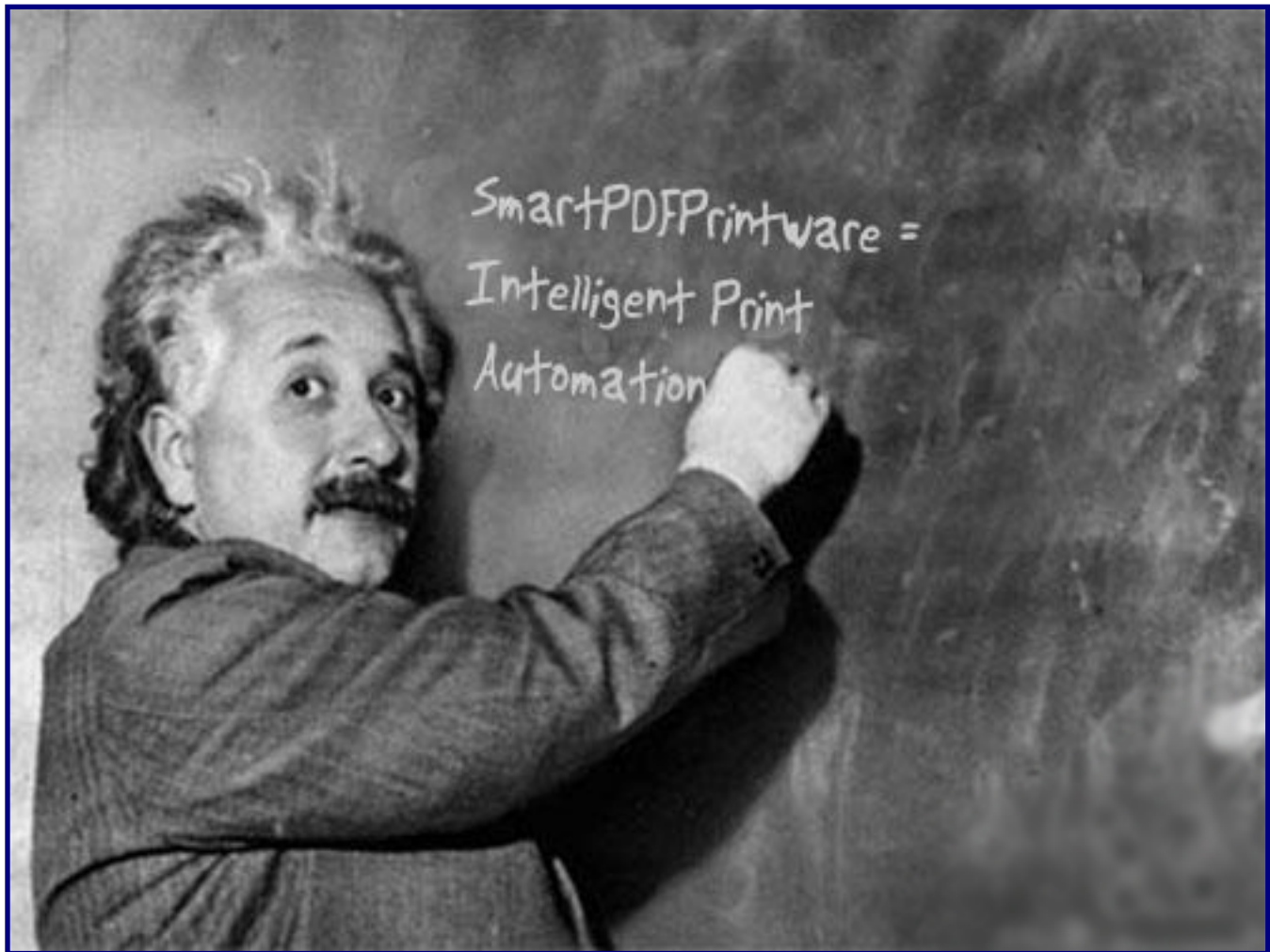


Automate Production of Variable PDF Documents with Variable Print Exceptions



SmartPDFPrintware

Why SmartPDFPrintware?

PDF is the de-facto standard for **graphics-rich** high-quality document print production in In-plants, Service Bureaus and Data Centers. SmartPDFPrintware automates production of PDF print jobs with **variable print exceptions** by dynamically generating **XML job tickets** with **variable print instructions**.

Customer-facing **personalized PDF documents**, the recurring high volume output of **variable data applications**, usually has **variable content** and **variable layout**. This results in **variable print exceptions** which presents challenge to automated production.

Patented methods in SmartPDFPrintware **automatically identifies variable print exceptions** in each job that require

- » pulling **mixed-media** from **multiple paper trays** to print variable page exceptions
- » insertion of **slip sheets** and **tabs** at variable points within job
- » splitting PDF into **variable length subsets** and staple it

SmartPDFPrintware facilitates print production automation by enabling in SmartPDFPrintware Graphical User Interface, use of PDF **job attributes**, to define **conditional-rules** that **trigger automatic identification** of print exceptions in a job. SmartPDFPrintware uses it to dynamically generate XML job tickets with variable print instructions, enabling touch-less automated production of complex PDF jobs.

SmartPDFPrintware enables **hot folder driven** automatic production after **less than 10-minute one-time pre-press**

setup. SmartPDFPrintware enables **native PDF-only print production**.

Avoid Uneconomical Solutions

- » **Eliminates manual collation** of mixed-media jobs
- » **Eliminates opening** each PDF file in a make-ready solution and **manually** mark-up each **print exception** – one at a time
- » **Eliminates one-off Solution** that few can **maintain** or **update**
- » **Eliminates conversion of PDF to Postscript** just to insert “**setpagedevice**” print control commands

Ensures Better Bottom Line

SmartPDFPrintware is ready-run, right out of box, **universal PDF print automation solution**. It is quick-to-deploy, easy-to-learn, and easy-to-use software solution for your better bottom line.



Personalized Insurance Benefit Guides
800 guides per day. Each guide is unique.

Automation Method: Text On Page
One Time Job Set up: 8 minutes

Unmatched Easy of Use and Quick Return on Investment

How SmartPDFPrintware enables PDF print automation?

By enabling the use of the inherent properties of the PDF document which all print providers are familiar with. The properties are **text within document**; **unique file name** of each document; **position of each document** in a job and **position of each page** within a document.

The Solution

SmartPDFPrintware graphical user interface enables users to easily select, enter, and save **rules** and **parameters** that **control** automatic production of variable documents using the document's inherent properties: '**Text On Page**', '**File Name**' and '**Position**'.

Meeting Everyday Challenge

SmartPDFPrintware is an all-in-one PDF printing and finishing solution. It is a **universal print workflow automation solution**, which can unconditionally handle every type of PDF job.

Competing print automation solutions



SmartPDFPrintware

Intelligent Print Automation methods '**Text On Page**', '**File Name**' and '**Position**' can handle a wide variety of print jobs. A one time setup to make most jobs ready for production takes less than 10 minutes.

Quick Return on Investment

SmartPDFPrintware™ quickly returns investment in it as it enables you to accept most complex jobs without worrying about cost overruns.

