



FAQ: World of Fiery Webinar – The Business of VDP: How to Get Started and Grow Your Profits

Are we going to get technical applications/education on how to design or create a VDP campaign? I'm looking to improve my VDP capabilities.

Please join us for the next World of Fiery Webinar scheduled for June 18th, **Ten Ways Fiery Tools Make VDP Easy**, where we will go into detail about variable data printing (VDP) features related to the Fiery, including an example of how to setup an automated VDP workflow.

Is there any free software or plug-in for Adobe programs for creating any version of PDF/VT?

Not to our knowledge.

Now everybody gets a lot of emails. Do the follow up mails get missed by the client because he has to check a lot of mails per day?

There could be a multitude of reasons why emails get “lost”. The advantage of using solutions like mailchimp.com is that they are able to provide more details about what the possible cause could be. Sometimes small things, like re-wording the subject header, have a big impact.

Is OPS from EFI a freebie?

No, EFI OPS is not free but for more information on EFI Online Print Solutions (OPS), please visit our [website](#).

I have a Konica Minolta Bizhub pro. What is the simplest form of VDP I can start to offer?

If you have a Fiery DFE on your Bizhub, then Fiery FreeForm would be the easiest way to get started. Check out the free eLearning classes included with your registration to the World of Fiery VDP series to get more information on FreeForm. Plus, attend our June 18th webinar, **Ten Ways Fiery Tools Make VDP Easy**, to see a demonstration showing how simple Fiery FreeForm is to use.

I primarily use InDesign VDP feature to print numbers on Event Tickets. When this multi-page is Imposed, 15-up, the numbers are all over the sheet. Now, when you have to print 1000 tickets, it becomes a sorting nightmare, after the tickets are cut. Is there a better way to do this - so that I don't have to go thru the sorting nightmare?

In Fiery Impose, we have the ability to do a “multi-record collate and cut” or “cut and stack” imposition for VDP jobs. For “cut and stack”, based on the stack size, Fiery Impose will re-order the records in such a way that the resulting output can be cut and stacked while retaining the order. Since InDesign does not create a real VDP, job you will need to trick the Fiery server in to thinking it's a VDP job. You can do that by using the feature “Set Record Length” and set the record length to 1. That makes the PDF behave like it's a VDP job and will unlock all the VDP features on the Fiery.

Does EFI have any free VDP plug-ins (above entry level)?

The main free VDP tool included on the Fiery DFE is FreeForm. Though we call it “entry-level”, FreeForm has the capability to produce quite complex VDP files. Learn more about FreeForm on our June 18th webinar, **Ten Ways Fiery Tools Make VDP Easy**.



What version of Adobe CS do you need to create the QR?

The built-in QR code creator requires Adobe InDesign CC.

Can we use a database file directly to use as a Variable for a master form in the FreeForm?

No, you cannot. You will need to use Microsoft Word Mail Merge for instance to create the variable overlay.

It is creative cloud you need for QR codes?

There are many QR code generators available, but yes, you can create them directly in Adobe InDesign CC. Plug-ins are also available for Adobe Photoshop and Illustrator.