



HP SMARTSTREAM DESIGNER

Innovate, create,
individualise, connect



HP SmartStream Designer is a plug-in for your favourite design software for creating, preparing, and collating innovative personalised campaigns from your HP Indigo digital press. Available as Free and Desktop editions for creating jobs in Adobe InDesign CS4 and QuarkXPress® 8, HP SmartStream Designer adds personalised elements, images, text, and colours to your creations.

HP SmartStream Designer allows you to create, integrate, and preview all personalisation jobs—whether they contain fixed data or variable text and image elements. HP SmartStream Designer is also an easy-to-use imposition tool for the HP Indigo digital press, regardless of whether the job includes personalisation.

Fast variable data printing production. With HP SmartStream Designer you can also take advantage of accelerated variable data printing (VDP) production with the HP Indigo SNAP (Swift Native Accelerated Personalisation), proprietary technology embedded in HP Indigo digital presses that reduces production time in print preparation. HP SmartStream Designer also seamlessly integrates with HP SmartStream components and partners.

HP SmartStream Designer for Adobe InDesign CS4. Open new opportunities with Designer for Adobe InDesign to create complex and sophisticated designs containing fixed data or variable text and image elements on your HP Indigo digital press. This plug-in empowers designers to create jobs or templates that can be merged with data lists and job assets with a feature set that includes:

- Easy-to-use interface
- Design-level personalisations plug-in to Adobe InDesign
- Access to full design functionality
- Accelerated variable printing using HP Indigo SNAP technology
- Support for optimised PDF, JLYT, and PPML output formats
- Step and repeat of any signature

- Multiple layout imposition
- Enhanced rules for personalisation
- Personalised images using variable content with Photoshop
- Connectivity to third-party tools – barcodes by TEC-IT Barcode Studio, IDAutomation and BlitzTools; charts and graphs by Chartz, Illustrator and UtilityWarrior; personalised images by DirectSmile and Photoshop; and personalised URLs by MindFire's LookWho'sClicking® for managing and analysing marketing campaigns using personalised landing pages
- Import and impose PDF jobs
- Integrated third-party personalised images
- Automation
- Supports Macintosh® and Windows platforms.

HP SmartStream Designer for QuarkXPress® 8. Designed as a plug-in for QuarkXPress® 8 you can create, integrate, and preview all personalisation jobs containing fixed data or variable text and image elements. You can also produce intricate page impositions to fit any job type—simple, static, or personalised, step and repeat, or imposed books. Key features include:

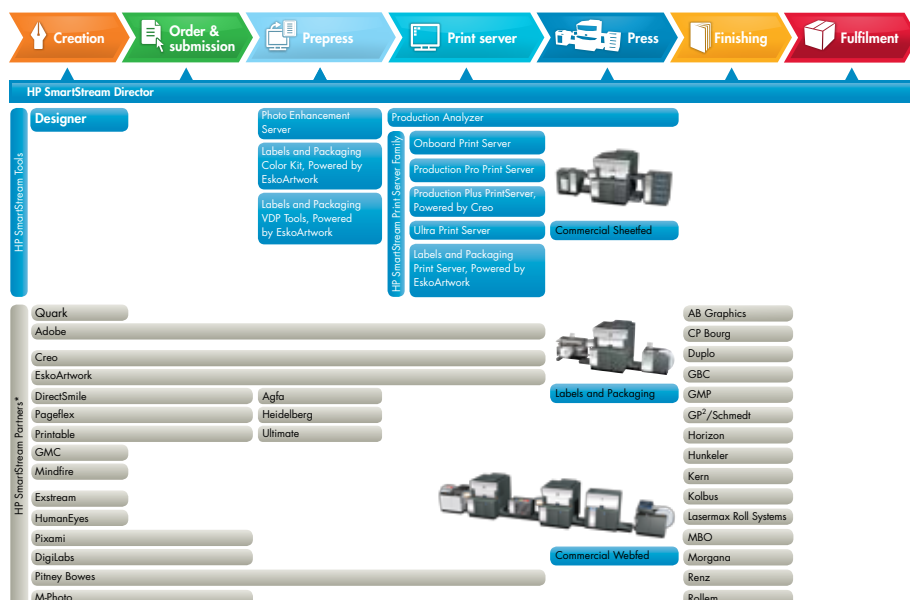
- Design-level personalisation using QuarkXPress® 8
- Easy-to-use interface
- Access to full design functionality of QuarkXPress® 8
- Accelerated variable printing using HP Indigo SNAP technology
- Support for PDF, JLYT, and PPML/T output formats
- Creation of imposition templates for the HP Indigo digital press
- Step and repeat of any signature
- Multiple layout imposition
- Supports QuarkXPress® 8 layering features
- CMYK, HP IndiChrome, greyscale, and spot colour support
- Greyscale output with one colour
- Enhanced rules for personalisation
- Management of variable text attributes from a database file
- Supports Macintosh® platform only

To learn more, visit www.hp.com/go/graphic-arts or www.hp.com/go/myhpinidigoweb

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 fulfilment. 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 customisable and scalable to your unique business needs.

HP SmartStream Workflow



*This diagram only shows worldwide Platinum and Gold Partners.

Technical Specifications

HP SmartStream Designer for Adobe InDesign CS4

- Macintosh Power PC G5 or Intel® based Mac, with at least 2GB memory, Operating system version 10.4.11 or greater
- Windows XP SP3 or Windows Vista SP1, with at least 2GB memory

HP SmartStream Designer for QuarkXPress® 8

- Macintosh Power PC G5 or Intel® based Mac, with 2GB memory
- Operating system version 10.4.11 or greater

Print servers

- HP SmartStream Production Pro Print Server
- HP SmartStream Production Plus Print Server, Powered by Creo
- HP SmartStream Labels and Packaging Print Server, Powered by EskoArtwork
- HP SmartStream Ultra Print Server

Output devices

- HP Indigo digital presses
- HP Scitex Industrial wide-format printers

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