On Site Trial

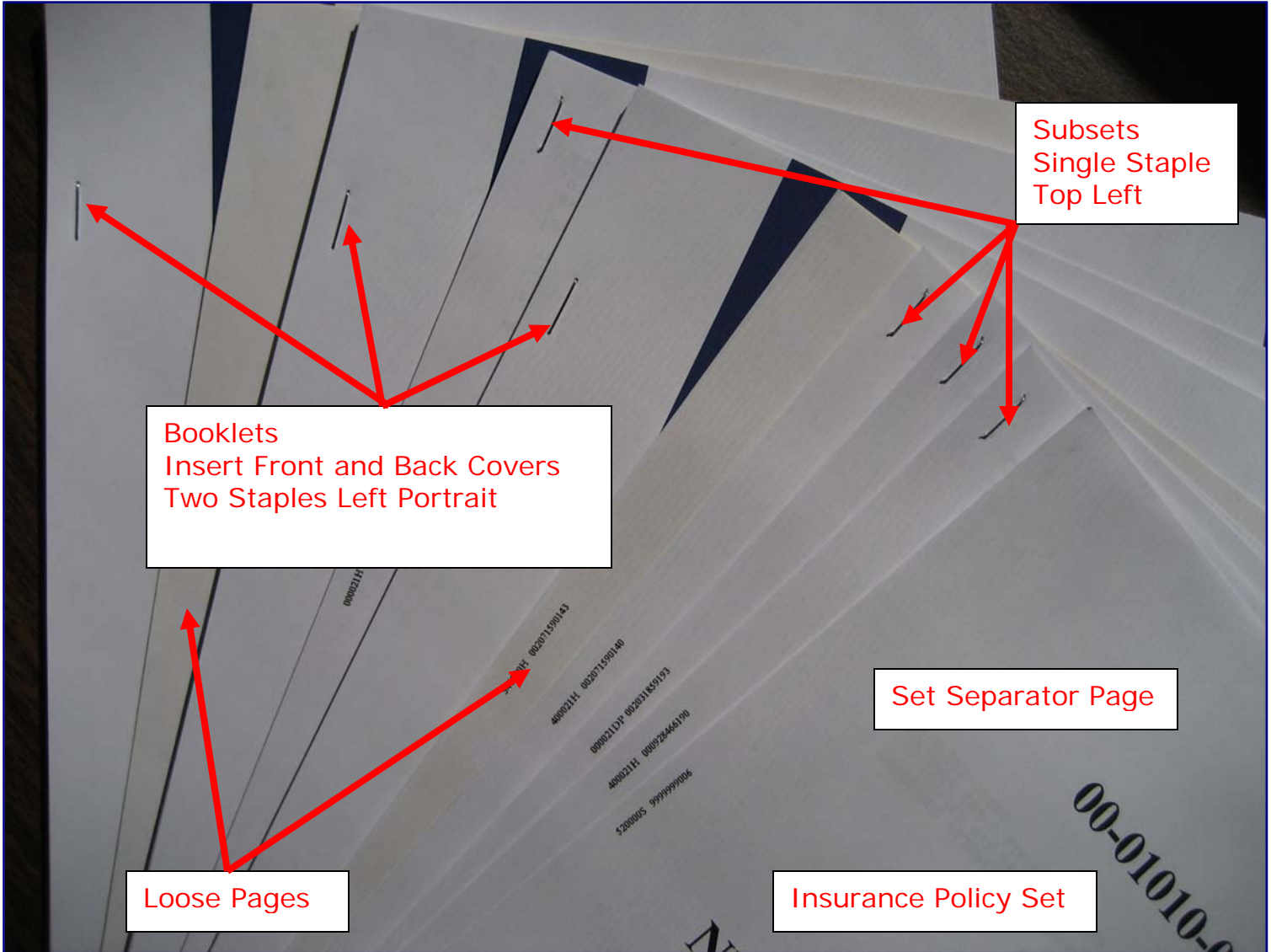
We offer no-cost 30 day or 10,000-page (which ever comes first) on-site trial of fully featured, fully functioning SmartPDFPrintware. There are no watermarks on the printed pages. Contact us today to arrange for on-site trial.

See Solution to Your Problem—Live

Please send us your sample test files of the PDF job. Using the web, we will show you step-by-step how quickly we setup the job to produce XML job tickets for your print job.

The next pages, we explain major features of SmartPDFPrintware.

Insurance Policy Set...



SmartPDFPrintware eliminates **PDF to Postscript Conversion** to program "setpagedevice" print exceptions



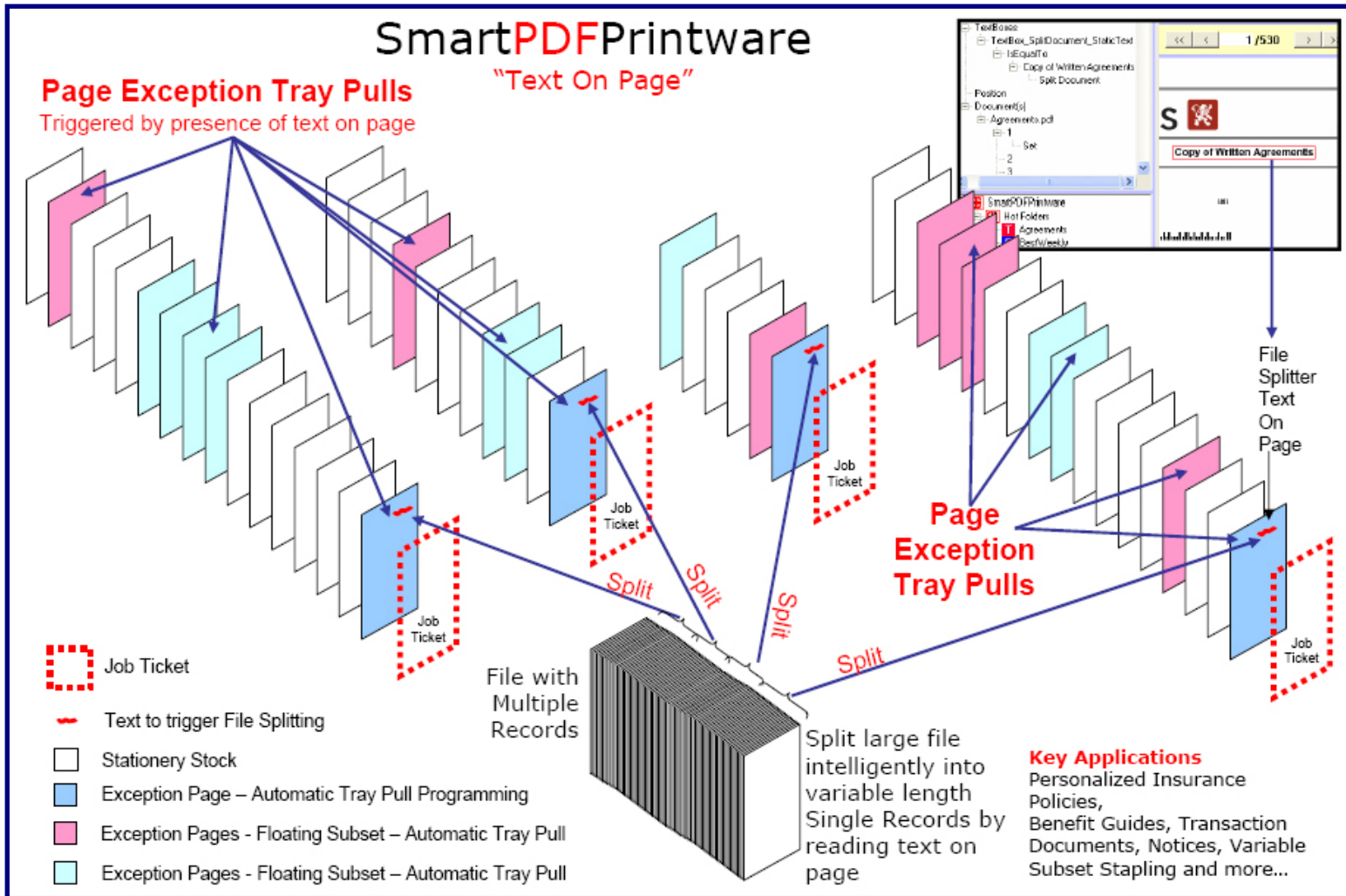
SmartPDFPrintware eliminates **Manual Collation of Mixed-Media Jobs**



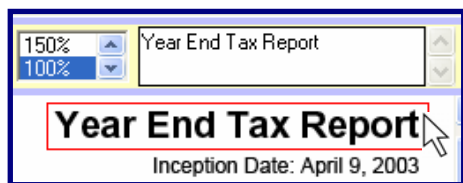
SmartPDFPrintware eliminates pre-press **Manual Make-Ready Print Exception Mark-up** operations



'Text On Page' Automation Method



User selected 'Text On Page' automation method triggers automatic recognition of exception-pages and job-exceptions, enabling dynamic generation of job tickets with appropriate print-instructions.



