

**ADOR (Automatic Dynamic Object Replacement) Types**

- Text
- Text File: Plain Text, Styled Text, Rich Text Format, InDesign Tagged Text, XML-based XNIP
- Graphic: supports the following formats; .pdf, .psd, .tif, .eps, .jpg, .bmp, .png, .gif, including ulmage generated (as applicable)
- Visibility: Layers and Spreads
- Style: Character and Object
- Table: Tabular Representation and Charting Representation
- PostScript-based Programmable Graphic Elements

**Data Sources Supported**

- Text Files - .txt
- Comma Separated Values - .csv
- Microsoft Excel - .xls
- Microsoft Access - .mdb
- dBase - .dbf
- Other ODBC-Compliant Databases including FoxPro, SQL Server, Oracle

**Output Formats Supported**

- Adobe® PDF and Optimized PDF
- PPML
- Adobe® PostScript
- Kodak® VDX
- Creo® VPS
- Xerox® VIPP

**Barcodes Supported**

**1D (font-based):**

- Code 128: Standard, Narrow and Wide
- CODABAR
- Code39: Standard, Narrow and Wide, both with and without text
- EAN13
- EAN8
- 2 of 5 Interleaved (ITF): Standard and Wide
- MSI (Modified Plessey)
- OneCode (four-state barcode)
- POSTNET (USPSZIP)
- UPCA
- UPCE

**2D (image-based):**

- PDF417
- Data Matrix
- QR-Code
- Aztec Code
- MaxiCode
- MicroPDF417

**Optional Modules**

- uProduce Marketing Console
- uStore
- uChart
- ulmage

**Recommended Hardware/Software Requirements**

**uProduce Director and uProduce Solo SI/MI**

**CPU**

- One (1) physical CPU for SI/MI, Two (2) Physical CPU for MI-2, Four (4) Physical CPU for MI-4
- Intel Xeon processor Quad-Core CPU family
- 4 GB RAM

**Hard Drive Storage**

- Primary: 500 GB Serial ATA with 2 partitions:
  - C: for Operating System – at least 80 GB
  - D: for XMPie Applications and Job Data Storage
- Secondary: 500 GB Serial ATA

**General Requirements**

- Gigabit Ethernet Adapter
- CD/DVD-ROM Drive

**Software requirements:**

- Microsoft Windows® Server 2003 32-bit Standard Edition with Service Pack 2, includes 5 CALs
- Microsoft SQL Server 2005 Express Edition with Advanced Services
- Adobe InDesign® Server CS3 for uProduce Solo
- Internet Browser for uProduce Dashboard
  - Internet Explorer 6 or higher
  - Mozilla Firefox 2.0 or higher
- Adobe Photoshop and Illustrator CS3 if ulmage is used

**uProduce Extension MI2**

**CPU**

- Two physical Quad-Core Intel Xeon processor
- 4 GB RAM

**Hard Drive Storage**

- Primary: 500 GB SAS/SATA in RAID 0 with 2 partitions:
  - C: for Operating System – at least 80 GB
  - D: for XMPie Applications and Job Data Storage
- Secondary: 500 GB Serial ATA

**General Requirements**

- Gigabit Ethernet Adapter
- CD/DVD-ROM Drive

**Software requirements:**

- Microsoft Windows Server 2003 32-bit Standard Edition with Service Pack 2
- Adobe InDesign Server CS3 (installation pre-requisite)
- Adobe Photoshop and Illustrator CS3 if ulmage is used

**System requirements for PersonalEffect desktop tools:**

**uPlan**

- Intel® Core™ Duo or better
- 2 GB RAM
- 100 GB Serial ATA Hard Disk
- CD/DVD-ROM drive
- Gigabit Ethernet Adapter
- Windows® XP with SP 2 or higher or Vista Business Edition or higher with SP 1

**uCreate**

**Windows**

- Intel Core Duo or better
- Windows XP with SP 2 or higher or Windows Vista Business Edition or higher with SP 1

**Macintosh**

- PowerPC® G4 800 MHz or MacIntel 2.0 GHz.
- MAC OS X 10.4.8 or 10.5

**General Requirements**

- 2 GB RAM
- 250 GB Serial ATA Hard Disk
- CD/DVD-ROM Drive
- Gigabit Ethernet Adapter
- uCreate Print requires Adobe InDesign CS3
- uCreate XM requires Adobe Dreamweaver® CS3

