
- Dbase (.dbf)
- MS FoxPro (.dbf)
- MS Excel (.xls)
- MS Access (.mdb)
- Delimited ASCII (.txt, .csv)
- ODBC Support (SQL, etc.)
- Paradox (.db)
- XML



3 Streamline your print production process using PrintShop Mail's specific print and finishing commands. The document and its link to the database are sent to the printer only once. While printing, the variable data is merged on the fly and most of the personalized image background is cached. Overall, this greatly shortens the printing process and decreases your network congestion.

Compatible with All major RIP Technologies, including:

- Optimized PostScript®
- Standard PostScript®
- CreoTM VPS
- Fiery FreeFormTM I & II
- PPML
- PPML/VDX
- XeroxVIPPTM
- XML



PrintShop Mail key features

- Easy to learn—create personalized print jobs immediately
- No programming—the drag-and-drop operation is easy for beginners and professionals and saves you time and money
- Application independence—use your existing design and database applications
- Variable text and images using wizard driven expression builder
- Fast printing, with support for most printer caching technologies
- Finishing support for embedded finishing commands to streamline the entire production process
- Color picking for design control
- Included barcode library
- Page picking for dynamic multi-page designs

- Instant preview and warning display for verification and error-prevention before printing
- Layout repetition, multi-up printing and cut through the stack for postcard, ticket and label applications

DirectSmile* key features

- Easy to use – create personalization within pictures and graphics
- Three Font Types: clip fonts, picture fonts or system fonts
- Multiple font effects available such as light, shadow, relief, motion blur, etc.
- Ability to create several layers which allows for highly realistic font integration
- Automatic font scaling
- Design previews in real time
- 100 sets of images included free with your software

*Available for Windows only.

Pitney Bowes has the solutions to bring your concept to life. Our products and services will help you get high quality communications in your customer's mailbox on time and on budget



PrintShop Mail and DirectSmile make ordinary extraordinary.

Our DP40S and RISO ComColor Series printers bring your new creations to life in vibrant color with high speed and low cost in mind.

The DI Series of folders/inserters put it all together.

The Connect+ Series makes the outside of the envelope look as good as the inside. Apply postage and color messaging in one step and get the mailpiece opened.



Every connection is a new opportunity™

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