Multiply the value of your data.

Purposeful variable data use has become a must-have for organizations of all types. A pandemic-driven surge in digital interactions has raised consumer expectations, making every touchpoint more crucial than ever. Companies who effectively leverage variable data to create relevant, intimacy-driving experiences will stand out—and find higher rates of revenue growth in return.

71%

of consumers consider personalization a basic expectation

72%

of consumers expect the companies they buy from to recognize them as individuals and know their interests

40%

more revenue can be generated from personalized interactions

Unleash the full potential of personalization.

Xerox® FreeFlow® Variable Information (VI) Suite makes it easier and cost-effective to maximize the power of variable data print (VDP) with ultra-fast, ultra-efficient design and more composition tools for supported printers—including the ability to add security and visual interest with Xerox unique specialty imaging.

SOLIDIFY CUSTOMER INTIMACY + DRIVE MORE REVENUE FROM:

Transaction Bills and Statements

Direct Mail

Booklets, Brochures, Magalogs

Retail Point of Sale

Folding Cartons and Labels

xerox™

Accelerate VDP from design to print.

Simplify the production of on-demand, highly complex, colorful and graphics-rich VDP jobs in exactly the way that works best for you—from design to production—with Xerox® FreeFlow® VI Suite's modular solution set.

Add VDP right in Adobe® InDesign:

XEROX® FREEFLOW® VI DESIGN EXPRESS

Optimized for simpler PDF output

Supports print and digital

Open the door to greater impact and revenue. FreeFlow® VI Design Express helps designers quickly and easily add variable data elements right in their familiar Adobe® InDesign® layout program, including:

- **Importing transactional data**— the first step in basic transactional and statement-based development

- **Creating data-driven tables and graphics**, including dynamic pie, line and bar charts

- **Amping up PDF performance** with data capture-ready fillable forms and digital signature fields

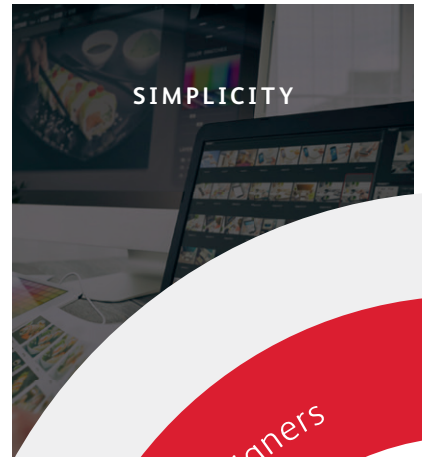## Enable higher VDP sophistication:

XEROX® FREEFLOW® VI DESIGN PRO
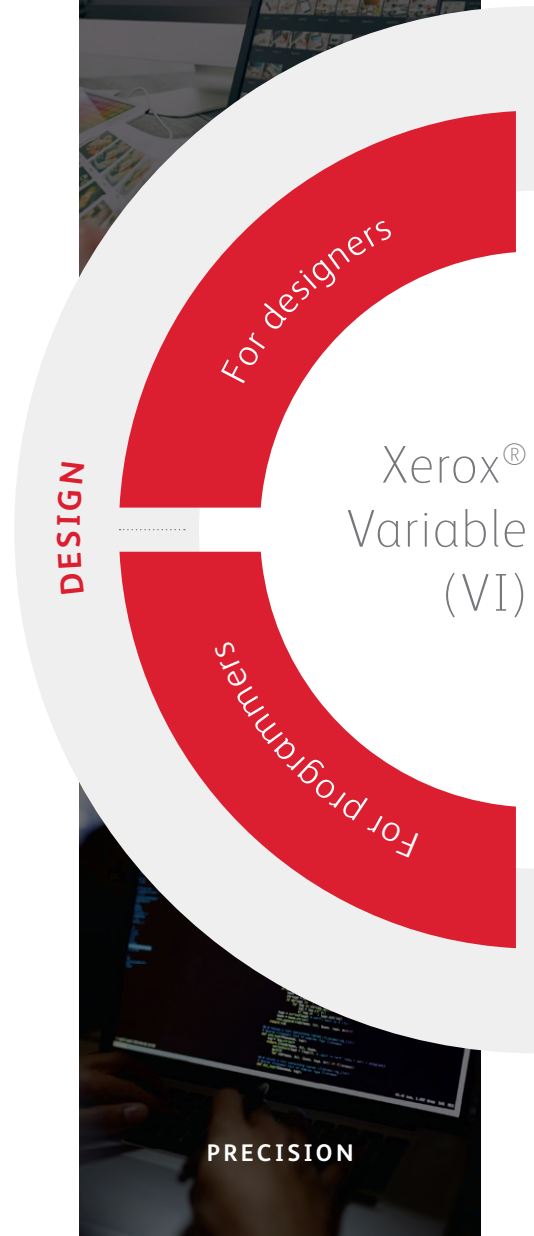
Optimized for rich, multi-page output

Supports print and digital

Take variable data design to the next level. FreeFlow® VI Design Pro provides direct access to the powerful VIPP® language so programmers can create, view, and edit actual variable document code for more complex designs. Programmers can:
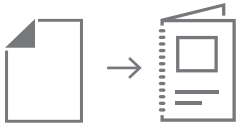
- **See VIPP® code along with a WYSIWYG page** to get an instant understanding of how the code will look

- **Add unique, sophisticated instructions** such as zip sorting, QR codes or bar codes

