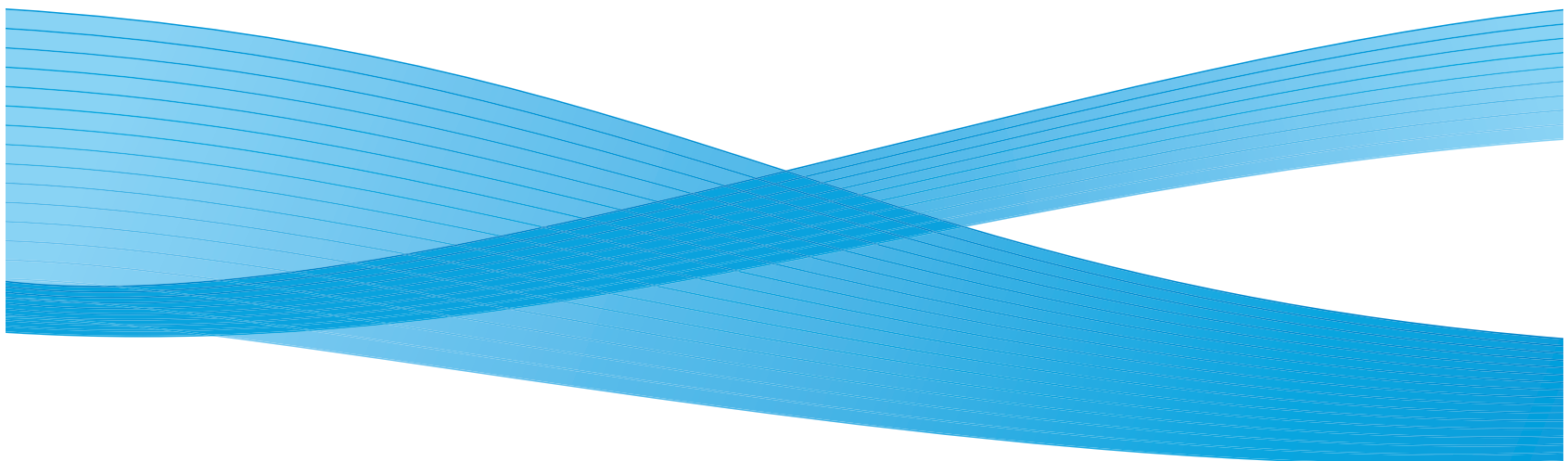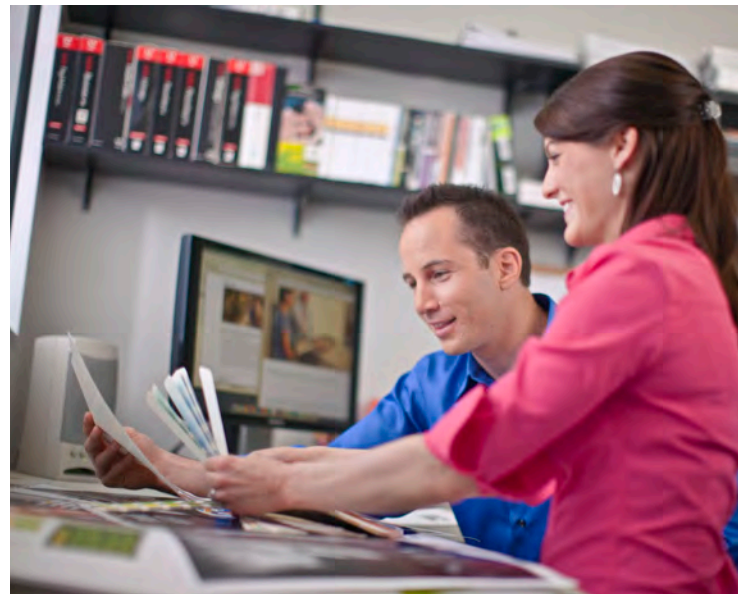**xerox** ®

Xerox® FreeFlow® Variable Information Suite

Increase your strategic relevance through easy-to-use personalization solutions.

Welcome to the next generation of high-speed document personalization. In today's in-plant production environment, it's more important than ever to tie into strategic corporate initiatives such as personalized communications—and make the most of every dollar spent. Personalized documents with targeted messages greatly increase customer loyalty and companies around the globe are leveraging this capability to maintain and to increase business. Personalizing documents need not be complex, time consuming or expensive. Xerox and Lytrod™ Software have teamed together to help you deliver on all these fronts—and more.

Xerox® FreeFlow® Variable Information Suite

The FreeFlow VI Suite and Lytrod™ Software Proform Designer is an award-winning combination of offerings that greatly simplifies the production of personalized documents, accelerates preparation and print time, and reduces your in-plant operating costs.

Simplify sophisticated designs and wow your customers. Lytrod Software Proform Designer makes it easy.

Designing highly effective yet sophisticated variable documents is no problem with Lytrod Software Proform Designer. A simple drag-and-drop design tool, Proform Designer allows you to create stunning one-to-one marketing templates and business documents. Industry standard graphic resources generated from design tools such as Adobe® InDesign® and Quark® Xpress are supported, resulting in the most versatile document designs possible.

Deliver personalized prints at the fastest speed possible.

Variable documents created with Lytrod Software's versatile Proform Designer work hand in hand with FreeFlow VI Compose, a powerful software module from the Xerox® FreeFlow Variable Information Suite. FreeFlow VI Compose is a simple tool that composes personalized pages right at the printer. Templates from Proform Designer are saved on the printer, along with the variable information for customized communications. FreeFlow VI Compose creates each page dynamically and on the fly. There is no need for time-consuming pre-composition at a client workstation or the financial investment required for dedicated composition servers. There is no data chunking, no computers tied up in merge operations and no need for dedicated server farms. Instead, VI Compose and Proform Designer utilize unique Dynamic Document Construction right at the printer, enabling printing to begin within minutes rather than hours.

Personalized pages can be easily and cost effectively created on almost any cut sheet, continuous feed, color, monochrome, highlight color or office printer, Xerox® or non-Xerox®. Drastically accelerated throughput enables you to optimize your in-plant printing assets while supporting corporate strategic initiatives such as targeted marketing communications. Costly variable jobs may now be produced in house, saving the time and money associated with outsourced alternatives.

Expand your services to document viewing.

In today's world, viewing documents on computers, smartphones or tablets is as important as the printed piece. A simple solution for electronic viewing, FreeFlow VI eCompose augments your in-plant printing operation to seamlessly create PDF files from exactly the same template and data used for printing: one file with two destinations, print and PDF. There is no need for expensive and disparate systems to provide print and electronic personalized documents.

FreeFlow VI eCompose delivers viewable documents to support corporate needs for:

- Web presentment
- Archival databases
- Viewing systems
- Email

Expand the value of your in-plant services with secure, viewable documents. Each PDF file can be password protected, and incorporated into corporate, multimedia strategies.

Enjoy a complete, affordable personalized communications solution for your in-plant needs.

Xerox® FreeFlow VI Compose, VI eCompose and Lytrod Software Proform Designer provide a complete solution that offers unparalleled efficiency for personalized print and electronic communications. Transform your in-plant operation from a print center to a strategic corporate partner for customer retention and business growth. Contact your Xerox representative today for a personal consultation on how we can help you meet your unique business objectives.

Find out more.

Expect and get more out of variable printing for your in-plant customers and your business. Tools from the Xerox® FreeFlow VI Suite and our Xerox Business Information Partners, such as Lytrod Software, can start you on your way. To find out more, speak with your Xerox representative, or visit www.xerox.com.