What is 'Text On Page'?

'Text On Page' is text selected by user by drawing a rectangle around it on a PDF page. User can set conditional rules using this selected text to automate PDF jobs involving variable print exceptions.

Using 'Text On Page'

Split

Intelligently split large PDF file into variable length single documents
Conditionally split say 50,000 page PDF file containing thousands of variable

length invoices into single, individual documents.

Subsets

Intelligently split a document into variable length floating subsets
Conditionally, group pages within a document into variable length subsets. For each subset select media, sides, finishing, and output color.

Media Calls

Intelligent Page Exceptions
Conditionally select different media for different pages in a job – select letter head, custom stocks and content appropriate media.

Inserts

Intelligently Insert Media
Conditionally insert tabs, slip sheets and pre-printed stocks at variable locations with a document whenever insertion

control text is present on a page. This eliminates manual collation of complex jobs.

Replace

Intelligently Replace Pages
Conditionally replace placeholder PDF pages when page replacement control text is present on that page.

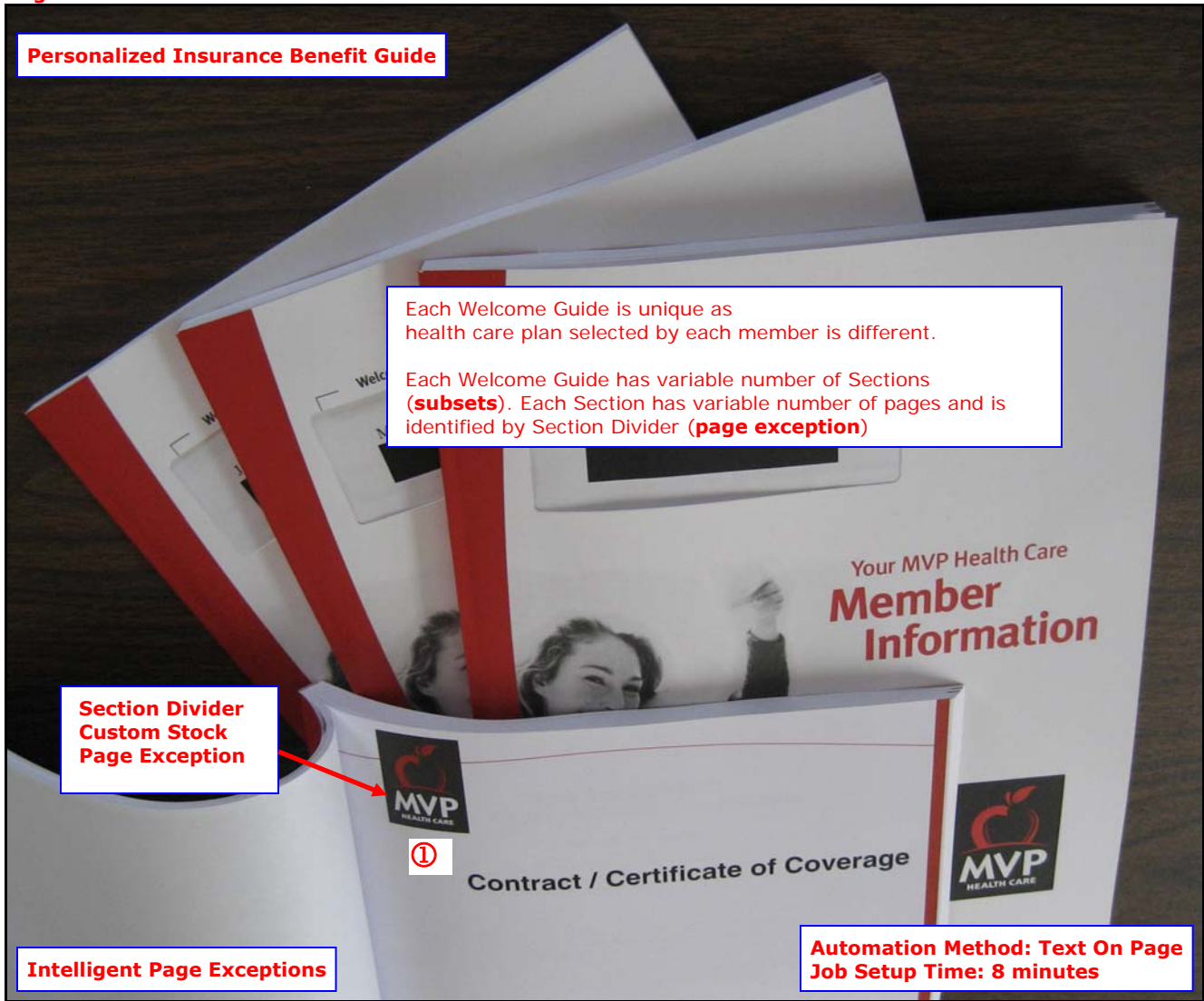
Face-Front

Intelligently insert blank pages
To force first page of a chapter or a section to print Face-Front during duplex printing; will conditionally insert blank page before it.

Color Splitting

Enables economical printing of monochrome pages intermingled with color pages without color splitting.

'Text On Page' Automation Method



Variable Benefit Guides, Insurance Policies, Notices, Investment Statements, Monthly Bills with variable print exceptions automatically produced, automated by user selected 'Text On Page'

'Text On Page' Print Automation Key Applications

Personalized Insurance Policy
 Insurance Riders
 Auto ID Cards
 Covers
 Subset Stapling

