AccurioPro
VARIABLE DATA
RETHINK ONE-TO-ONE MARKETING

Giving Shape to Ideas

ONE-TO-ONE MARKETING MADE EASY
RETHINK CREATIVITY

AccurioPro Variable Data, Konica Minolta's new, professional suite of variable data printing (VDP) software tools, stands for sophisticated variable data printing and data publishing. Its performance and flexibility are formidable – no other software bundle in the market provides this much power with a straightforward, menu-driven user interface.

As the premier cross-platform (Macintosh and Windows) variable data printing software module in the market today, AccurioPro Variable Data does not only integrate tightly with the Adobe® InDesign® page layout application; its built-in feature set provides an intelligent solution to automate production work, such as bar coding and consecutive numbering. The result? Unique, personalised output that's easy to execute and fully supported on all Konica Minolta and other digital presses. Our innovative solutions help you work smarter!

AccurioPro Variable Data is available in two versions, AccurioPro Variable Data Essential, and AccurioPro Variable Data Premium. Packed with features, our entry-level solution AccurioPro Variable Data Essential offers a highly attractive price/performance ratio, supporting PDF as well as optimized PDF/VT output. The Premium version features even faster output as well as access to a number of "power user" features, such as Box Rules, Variable Page Switching, and Embedded Style codes.

YOUR KEY BENEFITS

– Fast, simple and straightforward creation of personalized output

– Seamless integration with Adobe® InDesign®

– Menu-driven operation for amazing ease of use

– Flexible choice between an entry-level and an advanced product version

– Full support for all Konica Minolta and other digital presses

– Highly attractive price/performance ratio

MARKETS & APPLICATIONS
RETHINK OPPORTUNITIES

Thousands of marketing, communications, and printing organisations worldwide use AccurioPro Variable Data – these are just some of the many industry-specific applications:

Digital printers:

Automate production tasks, such as multi-up consecutive numbering and bar coding; and diversify your product offering by providing personalisation and customisation services to your customers. Produce everything from business cards and name badges to fully customised brochures, direct mail pieces, and other marketing collateral, easily and with the highest degree of automation.

Cataloguers:

Customise catalogue page layouts and product specification sheets in a jiffy – and use the time saved for better things!

Corporate marketing departments:

Easily customise brochures, direct mail pieces, business cards, name badges, and more.

Event organizers:

Perfectly personalise invitations, customize event programs, and serialise tickets.
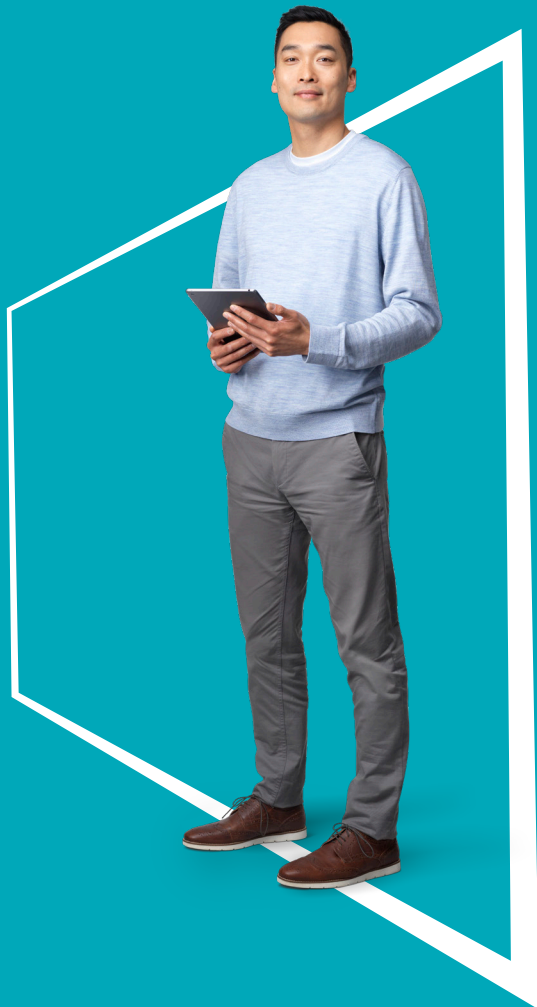
Product manufacturers:

Quickly automate the process of laying out weekly coupon supplements and customising and serialising offer stamps.

