

MarketDirect Cross Media 8.3 New Feature Highlights



EFI MarketDirect Cross Media is a customer communication and marketing campaign solution. It's designed to make engaging with your customers both existing and new, easy and hassle free. It achieves this by providing an intuitive yet powerful user experience where you can quickly create rich personalized communications across nearly any medium including; Email, Web, Print, Mobile and Social Media.

SmartCanvas Print Designer Enhancements

The Print Designer now gives designers the ability to print VDP documents directly from the designer interface with full access to the VDP Enterprise print controls.

Controls include;

- Splitting a print job into record blocks
- Selecting output presets
- Outputting and proofing impositions

Security enhancements for protected URLs

Personal Identifiers have been removed from password-protected URLs.



- Password-protected pURLs can no longer be copied and shared without requiring re-authentication of username and password

HTML5 VDP Enterprise Tools

The Silverlight UI for the Print Production Workflow is now available in HTML5. This feature is for customers of VDP Enterprise and Cross Media Professional.



Support for Parallax Background Images

Background image type Parallax, has been added to the design toolbox to allow the control of the scroll speed of a background image relative to other elements within the stripe.

This popular design feature is used widely in HTML page design and can now be added to your campaign pages quickly and easily.

Improved Database Access

- Easily open the database from the Email, Web, and Print designers
- Enables simple and fast selection of a record in the database to view in the specific media

Improved navigation shortcuts

A new keyboard shortcut has been added to quickly move from one designer to another saving valuable keystrokes.



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