Personalized Insurance Benefit Guide
 Section Separators

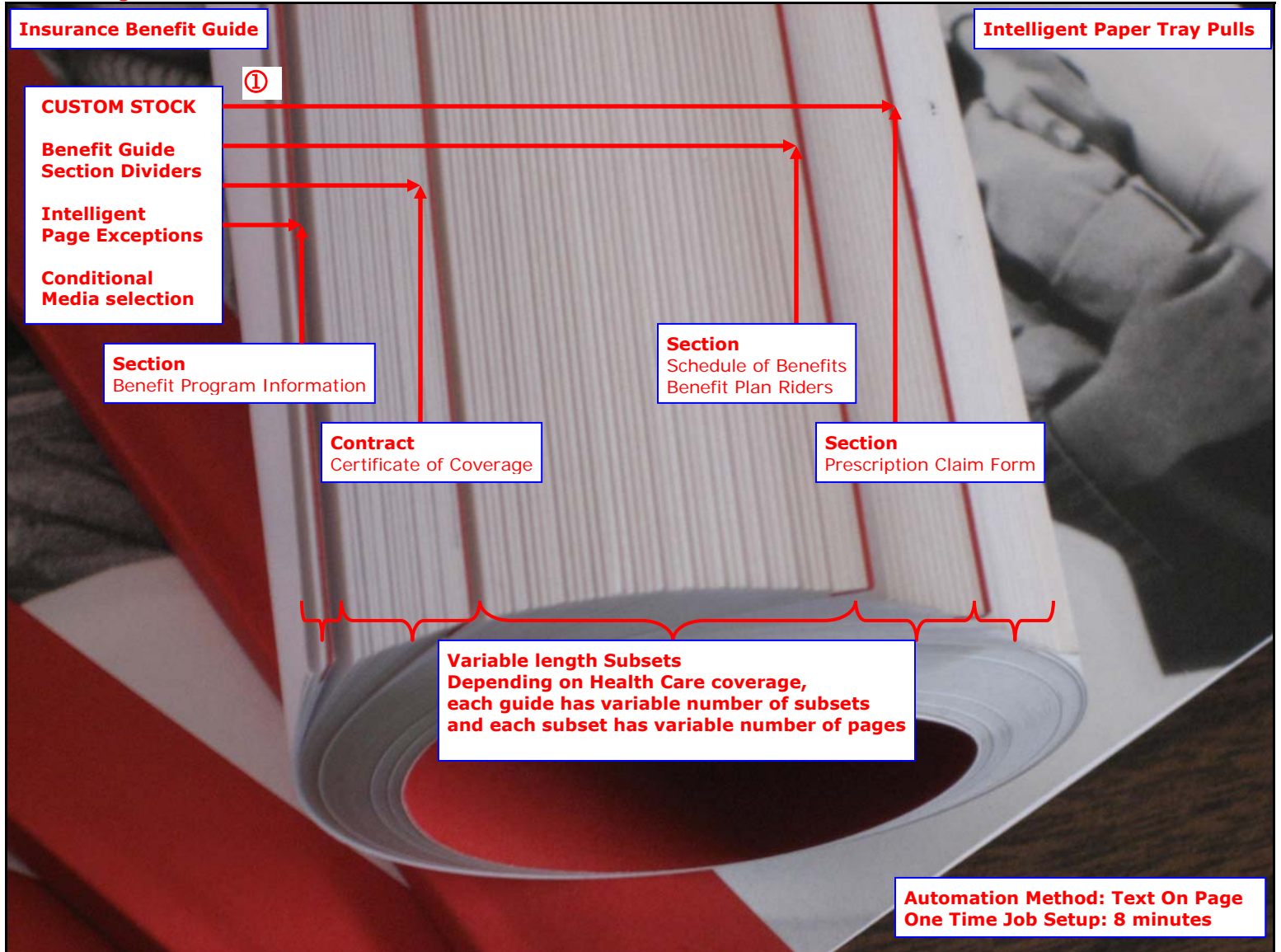
Notices
 Reply Cards, Split into Single Records

Transaction Statements, Monthly Bills,
 Investment Statements, Financial
 Statements
 Split into Single Records, Perforated
 Remittance Page, Pre-printed Inserts



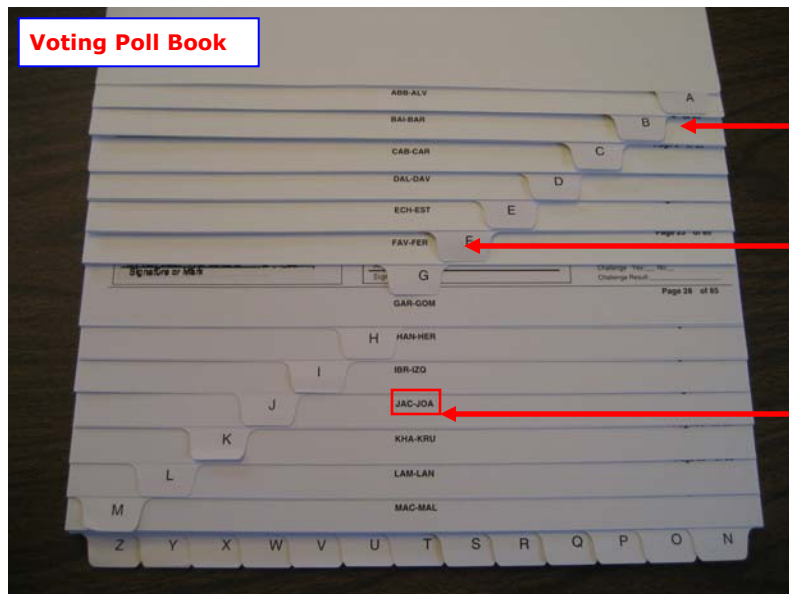
Intelligent, Variable Paper Tray Pulls for jobs with multiple media Selections

'Text On Page' Automation Method



Intelligently Insert Slip Sheets at Variable Chapter Starts

Intelligently Insert Pre-Printed Inserts at Varying locations within Job



Intelligently Insert Tabs at Variable Locations within Document

Dynamically Print Variable Text on Pre-cut Tabs

Read 'Text On Page' to determine Tab insertion location

'Text On Page' Automation Method

Job

Large (say 50,000 pages) PDF file with thousands of records, each record is made up of variable number of Portrait pages followed by variable number of Landscape pages

Split PDF into subsets of Portrait and Landscape pages

Staple Portrait Subsets "one staple top left"

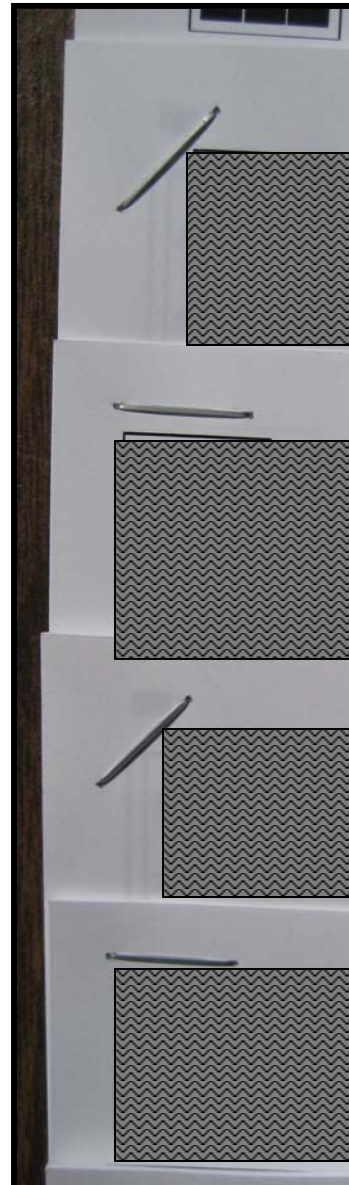
Staple Landscape Subsets "one staple top left"

Benefits

Workflow automation setup was carried out in about 10 minutes

Eliminated PDF to Postscript Conversion

Subset Stapling...

