

# HP SmartStream Designer 4.0

For large-format printing applications

Desktop edition for Adobe InDesign CS4

Offer your customers a cost-effective way to target varied market segments



Progressive Profitable Printing



# Produce high-value versioned campaigns with HP SmartStream Designer

## **Produce high-value versioned campaigns with HP SmartStream Designer**

HP SmartStream Designer introduces true variable data printing (VDP) to the world of large-format printing. Already well-proven in the commercial printing market with HP Indigo presses, HP SmartStream Designer enables you to offer cost-effective versioned campaigns across a wide range of applications. You can use it to offer new services, improve your response time, and gain a valuable competitive differentiation for your business.

As an easy-to-use software plug-in, HP SmartStream Designer is available in free and desktop editions, allowing you to create versioned jobs from within Adobe InDesign CS4. Add personalized elements: images, text and colors to your Indesign creations.

With HP SmartStream Designer you can create, integrate and preview all versioned jobs that have any combination of fixed data, variable text and image elements. HP SmartStream Designer is also an easy to use imposition tool for HP large-format printers, whether the job includes versioning or not.

*“By default, our customers are going to do more printing because with versioning they can address their markets more precisely. They’re willing to spend more because they see a higher ROI.”*

*– Tim Bennett, CEO, Image Options*

## **Increase efficiency with easy-to-use integrated design tools – all in one**

- Plug-in tools for Adobe InDesign.
- Imposition for HP large-format printers.
- Merge variable data.

## **Improve creativity**

- Image manipulation based on Adobe Photoshop.
- Enables variable 3D text and images.
- Embedded into Adobe InDesign.

## **Enhance job value**

- Produce more innovative and better targeted campaigns, with lower production costs.
- Barcodes, charts and graphs by BlitzTools, Tech-IT Barcode Studio, ID Automation, UtilityWarrior.

## **VDP imposition right from design**

- Available as an integral part of HP SmartStream Designer.
- Uses flexible templates – One template imposes different page sizes.
- Supports cutting lines and crop marks.
- Optimized for short-run and on-the-fly personalization jobs.

## **Gain distribution efficiencies**

Use HP SmartStream Designer to facilitate collation and packing, and ensure prints are sent to the correct locations:

- Tag individual prints with destination details.
- Print personalized labels for shipping boxes.



Personalization and versioning is more than a name. It's about better-targeted messages. And more effective campaigns.

“Overall, since we started using VDP, we have seen major efficiency improvements. We’re seeing a 30-35% overall reduction in time – from prepress through to distribution.”

– Jim Blee, Chief Operating Officer, Graphic Tech

### **Leverage a rich set of features for maximum design creativity**

HP SmartStream Designer 4.0 for Adobe InDesign CS4 opens up new opportunities to create complex and sophisticated designs containing fixed data and variable text and image elements, for production on HP large-format printers. Designers have the power to create jobs or templates that can be merged with data lists and job assets, using a comprehensive feature set.

#### **Key features :**

- Design-level personalization plug-in to Adobe InDesign
- Easy-to-use interface
- Access to full design functionality of Adobe InDesign
- Support for Optimized PDF
- Step & repeat
- Multiple layout imposition
- Enhanced rules for versioning and personalization
- Personalized images using variable content with Photoshop
- Connectivity to third-party VDP tools
- Import and impose PDF jobs
- Integrated third-party personalized images
- Automation
- Supports Macintosh® and Windows platforms

## HP SmartStream Designer – A powerful workflow component in the HP SmartStream Family

HP SmartStream is a graphic arts portfolio of components that helps customers create production workflow solutions to meet a broad range of market segments and application needs. The HP SmartStream portfolio provides end-to-end workflow management, from job creation to fulfillment. When combining best-in-class HP SmartStream and partner components, the result is greater flexibility, with specific solutions to address key market segments that are customizable and scalable to your unique business needs.

### System requirements

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| <b>HP SmartStream Designer for Adobe InDesign CS4 for Macintosh:</b> | <ul style="list-style-type: none"><li>• Macintosh Power PC G5 or Intel® based Mac, with at least 2GB memory</li><li>• Operating system version 10.4.11 or greater</li></ul>   |
| <b>HP SmartStream Designer for Adobe InDesign CS4 for Windows:</b>   | <ul style="list-style-type: none"><li>• Windows XP SP3 or Windows Vista SP1, with at least 2GB memory</li></ul>   |
| <b>Output devices:</b>   | <ul style="list-style-type: none"><li>• HP Scitex industrial large-format printers</li><li>• HP Designjet large-format printers</li><li>• HP Indigo digital presses</li></ul> |

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