Create Customized Data Driven Communications

EFI VDP powered by DirectSmile® maximizes the relevance of communication with highly personalized 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 personalized printed communications. By introducing emotionally appealing personalized 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 personalized 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 personalization.

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

EFI VDP Image Personalization Module

Enhance your communications with high-value personalized images.

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

Direct Mail

Whether you are looking to integrate EFI VDP powered by DirectSmile into your current mailing workflow or utilize 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 direct mail postage processing at the time of order entry
  - Streamline the mailing process by allowing your customers to upload their mailing lists, complete CASS and NCOA certification, presort the cleansed list and receive the final postage amount directly in the order process
  - On the back-end, you receive a production ready PDF and all pre-populated USPS reports and forms - no offline processing required

EFI VDP vs. EFI VDP Professional

<table>
<thead>
<tr>
<th>VARIABLE DATA PACKAGE COMPONENTS</th>
<th>EFI VDP</th>
<th>Professional</th>
</tr>
</thead>
<tbody>
<tr>
<td>StoreFront Studio Licenses</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Image Personalization</td>
<td>Upgrade</td>
<td>✓</td>
</tr>
<tr>
<td>Integration with DSF Direct Mail Automation workflow powered by AccuZIP**</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Legend

Gray 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 650-357-3500 for more information.