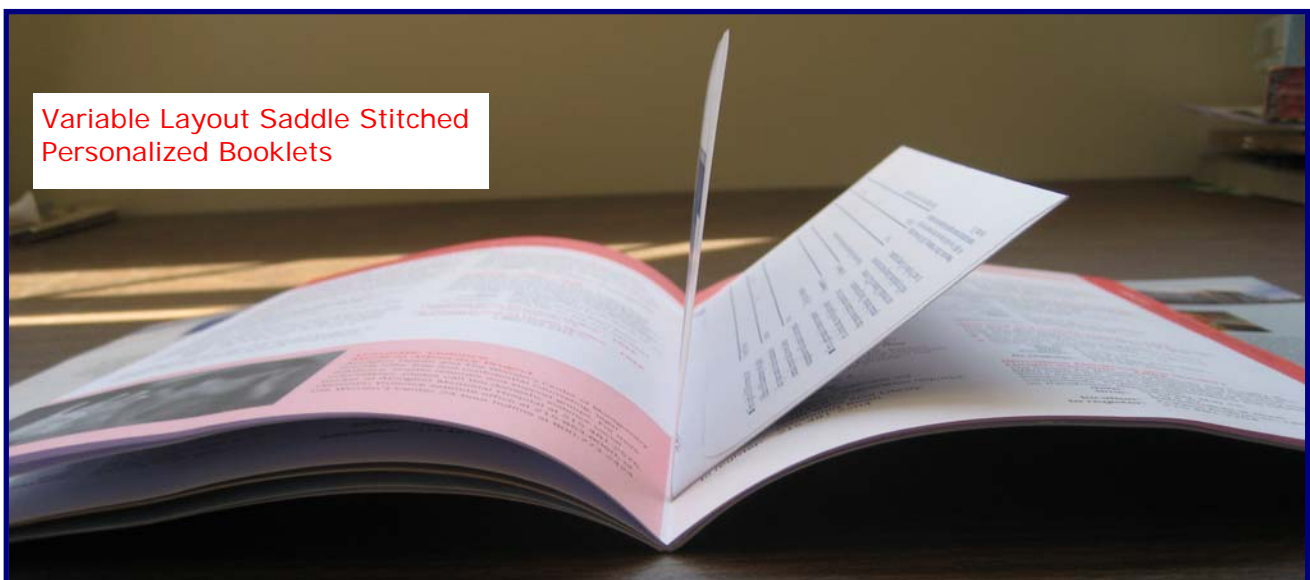


One Staple
Portrait Top Left

One Staple
Landscape Top Left

One Staple
Portrait Top Left

One Staple
Landscape Top Left



Variable Layout Saddle Stitched
Personalized Booklets

'File Name' Automation Method

SmartPDFPrintware "File Name"

Controls Grouping and Print Sequence; and Media, Simplex/Duplex, Finishing, Print Quantity, Slip Sheet, Banner Selection

Field01 Group Documents

Field04 Print Sequence Control

- Text – Order ID
- Banner Page – Order ID
- Field02 Media Selection**
- XRX025 - Stationery
- XRX049 – 8.5x11, Red, Labels
- XRX055 – 8.5x11, Green, Plain Paper
- XRX099 – 8.5x11, Blue, Custom099

Electronically Collated Web Fulfillment Kits

Electronically Collated Web Fulfillment Kits

Field01 Group Documents

Intelligent, Meaningful, Well-formed, File Names

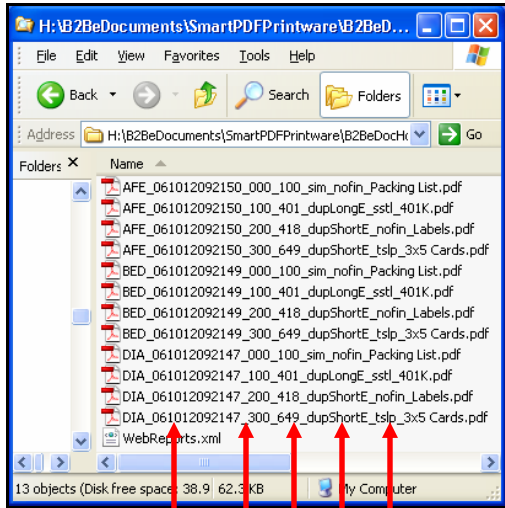
| File | Field01 | Field02 | Field03 | Field04 | Field05 |
|-----------------|---------|---------|---------|---------|---------|
| XRX-07B38B3-001 | XRX-025 | LF-S | | 467925 | |
| XRX-07B38B3-002 | XRX-049 | LD-B | | 467926 | |
| XRX-07B38B3-002 | XRX-055 | LD-M | | 467927 | |
| XRX-07B38B3-002 | XRX-099 | LD-R | | 467928 | |
| XRX-07B38B3-003 | XRX-049 | LD-A | | 467929 | |
| XRX-07B38B3-003 | XRX-049 | LD-R | | 467930 | |
| XRX-07B38B3-003 | XRX-055 | LD-M | | 467931 | |
| XRX-07B38B3-003 | XRX-099 | LD-B | | 467932 | |
| XRX-07B38B3-004 | XRX-055 | LD-M | | 467933 | |
| XRX-07B38B3-004 | XRX-099 | LD-R | | 467934 | |
| XRX-07B38B3-004 | XRX-099 | LD-B | | 467935 | |
| XRX-07B38B3-005 | XRX-049 | LD-M | | 467936 | |
| XRX-07B38B3-005 | XRX-055 | LD-L | | 467937 | |
| XRX-07B38B3-005 | XRX-099 | LD-R | | 467938 | |

Field01 controls Group **Field02 controls Media Selection** **Field04 controls Print Sequence**

Key Applications
Web-to-print, Collateral by Request.

Values in Fields of File Name enables Electronically Collated Variable Document Production

SmartPDFPrintware File Name method



- ① Group Documents In a Job
- ② Control Print Sequence
- ③ Select Media
- ④ Select Sides
- ⑤ Select Finishing

Automatically Collated Output

In an online system, when hundreds of orders are received for variety of printed documents everyday from many sources and when each order require documents be printed on variety of stocks; manual collation and assembly of these orders is expensive, time consuming, and full of errors.

Complex Jobs

Many times, to separate different documents, insert slip-sheet or to identify each document, print banner page. To be profitable, these orders be produced non-stop, unattended. And in order to maintain integrity of these orders, keep multiple documents in each order together and print these documents in certain specific print sequence requested by the user.

Electronically collating documents from various sources and using single print queue, printing non-stop drastically cut labor effort and time to prepare each customer's order.