- **Access in-app help and a powerful smart editor** for assistance with command editors, keyword searches, and find and replace options, as well as a GUI window with media, viewing, and page reviewing options
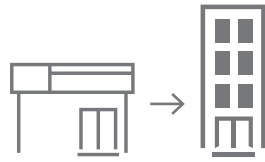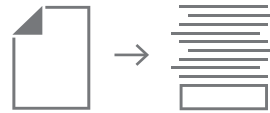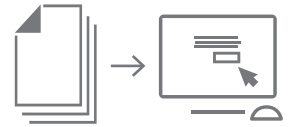
SIMPLICITY

For designers

DESIGN

Xerox® Variable (VI)

For Programmers

PRECISION

Simple to complex	Commercial to enterprise	Low- to high-volume	Print to electronic

AGILITY

At the VI Suite Server

FreeFlow®
Information
Suite

COMPOSE

At the Digital Front End

BLAZING SPEED

Unlock more VDP flexibility:

XEROX® FREEFLOW® VI eCOMPOSE

Automatically create email, screen and print-ready files on a server-based system

Exponentially accelerate VDP composition. FreeFlow® VI eCompose is revolutionary server-based software that utilizes dynamic document construction (DDC) to compose pages on the fly, at ultra high speeds, right at the printer:

- **Start printing immediately**—no matter if your job has ten records or ten thousand—because there is no composition, transport, or RIPing of huge files.

- **Make last-minute changes if needed** to templates or data without impacting throughput or delivery times

- **Normalize your organization's variable processes** to quickly move jobs among your fleet of printers at a moment's notice

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Amp up complex VDP production:

XEROX® FREEFLOW® VI COMPOSE

Start printing in minutes— no pre-composition required

Eliminate time-consuming processing. FreeFlow® VI Compose is a robust composition tool that resides on your printer DFE to construct complex jobs with maximum efficiency. Merging of data, RIPping and printing are done quickly, in real time, so you can:

- **Enable flexible composition**, from kiosk-driven to processing for 24/7, lights-out networked environments

- **Support rich PDF features**, including interactivity and Adobe® job security options

- **Dynamically manage PDFs** so you can easily split and move content into other downstream processes such as CRM, web-based applications or archiving
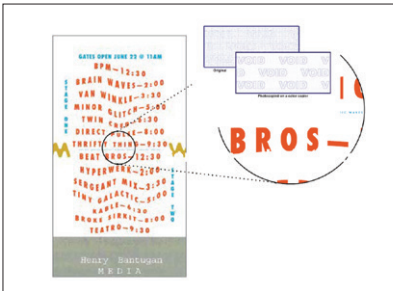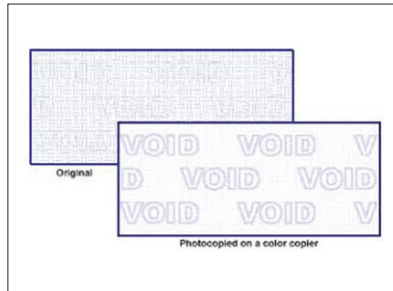
Enhance security for every job.

Protect content against unauthorized viewing by enhancing data security in critical ways. Use 1D and 2D bar codes for identification and tracking, along with PDF password protection and digital signatures. Take security even further with specialty imaging technologies.
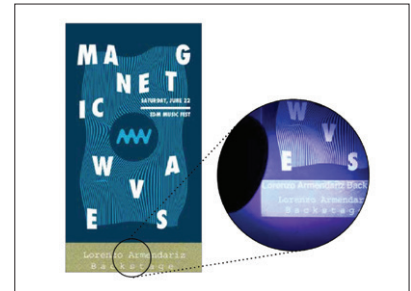
Protect every print.

Specialty Imaging is an award-winning Xerox® FreeFlow® VI Suite exclusive. Security effects are achieved through color, media, and Xerox technology—no special toners/inks or papers required. You can even combine multiple techniques in a single application for added protection. Effects include:

Xerox® MicroText Mark
Provide additional security to invoices, coupons and other fraud-sensitive applications.
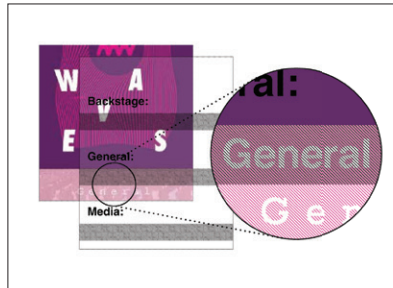

Pantograph Technology
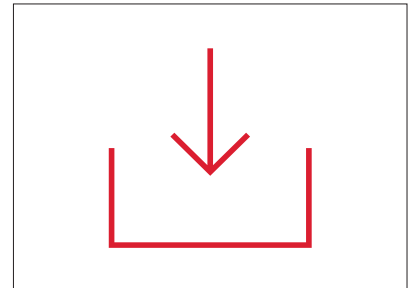Protect documents with hidden text and graphics that are only visible when photocopied.

Xerox® Fluorescent Mark
Add text and graphics that are only visible under UV or black light.

Xerox® Infrared Mark
Protect sensitive documents with content that can only be seen in the dark with infrared light.

Xerox® Correlation Mark
Get creative with text that can only be read with a key overlay.

Specialty Imaging
font sets and barcode fonts can be downloaded for free under Supports and Drivers at **Xerox.com**.

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