xerox ®

Do More. Make it Personal with XMPie and the Versant 80 Press

The Power of Personalisation

Drive more responses and win more business when you engage potential customers with colourful collaterals that speak directly to them

Harness the power of variable data printing (VDP) to develop highly effective, one-to-one print campaigns. Whether you're just getting started with VDP or a seasoned professional, XMPie uDirect Classic Pro provides everything you need to help you easily, efficiently and cost-effectively reach your audience with relevant, personalised communication pieces that deliver impressive results.

With the latest software from industry leader XMPie, and the Xerox® Versant 80 Press, you will be able to expand your business into new high-value applications at a cost that will bring a sizeable return on your investment.

uDirect Classic Pro leverages the industry-standard Adobe® platform for limitless creativity and flexibility. It includes the XMPie uCreate™ Print plug-in and uImage® software. Now you can easily build data-driven documents in Adobe InDesign and include eye-catching personalised images or illustrations created in Adobe Photoshop or Illustrator.

When generating the output file for all recipients in the database, print parameters are specified including output format, step-and-repeat settings, and much more. For ultimate flexibility, uDirect Classic Pro supports optimised output to all popular industry-standard VDP formats.

The above screen capture shows how a variable data Direct Mail brochure is personalised in the Adobe® InDesign® environment using uDirect Classic Pro with its uImage functionality.

XM PIE ®

one to one in one™

A **xerox** Company

Xerox® Versant 80 Press

Simplify. Automate. Do more

With one digital press - easy, accurate and automated - you're making a future-proof investment in performance, quality, versatility and results.

Results That Add Up To Business Success.

With the Xerox Versant 80 Press, business transformation comes standard. Work faster and smarter with less waste and more capabilities than ever before. You'll get peace of mind for your business, and the satisfaction of knowing you've made a sound investment.

Do more. Get more.

Do more with the hours and resources you have. Be more competitive, and turn high-quality, high-quantity jobs faster and more efficiently.

Reduce Costs

Eliminate trial and error, waste and operator intervention with automation, including colour calibration and profiling, front-back registration and more.

Produce More Jobs

Take on short or long runs, on exciting new media types - faster and with effortless customer-pleasing quality that will earn loyalty and win new business.
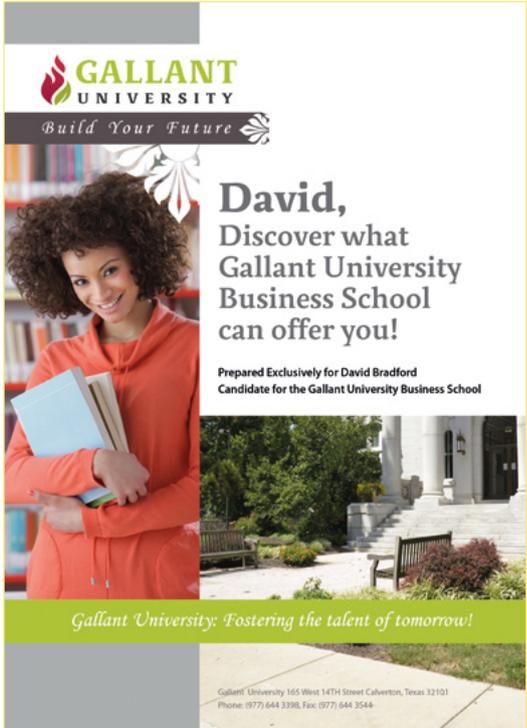
Impress Your Customers

Image quality is, and always will be, the best way to impress your customers. With the Xerox Versant 80 Press, guarantee image quality with built-in colour management, Ultra HD Resolution, and consistent performance regardless of media type.

Grow Your Business

Whether your business is print-for-pay, or an in-plant operation, you can grow your business and your reputation for excellence - both essential to your long term viability. The Xerox Versant 80 Press will drive success for years to come.

XMPie uDirect Classic Pro and Xerox Versant 80 Press - the perfect solution for creating full-colour, personalised print communications that are creative, relevant and eye-catching.

With the added capabilities of XMPie uDirect Classic Pro, the Versant 80 Press helps you capitalise on the power of variable data marketing, creating personalised messaging that targets the decision makers you need to engage to generate more sales.

Xerox Versant 80 Press

For more information visit us at www.xerox.com/production or www.xmpie.com