

Océ Document Designer Advanced

Software data



Personalise your mass communication

Software for promotional and transaction documents

In today's one-to-one business world, you've got to address your customers on a personal level—in all facets of communication. Because this is the best way to conduct business, inform and educate customers and promote your services. In fact, businesses that personalise most effectively will witness the biggest growth in their industries.

Océ Document Designer Advanced will give you that extra advantage. This software offers an all-in-one solution for customising a wide range of documents utilising incoming data. For your statements, bills, direct mail, booklets, policies, enrolment kits, marketing documents—and more. To make your high volume documents more personal. More effective. And more profitable.

Personalise. Cost-effectively. At maximum productivity

With Océ Document Designer Advanced, you'll secure an innovative, single environment for comprehensive data input, design, composition and output. You'll accelerate your workflow with business process automation—from marketing concept to document design to data preparation to print production. And your users can work solo, or simultaneously in a collaborative team, or across multiple sites.

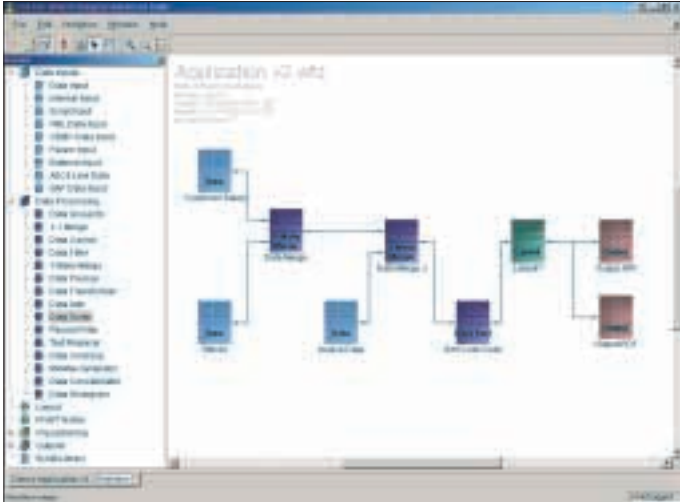
Personalising high volumes of documents. For real-time target marketing. Cost-effectively. At maximum productivity.

Accelerate your productivity with total workflow management

Océ Document Designer Advanced software is unique among document composition systems because it creates not just pages, but also the job flow to build them. This software's 'total work-



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With the highly productive Océ Document Designer Advanced, you can automate and control the workflow of personalising mass communication.

flow management' integrates all workflow components on one screen, providing a comprehensive view of the sequence of steps required to fulfil a job. You can automate intelligent processing—for each workflow step—from front end to production.

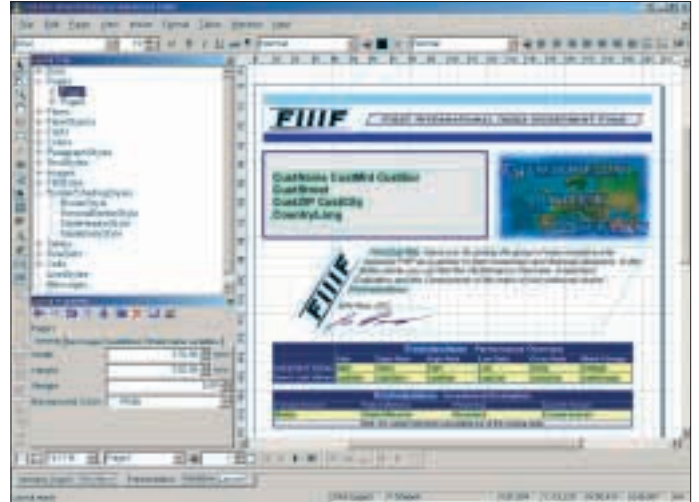
Then test your system, debug it if necessary, and you are ready and set to accelerate.