Retailers:

Forget the hassle involved with creating the weekly advertising bullet for your customers! Easily automate your production of store signage, shelf tags, coupons, and any other POS-related material.

Financial institutions:

Take the stress out of preparing highly personalised information for customers and stakeholders! Instantly and effectively produce updated fund statements and fact sheets, customised prospectuses and all types of other financial documents

ACCURIOPRO VARIABLE DATA ESSENTIAL OR PREMIUM

Choose the product version that best suits your specific needs:

AccurioPro Variable Data Essential

Our entry-level variable data solution provides a robust VDP toolset at a very reasonable price. The software can process an unlimited number of database records and produce multi-page variable output in PDF or PDF/VT format. Its extensive range of standard features includes for instance rules-based conditional processing, automatic copyfitting, multi-up and "cut & stack" support, as well as unlimited design capability. Support for USPS Intelligent Mail bar coding is also built-in. AccurioPro Variable Data Essential is perfect to create items like postcards and other direct mail pieces, and likewise for production work, such as consecutive numbering or bar coding.

AccurioPro Variable Data Premium

This is the product version for professionals: AccurioPro Variable Data Premium delivers significantly faster output performance and includes a number of other advanced features, such as master page swapping, embedded variables and style tags, rules-based frame and page controls, and support for automated or custom processes using the AccurioPro Variable Data Scripting Module. In addition to these features, the Premium version also offers a wider range of VDP output formats, including PDF, PDF/VT, PPML, VPS and optimised PostScript. If you are looking for maximum performance and need support for virtually any print device, then AccurioPro Variable Data Premium is the VDP software for you!

STREAMLINED PRODUCTION QUALITY WITH BUILT-IN FEATURES
RETHINK PERSONALISATION

The AccurioPro Variable Data software comes with a generous range of built-in features, facilitating the fast and convenient creation of even the most complex VDP pieces. Even better, everything is menu-driven, and there is absolutely no coding language to learn.

Seamless integration with Adobe InDesign

All AccurioPro Variable Data modules work within the Adobe InDesign application, allowing variable elements to be added to any InDesign document. Via a very simple panel interface and a flexible, menu-driven process, users can easily define variable elements anywhere on the page. AccurioPro Variable Data merges text, picture, multi-line article or even full-page information using data taken from practically any source. The data is inserted directly into InDesign layouts to produce unique, personalised output in a variety of file and VDP formats.

Your VDP designs are completely unrestricted, because AccurioPro Variable Data utilises the Adobe InDesign composition engine. Every feature supported by InDesign is also supported by AccurioPro Variable Data, including type on a curve, runarounds, multi-page composition, kerning, tracking, drop caps and transparency, to name just a few. You can save the merged documents in a number of different file formats and check for errors performing a preflight session.

On-the-fly copy fitting capability

What happens when your data contains too many characters to fit within the assigned space? AccurioPro Variable Data includes the CopyFit™ Module, which provides an advanced, on-the-fly copy fitting capability to remedy overset (or underset) text problems. CopyFit detects and corrects text "overflow" (or underflow) conditions within a variable text frame. The overset text is tweaked according to a set of user-defined rules until the text "just fits" within the frame area, all in real time during an AccurioPro Variable Data merge session. This feature can just as well be used on "underset" text boxes expanding text where it doesn't completely fill the entire box area.

AccurioPro Variable Data Rules module

This module makes available powerful, conditional processing features (if/then/else) . Rules provide the ability to perform specific actions based upon the contents of one or more database fields. The interface for the Rules Module is completely menu-driven, with absolutely no need to "hand code" conditional statements; and the Rules Module also includes several unique testing features via which users can interactively preview and check their rules using live data.