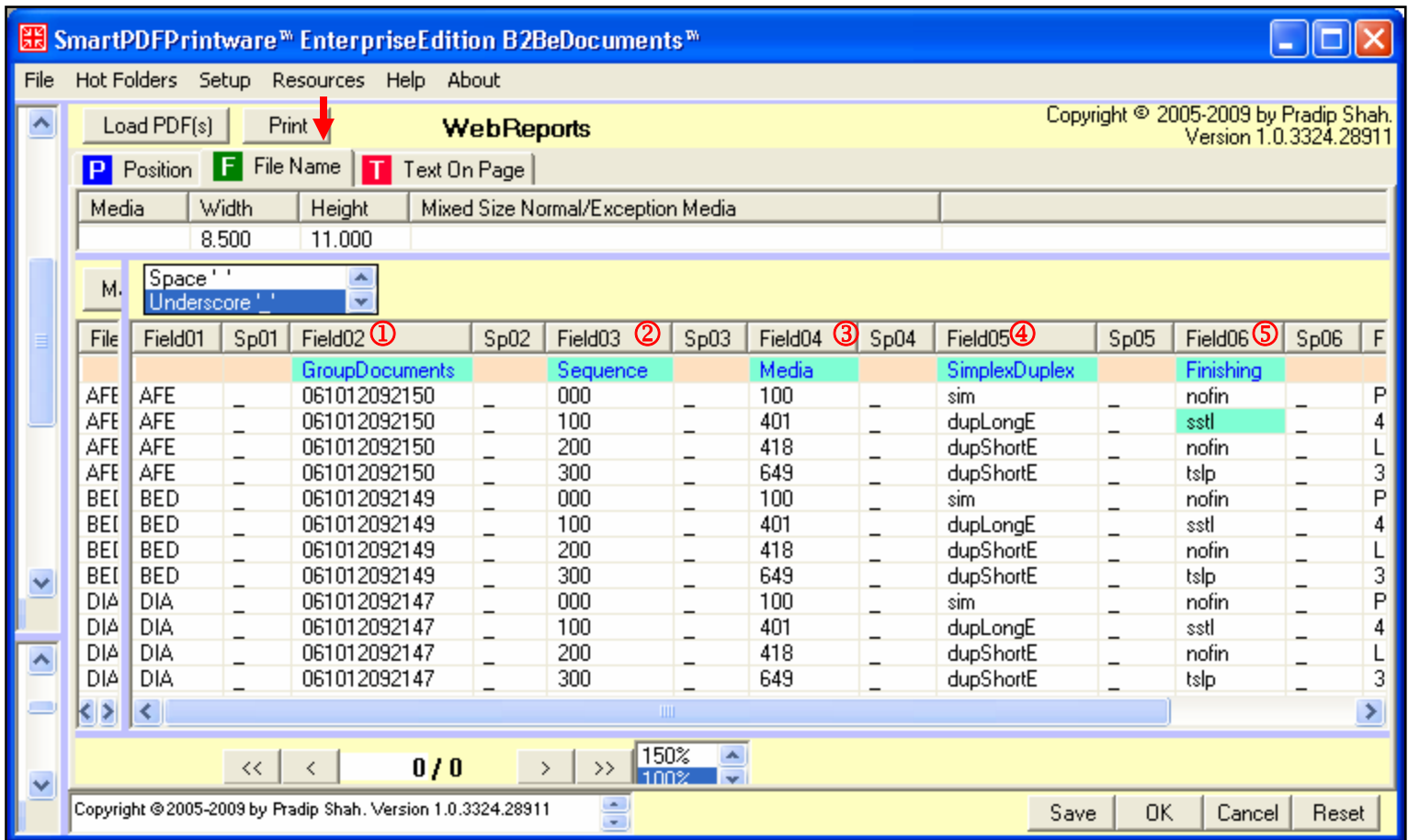
Built-In Intelligence

When documents are dynamically generated, the applications are aware of printing and finishing needs of the document being produced. Document generation system can incorporate document production intelligence in the File Name of the document. SmartPDFPrintware can use production intelligence built into the File Name to produce, non-stop, variable output.

File Name Schema

A file name can be composed using logically meaningful text blocks separated by a special character such as space, dash or an underscore. This special character is called Field Separation Character. These text blocks can be associated with different print and finishing controls. Judicious use of text blocks enables you to maintain integrity of the job, to control print sequence, to switch paper stock from one document to next on the fly, do selective finishing etc.

'File Name' Automation Method



Uses values in each field of 'File Name' to controls variable document production

Variable Document Production

SmartPDFPrintware fully automates production of complex jobs that call for multiple-media, mixed-size stocks, mixed-side printing and conditional finishing for each document using "File Name" automation method.

Mine Intelligence in File Name

It allows you to associate conditional rules, and parameters with values of fields in PDF file names. By assigning unique file names, you can control grouping of documents, print sequence, media selection, finishing selection, two-sided printing selection, output color selection; slip-sheet insertion, tabs, and more. SmartPDFPrintware eliminates need to write custom print programs to control production of variable documents.

Automatic Collated Output

File name can be composed of multiple fields - you can dedicate each field to control one conditional print-action. Intelligently assigning meaningful values to the Fields enables you to produce automatically electronically collated jobs unlike before. This is very useful in Web/MIS applications that generate

thousands of documents. As these documents are generated, the application system, using schema, can assign meaningful, well-formed file names. You can set Field-by-Field conditions to control variable document production and automatic assembly of it.

Intelligent Logical Controls

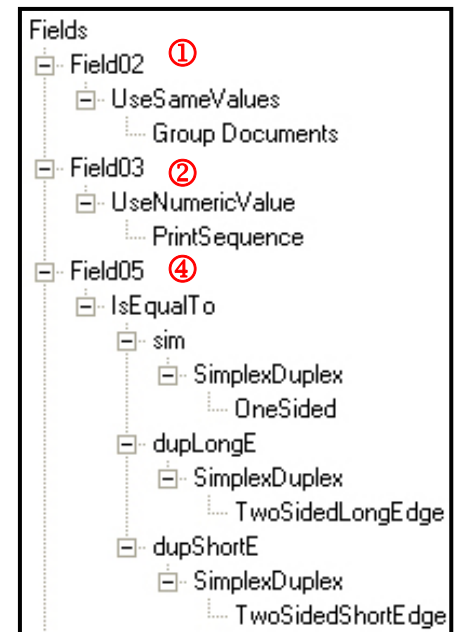
Unique to SmartPDFPrintware, powerful, intuitive 'use-numeric-value', 'use-same-values', 'use-value', and 'is-equal-to' logical operators enable intelligent print automation using File Name.

You can use values in File Name Fields to

Group Documents - print documents together in a job. When there are multiple documents from different customers in a job; this improves order integrity.

Control Print Sequence - using numeric values in a control Field, print in correct sequence documents within a group, in a job.

Control Print Quantity - using numeric values in a control Field, vary print quantity of each document in job.



'Position' Automation Method

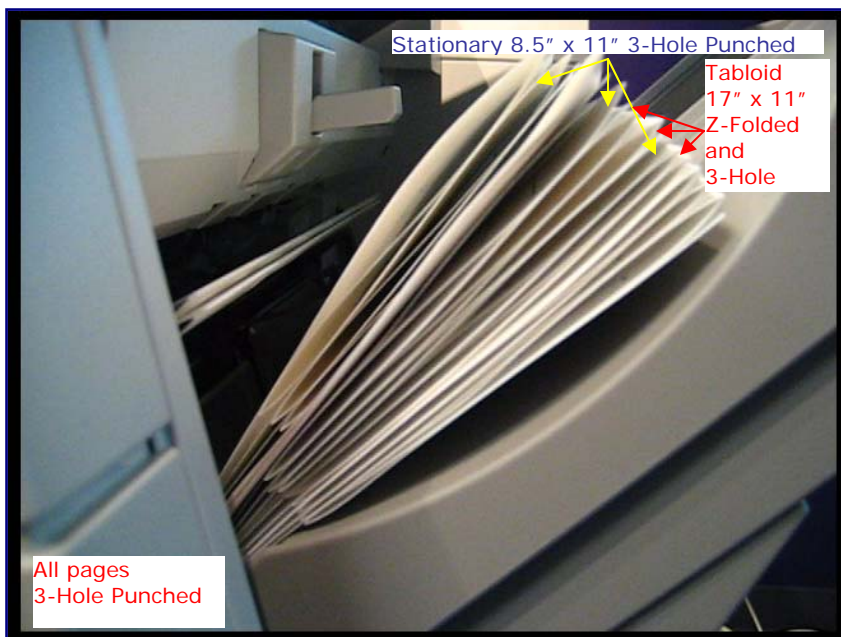
Position Subsets, Page Exceptions

Key Applications
Books, Manuals, Course Packs, Photo Books, Catalogs

| Width | Height | Mixed Size Normal/Exception Media |
|--------|--------|---|
| 8.500 | 11.000 | Letter (8.50" x 11"), White, Plain Paper, . . . Flip on Long Edge |
| 8.500 | 14.000 | Legal (8.50" x 14"), White, Plain Paper, . . . One Sided |
| 11.000 | 17.000 | Tabloid (11" x 17"), White, Plain Paper, . . . One Sided |
| 11.000 | 8.500 | Letter (8.50" x 11"), White, Plain Paper, . . . Flip on Long Edge |
| 14.000 | 8.500 | Legal (8.50" x 14"), White, Plain Paper, . . . One Sided |
| 17.000 | 11.000 | Tabloid (11" x 17"), White, Plain Paper, . . . One Sided |