Empower your users. With an easy-to-work environment

With its classic desktop publishing capabilities, this software empowers users with all of the design and data handling capabilities needed to build attractive, customised documents—for high-speed digital output. Your designers will work with ease as this software can easily work with designs produced via Mac OS X, QuarkXpress and InDesign. And your IT staff will find Océ Document Designer Advanced easy to work with too. Because this software integrates with all standard production platforms, manages input from multiple sources and handles any volume of output—and in multiple formats.

With a highly intuitive GUI—to maximise results

Océ Document Designer Advanced makes complex, personalised applications easy to implement. And your users will benefit from a highly intuitive GUI interface—with WYSIWYG layout and proofing.



This advanced software will empower your users. With a highly intuitive GUI. A familiar environment. And to support them in doing the best job possible.

With this software, you will—

- Create new documents easily, with readily accessible forms, fonts, images, dynamic tables and more
- Simplify your 'complex' design projects by using wizards in your workflow
- Automate the handling of multi-page bound documents, like policies

Acquire powerful design and layout features

This software's easy-to-use Design and Workflow Suite enables you to—

- Add multiple text chunks, paragraphs, borders, outlines and fill styles
- Acquire advanced image and business graphics support for pie charts, bar charts, line graphs with legend boxes—and you can directly integrate images
- Secure superior font handling and management, centralised font libraries with no need for local installation, and font bundling for job files
- Verify your layout—and more

And when it comes to colour, Océ Document Designer Advanced delivers comprehensive colour management, ICC profiles, colour matching, gamut checking—and you can apply colour fields anywhere on a page. Plus this software can automate checking the consistency of your colours across your workflow.



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Secure a modular and scalable solution

Need a flexible document automation solution that will work with the growing needs of your business?

Océ Document Designer Advanced is modular and scalable, providing flexibility when you need to make application or other changes. For your professional, high volume, personalised document production. For today—and your future production.

Océ Document Designer Advanced: Quick start with the Design & Workflow Suite and a Data Output Formatter

About the Design & Workflow Suite

Océ Document Designer Advanced offers a highly intuitive GUI with a WYSIWYG interface for you to most confidently add value to your layout design and proofing processes. This unique, unified, DTP-like software will simplify your complex design projects—to accelerate your workflow. And it is independent of formatted data streams and digital print devices.

You can integrate this powerful software in various ways. Integrate with sophisticated front end processes, and into existing environments working with both B&W and full colour. You can also seamlessly connect with almost all digital printing devices, controlled from a single design platform. Or how about integrating with ECM, CRM, DAM, MRM for real-time target marketing? You can do this too.

About the Data Output Formatters

Océ Document Designer Advanced Data Output Formatters automatically assemble all design, data and other document resources. Then, your print jobs will rapidly be sent as fully composed files ready for the designated printer—or other delivery channel—of your choice. Data from address files, transaction records, code tables and other sources are merged automatically. For your AFP, IPDS, PCL, PS, PDF, email output—and more.

Optional design-related modules

Choose from the following eight modules to address a wide range of your specific document layout requirements—

- QuarkXpress Import
- InDesign Import
- 1-D Barcode Library
- 2-D Barcode Library
- Business Graphics Library
- Business Rules Editor
- Version Control System
- White Space Management

These modules enable you to easily create personalised documents with powerful and dynamic messaging.

Optional Data Input & Processing modules

These data input modules enable you to easily send XML and ASCII line data input into the layout design environment. You also can merge multiple incoming data formats, sort and filter the data—and more.

Optional Impositioning module

This module enables you to build in support to impose output. For example, you can insert marks or concatenate sheets, create booklets, etc. These types of functionalities are particularly useful for promotional print applications.

Optional Data Output module

With this module, you can manage your data output processes. Also, job reporting and statistical information can be provided and used for billing—or for managing the next promotional or monthly print run.

Optional WebTools

These two modules provide web-based access to your processes. You'll speed up your proofing and job acceptance with WebProof. And WebDesign enables your external users—or customers—to collaborate on design processes. To facilitate the inclusion of specific, localised marketing messages. And speed up time to market.

