



FAQ: World of Fiery Webinar – Ten Ways that Fiery Tools Make VDP Easy

Please explain what are emitters?

Emitters are 3rd party applications that combine a layout with variable elements and generate a VDP job. The application prepares the document for printing and outputs in VDP languages such as PPML, PDF/VT-2, VPS, etc. Examples of VDP emitters are XMPie, PTI Fusion Pro and Print Shop Mail.

What software does SendOutCards use with XMPie? Does the customer submit the data and SendOutCards manually process, or is this automated? Does SendOutCards use uProduce or just uDirect or uStore? How does SendOutCards handle data?

From Jeremy at SendOutCards: All of our customers' contacts and images are all uploaded and hosted on our servers, which is the big majority of the data we handle. So when a card is created, we only need to transfer over the text they put into the card and the rest we already have. The package we have from XMPie is their PE Platinum Site, Server Class. We rely most heavily on uProduce Director (with extensions), uPlan, and uCreate. For more information on XMPie, the [XMPie Users Group](#) is an excellent resource.

I've never used VDP before, but it seems like I might be able to for what I do. Is it possible for me to get a quick consultation about whether or not VDP would be effective for my work?

A good place to start would be our ABCs of VDP which can be found here: bit.ly/abc_vdp. Additionally, one of our EFI Sales Development Managers would be happy to give you more information on VDP and how Fiery solutions can help your business. Please visit our website and fill out the [Contact Us](#) form.

I am brand new to Fiery and VDP. How do you set up a VDP from scratch? I found VDP Resources on my Fiery but there are not documents. From start to finish, how do you set it up and make it work?

I would like to invite you to download one of our [How-To Guides](#) about Fiery FreeForm. These guides provide step-by-step instructions and come with sample files to get started quickly.

Can you use Fiery FreeForm when you have transparent elements in your VDP job?

Fiery FreeForm supports correct output of transparency and shadow effect. Please note that this applies to transparent elements in the FreeForm master pages. If you have an object with transparency in your variable overlay document the transparency will not be applied to the master FreeForm template. If you want to support transparent, variable elements in your VDP job, I would like to advise you to use PDF/VT-2 or PPML3 which both have full support for these types of graphic arts features and which are completely supported on the Fiery external server. However as mentioned during the session, please test the application that emits these formats; not all VDP application apply transparency correctly.



Please explain difference between FreeForm 1 and FreeForm 2?

We currently have 3 Fiery FreeForm formats:

- Fiery FreeForm 1 is a simple way to create page-based variable data jobs. Users need a software application that contains a database merge feature for authoring. Rasterized master background pages are created with specified variable content zones, and database information is merged into these zones. Granularity for the job is at the page level and limited to a single job master.
- Fiery FreeForm 2 technology expands on FreeForm 1 by allowing a variable data document to individually access and reuse any page within a master document. Any page of the variable data file can be associated with any page of the master document. Conditional page printing from the application is possible through page-level commands. FreeForm 2 requires the use of a supporting 3rd party VDP authoring tool such as PrintShop Mail. Operators can use FreeForm 2 and Fiery Impose for imposed VDP set finishing (record-based finishing).
- Enhanced FreeForm, available with Fiery System 10 and above, gives the user control over the mapping between the variable and master documents. This provides several benefits. First, instead of adding blank pages to the source variable document, the user can map a blank page to a master page. Second, the user can pick and choose which master page a given variable page uses. And finally, the user can define the length of the record, instead of having to use the entire length of the master document.

I have Fiery version 8 and 9. How can I upgrade to have the Enhanced FreeForm?

Enhanced FreeForm requires Fiery System 10 and above. For specific information about your printer/server model, please contact your dealer/OEM representative or your EFI sales representative.

We print multiple up brochures that would need to be cut & folded and postcards that would need to be cut. Both would need to have barcodes and in a sort order for the post office. How would this be possible?

If with barcodes you mean postal barcodes, I will need to refer you to the postal service you will use for these types of jobs. As for maintaining the correct sort order for the postal service, I would like to suggest to use “cut and stack” as the imposition method. This method allows you to set the number of sheets per stack. The Fiery server will re-sort the postcards in such a way that when you stack the finished stacks the original sort order will remain intact.

How do you set up a custom double-sided variable data project using FreeForm? I can set it up to do one side at a time, but how do I set it up to print both sides?

With Fiery FreeForm it's important to remember that the media, quality and finishing settings for the master pages and variable layout need to match. So if you want to create a duplex FreeForm job you will need to set finishing to the correct duplex setting.

As mentioned during the Webinar session, there is also a somewhat nerdy setting in Fiery Configuration that applies to Fiery FreeForm. In Fiery Configure under PDL->VDP, there is a setting called “Fiery FreeForm 1 record length”. When set to “FreeForm Master” the number of pages in the master document defines the record length. When set to “Job” the number of pages per record is based on the number of pages in the variable layout document. Depending on how you create your job, you need to select either “Job” or “FreeForm Master” to get the desired output. My advice would be to have the FreeForm master define the record length.



I've had problems in the past creating a multi-page masters in FreeForm. Am I doing something wrong or are multi-page masters not supported?

Multipage masters are most definitely supported. Please refer to the previous answer and check how your Fiery server has "FreeForm 1 Record Length" configured.

Is VDP supported in MicroPress v8.3?

No, MicroPress does not support VDP. To discuss other available options for your engine, please contact your dealer/OEM representative or your EFI sales representative.

Can you explain in detail how you use pictures/other data in a variable format as opposed to the typical address information?

If you want to use variable images in a VDP job, you will need an application that is able to map record information to an image. For example, if your VDP database contains information about hobbies, you can use that information to change the main image on a postcard to reflect that hobby. Applications that are able to do this are Xerox XMPie and PTI Fusion Pro, but with the latest version of Adobe InDesign you will also be able to do this. An excellent guide on how to do this in InDesign can be found here: http://help.adobe.com/en_US/indesign/cs/using/W5a285fff53dea4f8617383751001ea8cb3f-6c3ca.html

If you impose a document, then it will not allow me to choose a master?

Fiery FreeForm is most definitely supported by Fiery Impose. For the exact steps on how to do this correctly, please refer to this How-To guide: <http://www.efi.com/documents/cws/v8/us/Fiery%20VDP%20FF%20HotFolder%20Demo%20LTR%20V2.zip>

I am currently using Fiery Impose along with FreeForm. I recently purchased a new MacBook Pro running Mac OS 10.9. I find I cannot install Acrobat/Pitstop without being prompted for licenses. I think it is a compatibility issue. Will that be corrected?

Yes, this is correct. We will make an update available within the next couple of weeks via the Fiery Download Center at <http://w3.efi.com/fiery/fiery-support/download> that will address issues with licensing on Mac OS X 10.9. A notice will be posted on the [Fiery Forums](#) when the update is available.

We have master which has front & back images. Our client wants to put some numbering on back side of the image side. Is it possible in VDP? ...If you have any document procedure step by step, please provide.

This is most definitely possible with Fiery FreeForm, but you will need to have a list with numbers in, for instance, Microsoft Excel. You will then need to merge these numbers in Microsoft Word or Adobe InDesign. For examples, please download our Fiery FreeForm Kit at <http://w3.efi.com/resources/educational-downloads/freeform-kit>.