Multi-up layouts with "Cut & Stack"

Using the unique AccurioPro Variable Data "sequencing" feature, users have the freedom to design multi-up layouts for any VDP job. Support for "Cut & Stack" layouts is also provided.

Consecutive numbering

One of the major strengths of AccurioPro Variable Data software is our built-in consecutive numbering feature, which make numbering jobs such as tickets and labels a snap.

Linear and 2D Bar Coding

Easily produce variable, linear and 2D bar codes using AccurioPro Variable Data software in conjunction with the optional bar coding modules. All of the most popular bar code formats are included in the bar coding package, including QR Code, PDF417, Data Matrix, Codabar, Code 128, Code 39, Interleaved 2 of 5, EAN-13, JAN-13, MSI-Plessey, UPC-A, UPC-E and ISBN. The bar codes are rendered using specially encoded fonts that are included with the package. Because the bar codes are font-based, they can be rendered very quickly, much faster than other software products that must create a separate graphic image for each and every code.

High-performance print drivers

All of the built-in AccurioPro Variable Data print drivers generate VDP output files that have been optimized for Konica Minolta presses. Support for both PPML and VPS is provided, as well as standard PostScript and PDF/VT output. And if you have opted for the Premium software version, our unique "job chunking" feature ensures the fastest possible throughput for all VDP jobs.

Use in conjunction with GroupPicture

Combine AccurioPro Variable Data Premium with the GroupPicture™ software module to use the software as a professional document production tool: Create any type of layout template, for example for business cards, certificates, catalogues, identification cards, and other items. Save your individual templates as GroupPicture elements, and then treat them just like pictures. To produce for instance various business cards at the same time, you can just create a document with the corresponding GroupPictures, then merge the variable data and go to print!

AccurioPro VARIABLE DATA WORKFLOW AUTOMATION
RETHINK STREAMLINED PROCESSES

AccurioPro Variable Data Premium now fully integrates with Enfocus Switch, the premier workflow automation tool. With the combination of AccurioPro Variable Data and Enfocus Switch, users can create complex, customized workflows that streamline and automate the processing of VDP jobs. Once a job has been prepared with AccurioPro Variable Data, the new VDP Packager feature can be used to submit the job directly to a Switch workflow. All of the processing then takes place on the Switch workstation, thereby freeing the design workstation immediately for other tasks.

The integration with Enfocus Switch was achieved by the development of a special Switch Configurator module for AccurioPro Variable Data Premium. The AccurioPro Variable Data Premium Configurator provides the ability to design and implement powerful and fully automated workflows to produce Variable Data output in PDF, PDF/VT, or PPML format.

The system is designed to process InDesign documents that have been prepared using AccurioPro Variable Data Premium software for Adobe InDesign, and can be used to create fully automated workflows capable of processing and routing thousands of records of variable data, all with complete error checking and virtually no user intervention.

The AccurioPro Variable Data Premium Configurator for Enfocus Switch enables users to completely automate any AccurioPro Variable Data process. In a typical scenario, documents would first be prepared using AccurioPro Variable Data Premium and Adobe InDesign for the desktop. Variable links are then assigned within the document content; and users can preview and preflight their documents to prepare them for processing with Switch.

Once prepared, the document, database, and associated assets (fixed and variable graphics, etc.) are submitted as input to a Switch flow. The items are referred to as the "flow input", or simply as the job. A Switch flow that utilizes the AccurioPro Variable Data Premium Configurator can be designed to preflight the files, create multi-up versions of variable documents, and to merge data files with the document to produce PDF, PDF/VT or PPML output. The resulting output files can then be further routed to other Flow elements, such as a printer hot folder.

10 GOOD REASONS

for AccurioPro Variable Data

1. ENGAGING INTERACTION

Using AccurioPro Variable Data is highly intuitive for
experienced as well as new users.