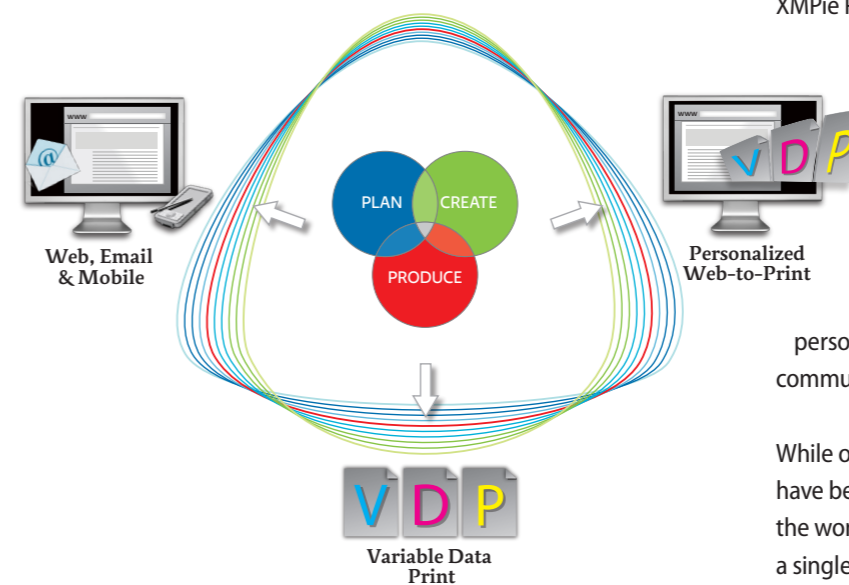
**Print engine requirements**

**Xerox Specialty Imaging**

- FluorescentMarks: VIPP Interpreter v7.0 or higher
- Microtext: VIPP Interpreter v7.0 or higher and Microfonts loaded on DocuSP

The marketing landscape is changing. Consumers demand greater control over how they receive information. Savvy marketers and their service providers can achieve maximum results by creating highly-relevant, individualized conversations delivered through consumers preferred media.

# Turning marketing communications into cross-media conversations



XMPie PersonalEffect™ is an integrated software solution for the creation, production, deployment, tracking and measurement of highly-creative, one-to-one communications spanning print, e-mail, Web and mobile. PersonalEffect expertly unites customer databases and creative content helping print service providers, marketing service firms, small-to-medium sized businesses (SMBs) and enterprises create relevant, attention-grabbing personalized marketing campaigns and other customer communications.

While one-to-one communication for print and cross-media have been available separately for some time now, combining the work and investment to access both media channels from a single tool, in a consistent way, has been the real challenge. Data and logic weren't easily shared across all media types, so rules needed to be rewritten for each type of media, making the process time intensive and prone to error. XMPie's PersonalEffect has changed all of this, making it easy for users to leverage the valuable customer data they have and create personalized, multi-phase campaigns that seamlessly incorporate any combination of media for a customized marketing communications mix.

Learn more about the full line of XMPie products. Visit [www.xmpie.com](http://www.xmpie.com) or call (212) 479-5166.

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**XM  
PIE****PersonalEffect™**

### *Data, Design and Production—the hub of the one-to-one workflow*

PersonalEffect provides modular, scalable, collaborative tools that have been thoughtfully engineered to include every element of the one-to-one workflow – data, design and production – to help you design and distribute powerful one-to-one communications.

XMPie's uCreate™, uPlan™ and uProduce™ components within PersonalEffect uniquely provide a team-based collaborative environment allowing designers, programmers and production personnel to work within their disciplines on specific tasks, while automatically combining the separate elements into a cohesive one-to-one communication

**XM  
PIE****uPlan™**

#### *Data*

PersonalEffect features XMPie's uPlan component which is a complete tool for data and business rule planning and uses a simple, menu-driven approach, combined with helpful wizards, to assist both novice and expert data professionals in harnessing even the most complex data and business logic. uPlan creates the Plan file, which is essentially a collection of definitions: data schema, business logic and ADOR objects. It is the ADOR objects that are placed on the page by the designer.

The onboard wizard in uPlan helps quickly create ADOR objects from an existing database even if there are complex connections among several tables and databases. Use the wizard to quickly define connections to multi-table, relational databases, such as those containing demographic, inventory and customer information.

piece in any media with minimal workflow constraints. The key to this and all XMPie software is Automatic Dynamic Object Replacement (ADOR®) technology.

With ADOR technology your data and programming specialists can create and maintain control over business logic and data definitions, while minimizing involvement in the design process. For your designers, ADOR objects are simply variable elements to be placed on a page as if they were text or images. Finally, your production people can easily connect the ADOR-enabled designs to the actual database to produce personalized one-to-one communications in print, e-mail and Web.

**XM  
PIE****uCreate™**

#### *Design*

XMPie's uCreate Print and uCreate XM (cross-media) are plug-ins to industry-standard Adobe® creative tools that allow your designers to quickly and easily create, edit and update high-powered dynamic designs for print or the Web, using familiar tools and workflows.