Mixed-Size Page Exception

SmartPDFPrintware **Position** method



The Job

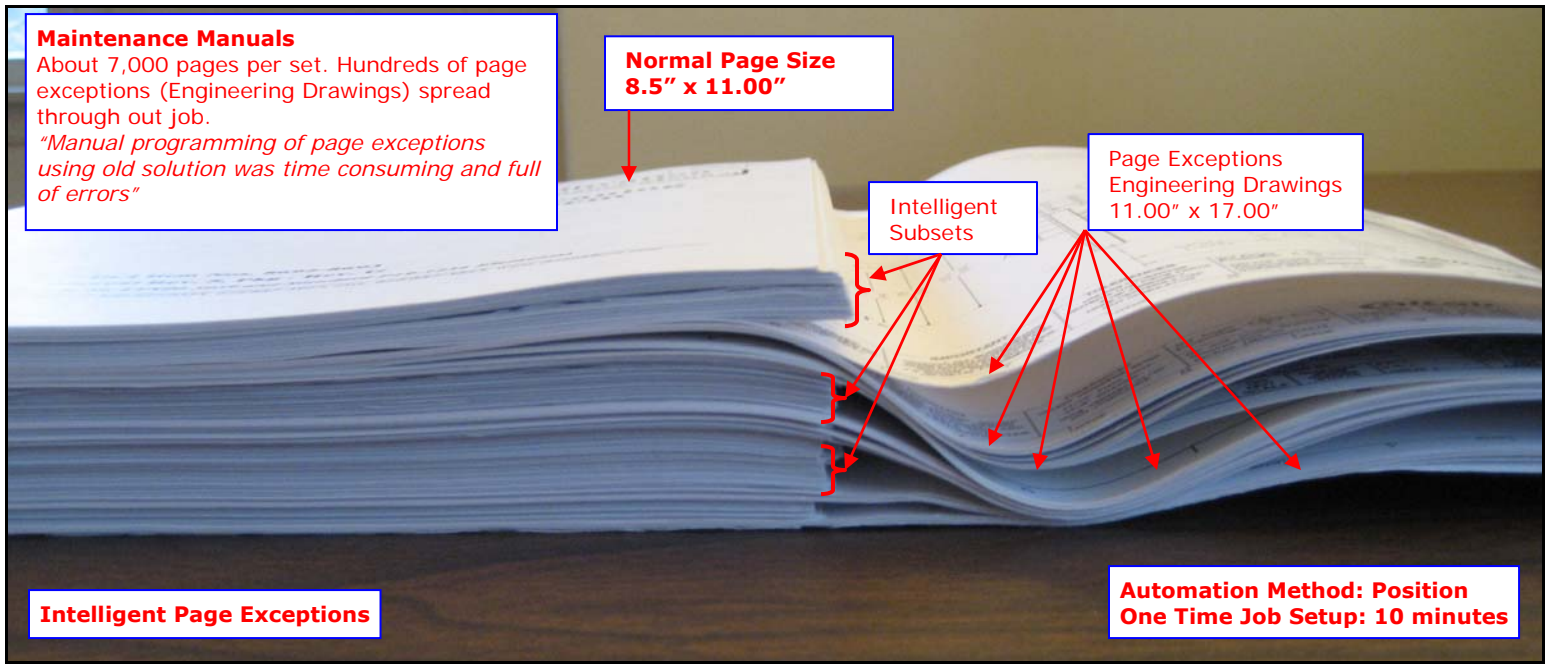
- Manuals - several thousand pages per set
- Mixed page sizes - Letter, Tabloid
- Tabloid pages scattered throughout the manuals
- 3 hole punch all pages
- Z Fold and 3 Hole Punch all Tabloid pages

Before

- Open each manual in a solution
- Go through each manual and look at size of each page
- Manually locate Tabloid pages
- Manually program Tabloid pages for Z-Fold and 3 Hole Punch - Page Exception Programming
- Close the Manual and print
- This method missed many Tabloid pages, requiring re-printing of manuals

After

Load manuals in SmartPDFPrintware
 SmartPDFPrintware automatically prepares a list of all unique page sizes
 User associates page sizes with appropriate stocks and finishing
 Rule: When stock is Letter, punch 3 holes, and when stock is Leger, Z-Fold and punch 3 holes.
 The entire one-time setup takes 8 minutes and produces correctly collated manuals every time.



'Position' Automation method enables speedy page exception and subset programming and multiple, automatically collated printing of Books, Manuals, Student Course Packs, Handouts.

Eliminates Labor-Intensive, One Page at a time, Manual, Mixed Paper Size Page Exception Programming
 Manuals, Student Course Packs and Handouts may be assembled by scanning to PDF different size pages creating one large PDF file. Using existing workflow solution, print provider manually determines position of each non-standard size page - the exception page. Then they use it to associate it manually with appropriate paper stock. If job consists of multiple PDF files, each thousands pages long, process to make this job ready turns into nightmare.

Map Exception Page Sizes to Exception Paper Stocks in minutes
 SmartPDFPrintware eliminates this

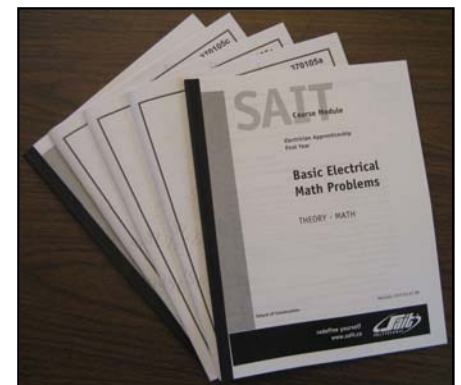
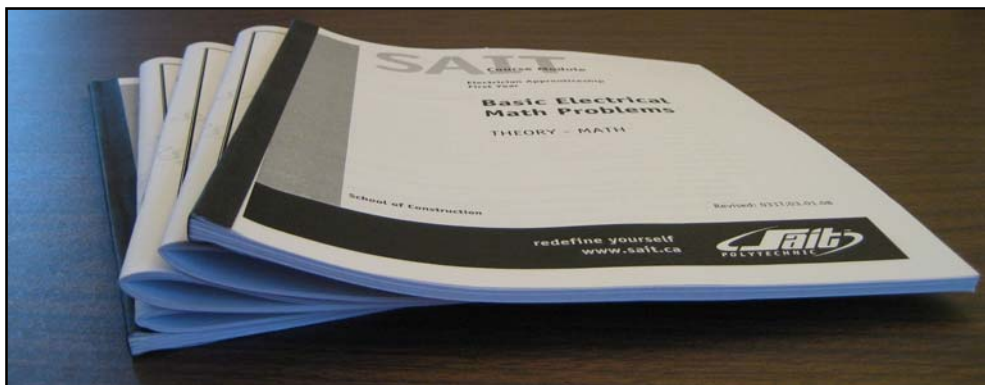
nightmare. It determines size of all the PDF pages in a job. It creates a user-friendly list of different page sizes. User uses this list to associate, within minutes, "Normal" page size and "Exception" page sizes to appropriate paper stocks. SmartPDFPrintware™ uses these associations to dynamically build XML job tickets with print exception commands to automatically print on mixed-size pages, producing correctly collated jobs non-stop.