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Design & Workflow Suite

Basic components

- Basic installation components
- CD with software and instructions
- Dongle (standard USB)
- Windows 2000/2003/XP

Data Input

- CSV (Comma Separated Values)
- ODBC, Data Base Files
- Flat Files

Data Processing

- Data Transformer, changes data strings in other data formats, like integer
- Min/Max Generator, identifying the minimal and maximal values of example tests

Layout Module

- Graphical user interface, DTP-like
- Real-time live data proofing with failure detection, output independent
- Barcode support; international Postcode barcodes, Code 39, 2/5 Interleaved, OMR
- Import of RTF and DOC designs

Impositioning

- N-up, positioning of different logical pages at one specific page
- North/South Splitter, North/South positioning on the sheets
- Transformer module, scale and rotate pages
- Sheet Re-grouper, for splitting the output on virtue of specific criteria

Output Modules

- Configuration of the output possibilities

Formatters

- Choose from a PDL Formatter for unlimited volume or limited volume output

Data Output Formatters

Output functions

- Formatters are available in limited or unlimited volumes. With unlimited volumes, at least one volume quota is required
- A formatter can sequentially be used for multiple digital production printers
- Pages will be calculated to physical output format
- Support of colours and IPDS grey scales. 'Colour Matching' between different machines in the production process through standard ICC colour profiles
- Automatic management of the printer resources

Available formatters (optional, per individual bullet item)

- AFDS
- IPDS
- PCL
- PostScript Level 2/3
- PDF
- PPML
- HTML and/or Text
- Email Gateway
- Xerox Metacode
- Creo VPS
- Scitex IJPDS
- NexPress VDX

General output (optional, per individual bullet item)

- Image (including the formats BMP, PNG, JPEG, TIFF, CXRI, PCX, TARGA)
- Web (HTML)
- Email

Supporting machines

- Océ
- HP (Indigo)
- Nipson
- Xerox
- Xeikon
- Nexpress
- IBM
- Scitex

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Optional design-related modules

Layout functions

- WYSIWYG layout and proofing functions
- Automated management of forms, images and fonts
- Dynamical generations of tables
- Diverse automated work process wizards to simplify complex design projects
- Multiple text, paragraph, margins and fill up styles
- Support for graphics and illustrations
- Rotations, classifying and 2D transformations
- Variable page selection
- Real-time, live data proofing with failure check

QuarkXpress Import (Windows / MAC)

- An export plug-in for QuarkXPress enabling export of QuarkXpress documents into an XML file which is readable by Océ Document Designer Advanced

InDesign Import

- An export plug-in for Adobe InDesign (Windows platform) enabling export of Adobe InDesign documents into a readable XML file which can be imported into Océ Document Designer Advanced

1-D Barcode Library

- EAN 8, EAN 13, EAN 128, 2/5 Industrial, 2/5 Interleaved, 2/5 Matrix, 2/5 IATA, 2/5 Datalogic, OMR, Codabar, Code 39 (full ASC2), Code 128, Code 128 UPS, UPC A, UPC E, Postnet

2-D Barcode Library

- MicroPDF 417, PDF 417, DataMatrix, Aztec, QR Code, Maxicoe, Super Stealth Dots

Business Graphics Library

- Pie and Bar Chart (1 and 2 dimensional)
- Line Chart, Line Stack Chart and Line % Stack Chart
- Stack Chart and Stack % Chart
- Custom Image and XY Chart
- Stripes and Line Examples

Business Rules Editor

- External application for simple editing of the business rules for variable content. The XML output of the Business Rules Editor is to be used in the layout environment for automatic creation of variable images and variable flow objects

Version Control System (VCS)

- Working processes are managed via a database with check-out and check-in functionality, while changes are being observed. Because of this, a comparison between different versions is possible
- Includes user and user group rights management with Read, Write, Proof and Produce rights which can be set