The palette of the uCreate plug-in displays the set of ADOR objects as defined in the Plan file and allows the designer to tag creative elements—such as text, graphic frames, styles and visibilities—with ADOR objects. This tagging turns static elements into dynamic objects, and static pages into one-to-one communications.

uCreate also provides true WYSIWYG proofing by allowing your designers to scroll through a sample of recipient records and view the document design while variable text and graphic elements are automatically populated with each changing recipient.

### *Integrated, Interactive Cross-Media Campaigns*

As print service providers and marketers look for ways to reach out to customers with relevant and result-oriented communications, they require a tool that will help drive their shift from delivering static documents to personalized documents and eventually integrated cross-media conversations. PersonalEffect solutions span from variable data print to cross-media that combine direct mail, e-commerce, e-mail and mobile marketing with personalized Web sites. With XMPie's unique solution for Response URLs (RURLs), a dynamically-generated,

**XM  
PIE****uProduce™**

#### *Production*

The XMPie uProduce server acts as a production dashboard and server, giving your production department a centralized environment with full control over organizing, proofing, prioritizing and processing every phase of variable production.

With uProduce, design, data and business logic are merged automatically, producing personalized documents for each recipient in a database. Because the PersonalEffect modularity keeps these elements separate until the instance of production, your staff can easily make last-minute changes and quickly reprint successive campaigns with new data, new recipients or changes to design. Additionally, powerful server technology automatically generates the formats needed for print.

In addition to the incorporation of uPlan, uCreate and uProduce into every PersonalEffect solution, XMPie also offers this highly scalable solution with add-on capabilities.

highly-personalized Web site containing a visitor-specific call to action can easily be created. Even better, because the Web site is linked to the same data and business logic used throughout the cross-media campaign, any information acquired through customer interactions with a RURL is automatically gathered and immediately available to every facet of the campaign.

PersonalEffect is the ultimate solution for applications such as direct mail, brochures, catalogs and more. In addition, custom packaging and post-sale personalized customer surveys for targeted, response-generating campaigns can be implemented and optimized for maximum ROI.

#### *Application Programming Interface*

PersonalEffect also features an Application Programming Interface (API), available in the form of Microsoft® Web services. XMPie's APIs can be used to develop new, custom-made applications that are based on the PersonalEffect platform, further extending PersonalEffect's ability to meet unique business requirements. For example, you can create specialized Web-to-print applications, implement custom cross-media workflows or connect the power of PersonalEffect to your CRM, ERP, MIS or other enterprise-wide applications.

#### *Automated Web site creation*

The RURL Wizard, an integral part of all PersonalEffect Cross-Media editions, provides automated, template-based RURL site creation. With the RURL templates you will quickly and easily generate personalized, fully-functional landing micro-sites ready for immediate customization with uCreate XM. The RURL Wizard also supports the creation of viral refer-a-friend messages and customer acquisition pages, enabling a straightforward way to provide clients with response-generating, cutting-edge marketing communications that people can respond to and pass along.

**XM  
PIE****PersonalEffect™**  
solo**XM  
PIE****PersonalEffect™**  
cluster

### *Stay on Track with PersonalEffect*

All PersonalEffect installations will consist of one or more copies of uPlan and uCreate for data and design tasks. One or more uProduce servers will also be needed depending on speed, performance and redundancy requirements. XMPie offers two classes of PersonalEffect: Solo configurations based on a single uProduce server and Cluster configurations where multiple uProduce Extension Servers are managed by uProduce Director.

Every business is different – the volume of work, complexity of campaigns and response time required for your operation. If you are a SMB, an operation serving one or more SMB-sized customers, or you're just doing a few campaigns a year, PersonalEffect Solo may be the best solution for you. If you are an enterprise-class customer, an operation serving an enterprise-class customer, multiple SMB customers or if your volume is high, PersonalEffect Cluster is scalable to meet your needs. The built-in redundancy of the Cluster configurations enables fail-safe configurations that will address the enterprise-class processing needs of even the most complex installations.

In addition to the features and capabilities previously outlined, PersonalEffect Cluster features two additional software components – uProduce Director and uProduce Extension Servers – to help maximize processing speed, enable or enhance parallel processing and provide fail-over capabilities.

*uProduce Director* is a software solution that manages a PersonalEffect Cluster installation. It services all interactions with the network, supports the uProduce Web-based interface, handles all API calls, and coordinates the work of the Extension Servers in handling the heavy processing load of production. In addition, uProduce Director can also collaborate with other uProduce Director servers in high-resiliency installations.

*uProduce Extension Servers* are the processing engines of the cluster. The more Extension Servers installed, the higher the production bandwidth and the higher the resiliency in the event of a server failure. Each uProduce Extension Server is an independent unit and a cluster is scalable to as many extension servers as necessary. Extension servers can be added at any time, expanding as your business grows.

*uImage® Processing Units* If there is a need for extensive uImage processing, then optional uImage processing units can be added to PersonalEffect Solo or Cluster.