Create Customised Data Driven Communications

EFI VDP powered by DirectSmile® maximises the relevance of communication with highly personalised variable data output.

EFI VDP powered by DirectSmile

Boost your sales and increase margins by offering unique high-value print products! EFI VDP powered by DirectSmile is your professional solution for variable data in conjunction with Digital StoreFront® for the production of personalised printed communications.

By introducing emotionally appealing personalised images and perfectly targeted content, you will help your customers reach higher response rates and increase the effectiveness of printed communications.

Features

- Automated data-driven rendering of images and documents
- Design Editor for creation of individual personalised images
- Adobe InDesign based document creation, supports layers
- Set up rules for any layout and content element
- Create all industry-standard bar codes and QR codes
Features

StoreFront Studio

Working with Adobe InDesign® you’ll find it easy to enjoy the benefits of variable data personalisation.

- Rules-driven personalisation utilise logic rules to create variable text, styles, colours and photos
- Create bar codes and QR codes
- Set up the imposition of the document directly in the StoreFront Studio interface

EFI VDP Image Personalisation Module

Enhance your communications with high-value personalised images.

- This optional module provides access to over 1,200 DirectSmile image templates and allows you to personalise your own images

Direct Mail

Whether you are looking to integrate EFI VDP powered by DirectSmile into your current mailing workflow or utilise the Direct Mail Automation workflow powered by AccuZIP, our technology has you covered for all of your mailing needs.

- Digital StoreFront Direct Mail Automation powered by AccuZIP fully automates USPS direct mail postage processing at the time of order entry

EFI VDP vs. EFI VDP Professional

<table>
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<tr>
<th>VARIABLE DATA PACKAGE COMPONENTS</th>
<th>EFI VDP</th>
<th>Professional</th>
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<td>StoreFront Studio Licenses</td>
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<tr>
<td>Image Personalisation</td>
<td>Upgrade</td>
<td>✓</td>
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<tr>
<td>Integration with DSF Direct Mail Automation workflow powered by AccuZIP**</td>
<td>✓</td>
<td>✓</td>
</tr>
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</table>

Legend

Grey Text: Items are included in the platform - ✓ denotes which platform includes this item.

Crimson Text: Optional modules which can be purchased with EFI VDP (do not come standard).

* Adobe InDesign is not included in the EFI VDP or EFI VDP Professional packages.

** The DSF Direct Mail Automation workflow powered by AccuZIP requires an agreement with AccuZIP.

EFI fuels success.

From Fiery to superwide inkjet, from the lowest cost per label to the most automated business processes, EFI has everything your company needs to succeed. Visit www.efi.com or call 0808 101 3484 or +44 (0)1246 298000 for more information.