Create Customized Data Driven Communications

EFI VDP Templates powered by DirectSmile® maximizes the relevance of communication with highly personalized variable data output.

EFI VDP Templates powered by DirectSmile®

Boost your sales and increase margins by offering unique high-value print products! EFI VDP Templates powered by DirectSmile® is your professional solution for variable data in conjunction with Digital StoreFront® for the production of personalized printed communications.

By introducing emotionally appealing personalized images and perfectly targeted content, you will help your customers reach higher response rates and increase the effectiveness of printed communications.

Features

- Automated data-driven rendering of images and documents
- Design Editor for creation of individual personalized images
- Adobe InDesign based document creation, supports layers
- Set up rules for any layout and content element
- Create all industry-standard bar codes and QR codes
EFI VDP Templates Features

**StoreFront Studio**

StoreFront Studio works in conjunction with Adobe InDesign that allows you to design VDP product templates for Digital StoreFront

- Rules-driven personalization utilizes logic rules to create variable text, styles, colors, and photos
- Create bar codes and QR codes
- Set up the imposition of the document directly in the StoreFront Studio interface
- Additional licenses are available for purchase

**EFI VDP Templates Image Personalization Module**

Enhance your communications with high-value personalized images.

- This optional image personalization module allows you to create VDP product templates with embedded variable text in a background image available for purchase in Digital StoreFront
- The text can be rendered with conventional fonts or in several graphical formats including clip fonts
- Image effects such as blur, shadow, transparency, and glow can be used to enhance the effect
- The EFI VDP Templates Image Personalization module provides access to purchase over 1,200 DirectSmile image templates and allows you to personalize your own images
- 3 image sets are included with purchase

**EFI VDP Templates Rendering Engines**

- One rendering engine is used for generating the real-time onscreen proof of VDP elements to the buyer
- Second rendering engine is for generating the production print VDP printing by the service provider
- Additional rendering engines are available for purchase that allow you to scale production for multi-threaded processing

**DSF Direct Mail Automation Workflow**

Whether you are looking to integrate EFI VDP Templates powered by DirectSmile into your current mailing workflow or utilize the Direct Mail Automation workflow powered by AccuZIP, our technology has you covered for all of your mailing needs.

- Digital StoreFront Direct Mail Automation powered by AccuZIP fully automates direct mail postage processing at the time of order entry
  - Streamline the mailing process by allowing your customers to upload their mailing lists, complete CASS and NCOA certification, presort the cleansed list and receive the final postage amount directly in the order process
  - On the back-end, you receive a production ready PDF and all pre-populated USPS reports and forms - no offline processing required

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### EFI VDP Templates Features

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**Legend**

- **Gray Text**: Items are included in the platform – ✓ denotes which platform includes this item.
- **Crimson Text**: Optional modules which can be purchased with EFI VDP Templates (do not come standard).
  * Adobe InDesign is not included in the EFI VDP Templates or EFI VDP Professional Templates packages.
  ** The DSF Direct Mail Automation workflow powered by AccuZIP requires an agreement with AccuZIP.

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EFI fuels success.

From Fiery to superwide inkjet, from the lowest cost per label to the most automated business processes, EFI has everything your company needs to succeed. Visit www.efi.com or call 800-875-7117 for more information.