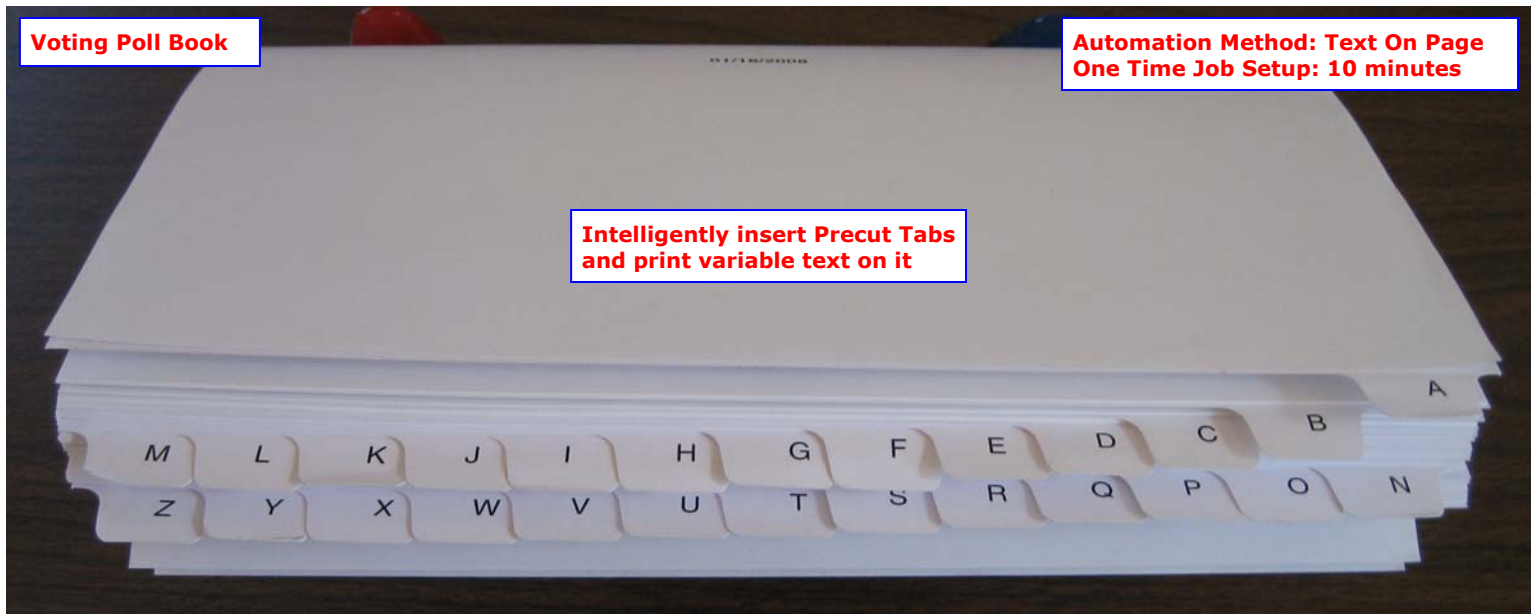
Control Print Sequence
 When you want to print large number of files in a specific sequence, you can control sequence in which documents in a job prints without resorting to

alphabetic re-naming of files. You can drag and drop files into correct print position to control print sequence or use an external 'Position.txt' file.

Automatically Collated Packs
 When you want to print hundreds of multiple copies of say student course packs involving large number of booklets; SmartPDFPrintware saves job for fast reprint. It prints multiple collated copies of ripped, saved job by sending re-print print command in job tickets. This saves RIPing time, and disk space. Print engine prints at full rated speed. SmartPDFPrintware generates end of set signal required by in-line booklet makers.

Automatically Collated Student Course Packs





SmartPDFPrintware automates most PDF jobs with variable Print Exceptions with a one-time 10 minute setup.

AUTOMATION METHODS

Position: Uses position of page in document and position of document in job.

File Name: Uses production parameters built into File Name of documents.

Text-On-Page: Uses selected text within an area on a PDF-page.

JOB OBJECTS

Media: Select paper stock using size, color, type, drilled, weight, sides-coated, grain, and input tray.

Sides: Select simplex, two-sided long edge, and two-sided short edge.

Finishing: Select staple, hole-punch, fold, and bind.

Subset: Intelligently split a PDF into multiple, variable floating subsets. For each subset, select media, sides, finishing.

Group: Keep documents together using values in a File Name Field. For each group of documents, select media, sides, finishing.

Slip Sheets: Using colored slip-sheets, separate variable subsets, sets or groups.

Inserts: Enables post-fuser interposer pre-printed inserts to produce complex documents.

Precut Tabs: Enables variable text printing on tabs – extracts text from Page, File Name or external "TabText.txt" file.

Covers: Add front and or back covers.

Page Exception: Select different paper stocks from that of job default stock.

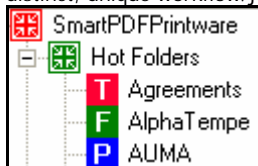
Print Sequence: Control automatically order in which documents printout.

INPUT

PDF: Processes print ready pre-flighted PDF.

Hot Folders: Supports up to 256 Hot Folders.

Unique Workflows: Configure up to 256 distinct, unique workflow/job setups.



Intelligently insert Precut Tabs and print variable text on it

Automation Method: Text On Page
One Time Job Setup: 10 minutes

OUTPUT

Plug-in: Dynamically generates XML job tickets and transmits it followed by PDF segmentation.

XeroxPS-XPF-Xerox; FieryPS-JDF-Xerox;

CreoPS-XPF-Xerox;

OcePS-JDF-Canon; CanonPS-JDF-Canon;

FieryPS-JDF-Canon.

End of set signal: Enables end of set signal for in-line finishers e.g. booklet makers.

PRINT SERVER

Queue: Dedicated print queue preferred one for each workflow.

FIFO Printing: Set queue for First-In First-Out (FIFO) processing.

Queue Overrides: Unselect all other queue overrides.

Paper Tray Programming: Program print controller paper trays with job-appropriate paper stock attributes-size, color, type, weight, etc. Load trays accordingly for fault free, non-stop production.

KEY APPLICATIONS

Statements, Financial reports, Notices, Complex mixed media jobs, Book printing, Print-on-demand, Transactions, Promotions, Training manuals, Web fulfillment materials, and more.

KEY ENVIRONMENTS

Service Bureaus, Commercial Print Shops, Data Centers, In-Plant Print Shops & Central Reprographic Departments, Quick Print Shops and other environments.

REQUEST WEB DEMO

To schedule live web demo, please email request to demo@B2BeDocuments.com

REQUEST ONSITE FREE TRIAL

To request free trial, please go here www.B2BeDocuments.com/SmartPDFPrintwareOnSiteTrial

VISIT WEBSITE

www.B2BeDocuments.com/SmartPDFPrintware

SYSTEM REQUIREMENTS

Hardware: PC, 1 GB RAM, 20 MB Disk

Software: Windows 7, Windows Vista, Windows XP Professional, 2003 Server, 2008 Server. Adobe Acrobat full version 9.0 or later.

SOFTWARE EDITIONS

Enterprise Edition: Includes Position, File Name, Text-on-Page methods and a PDFPrintwarePlugIn.

Custom Edition: To solve unique workflow automation problems, we offer optional add-on modules: Normalizer, Variable Data, Merge, Impose, and Email-Web.

Warranty: One year. After warranty period, annual software maintenance charge is 20% of the list price.

PATENTS

SmartPDFPrintware is covered by US Patent 7855799 and United Kingdom Patent 2458056. Other US and foreign patents are pending.

SmartPDFPrintware™ computer program is protected by copyright law and international treaties. B2BeDocuments™ may have patents, patent applications, trademarked copyrights, or other intellectual property rights covering this computer program.

Product, functions, features, specifications and prices subject to change without prior notice. B2BeDocuments™, SmartPDFPrintware™ are trademark properties of Computer Protocol Systems, Inc. All other logos, images, marks, trademarks and registered trademarks are properties of their respective owners and their ownership is gratefully acknowledged.

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