White Space Management

- White Space Management enables you to place messages or advertisements in unused space of the document
- Océ Document Designer Advanced automatically calculates the available space for messages. The content of messages is contained in the messages database

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Optional Data Input & Processing modules

Data input and data processing advantages for each package

- Easy integration of variable data formats such as XML and ASCII
- Flexible searching of elements, directly from different data sources, to subsequently use them in the necessary document
- Data input buffer 'cache' for high performance processing
- Handling several data sources at the same time

Package 1 for Data Processing

- Internal input module to read out 'pre-processed' ODDA data (created by the data output module – intern data format)
- Script input module to read custom data structures via scripts
- Parameter input module to save previously defined 'command line parameters'
- XML input module to read XML data files, XML files with a defined text encoding and optional reading of 'XML data type definition'. Also exporting of DTD files
- XML Schema Definition can be imported/exported

Package 2 for Data Processing

- Data Group By, enables organising data according to a field(s) selected in the data file
- 1-Many Merger, merges two data files that have a one-to-many relationship
- 1-1 Merger, merges two data files that have a 1-to-1 relationship
- Data Ungroup, to declassify classified data
- Data Cacher, caching data for efficient reuse, like proofing and production
- Data Filter module to print selected documents, based on defined criteria
- Data Add, combines all fields from 2 data input modules in one new data file without merging them
- Data Sorter, sorts out input data according the declared criteria
- Record Filter, makes sure that only the declared part of the records goes into production
- Text Replacer, to replace a certain part of the text with another text

ASCII Line Data Import module

- Graphical user interface to import ASCII line data into the layout design environment
- Includes a sample view for displaying and marking sample input data streams
- Fixed and variable page with form feed and line feed support

Optional Impositioning module

Impositioning functions

- Impositioning is the process of placing the pages on the sheet so they will be right side up and in the correct order after cutting/folding
- More positioning modules can be combined within one work process
- More parallel flows can be built which serve different output possibilities (more paper outputs, digital output and paper in diverse combinations)

Impositioning Pack

- Booklet Maker, produces brochures, books, etc.
- Sheet Duplicator, duplicates sheets
- Sheet Concatenator, concatenates the output of the layouts
- Sheet Duplexer, for duplex printing of 2 layouts
- Sheet Filter, allows you to filter pages based on different criteria
- Sheet Mixer, merges 2 sheets together
- Sheet Regrouper, regroups sheets, based on given criteria
- Sheet Backgrounder, merges two layouts together: the layout connected to the top will be printed first (the background), the latter will be printed over the background
- Sheet Padder, fills up the number of sheets to the given number
- Marks Inserter, can place 2 types of markings on a defined position and a specified size
- Sheet Sorter, sorts sheets by defined variable from each sheet or groups
- Sheet Inserter, inserts sheets from a connected layout
- Group Filter, enables you to filter groups or sheets according to selected ranges
- Media Pattern Filter, separates the incoming sheets to two outputs according to their pattern sequence
- Impositioning Script, reorders documents for proper placement of pages when printed and finished

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Optional Data Output module

Data output module for sheet statistics, job reporting and to generate statistical data

- Output modules define data that will be produced as a data file, printed document, statistics or job reporter
- Data output module, to view details about the processed data (file name, type, coding, etc). Creates file types including CSV, Flat, XML, etc.
- The sheet statistic functionality generates files with statistical working process information from the print jobs, such as page counting and pages per document
- Useful statistic data can be generated, within the layout
- The job reporting functionality creates simple reports using the specified layout files

Optional WebTools

WebProof

- WebProof automates and monitors the proofing process
- Track and manage document changes by person, time and version
- 'Click & Comment' on specific texts or images
- Automatic email alerts upon completion of process steps
- User and user groups rights management

WebDesign

- Design or modify documents online via web-enabled processes
- Online design, position text and objects
- Upload data files, import graphics
- Proof composed documents using live data
- Submission into the production environment

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