2. INTUITIVE INTERFACE

… that's consistent with many modern applications,
as well as a minimal learning curve make complex jobs
simple – saving you time and money.

3. SIMPLE DRAG & DROP

… amazing usability via drag and drop, less training efforts
due to self explaining icons.

4. EASY ACCESS

No additional PC needed,
no extra software to be installed.

5. TOOLS AT YOUR FINGERTIPS

Gives you all the tools you need right
where you need them.

6. PERSONALISE YOUR OUTPUT

AccurioPro Variable Data makes producing personalised
content a breeze. Easily customise marketing collateral
and any other material in a minimum of time – you can even
automate the entire process.

7. SHORTEN YOUR LEAD TIMES

With next to no setup time for personalisation and merging,
and supported by automated workflows, your VDP production
will be faster than ever.

8. LOWER YOUR PRODUCTION COSTS

… and increase your margins with AccurioPro Variable Data.
Saving you time, effort and money, our VDP solution will enhance
your competitiveness and boost your business.

9. COMPLEMENTARY TO ALL YOUR EXISTING PRESSES

Output is fully supported on all Konica Minolta
and other digital presses.

10. GET ON THE INSIDE TRACK OF INNOVATION

Partnering with Konica Minolta leverages the power of our
cutting-edge innovations in digital production, backed by 100
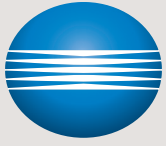years of leadership in optical and print technology.

FEATURES
RETHINK YOUR POSSIBILITIES

Basic Software Capability	Essential	Premium
Works with Adobe InDesign for both Mac and Windows	✓	✓
Full support for variable text and images	✓	✓
Supports an unlimited number of database records	✓	✓
Unlimited composition features (variable type on a curve, runarounds, rotation, etc.)	✓	✓
Menu-driven rules support for text and images (no hand-coding required)	✓	✓
Automatic copy fitting of overset text, or fully expand text to fill a frame	✓	✓
Multi-up layout features with Cut & Stack support	✓	✓
Longest and shortest line testing	✓	✓
Data preflight report to check for missing images and articles	✓	✓
Step-through print preview features with live data view	✓	✓
Multiple global search paths for images and articles	✓	✓
Supports Pantone® and custom colours for text, style sheets and frames	✓	✓
Advanced page layout feature (facing pages, continuous text flow across pages, etc.)	✓	✓
Built-in sequential numbering features and utility	✓	✓
Includes full USPS Intelligent Mail Bar Coding support	✓	✓
Complete setup is saved with each document (critical for archiving and support)	✓	✓

Premium Only Features	Essential	Premium
Special "VDP Optimizer" feature for improved performance on VDP jobs		✓
Additional print driver support (PDF,PDF/VT, Optimized PostScript, VPS and PPML)		✓
Separate fixed and variable data stream as documents layers		✓
Unique "Page sets per job" feature allows jobs to be printed in chunks for faster output		✓
Variable article support (an article file contains multi-paragraph, styled text)		✓
Variable master page support (apply master pages or remove pages using page rules)		✓
Variable frame support (change colour of frames or delete frames using box rules)		✓
Unlimited support for the AccurioPro VDP "Build Document" feature	Limited	✓
Control output filename or PDF name via database field or conditional logic		✓
Allow text "styling tags" and "embedded variables" to be included in variable data		✓
Full support for AccurioPro VDP scripting API (for automation projects and custom actions)		✓

Optional Module Support*	Essential	Premium
Linear Bar Code Module (supports UPC, Code 128, Code 39 and more)	✓	✓
2D Bar Code Module (supports QR Code, Data Matrix, and PDF 417 bar codes)	✓	✓
GroupPicture Module (provides support for variable layouts and groups)	✓	✓
Price Style Module (automatically styles incoming pricing data)	✓	✓
Scripting Module (used to control AccurioPro VDP and develop automation projects)		✓

*all modules require a separate purchase

09/2019