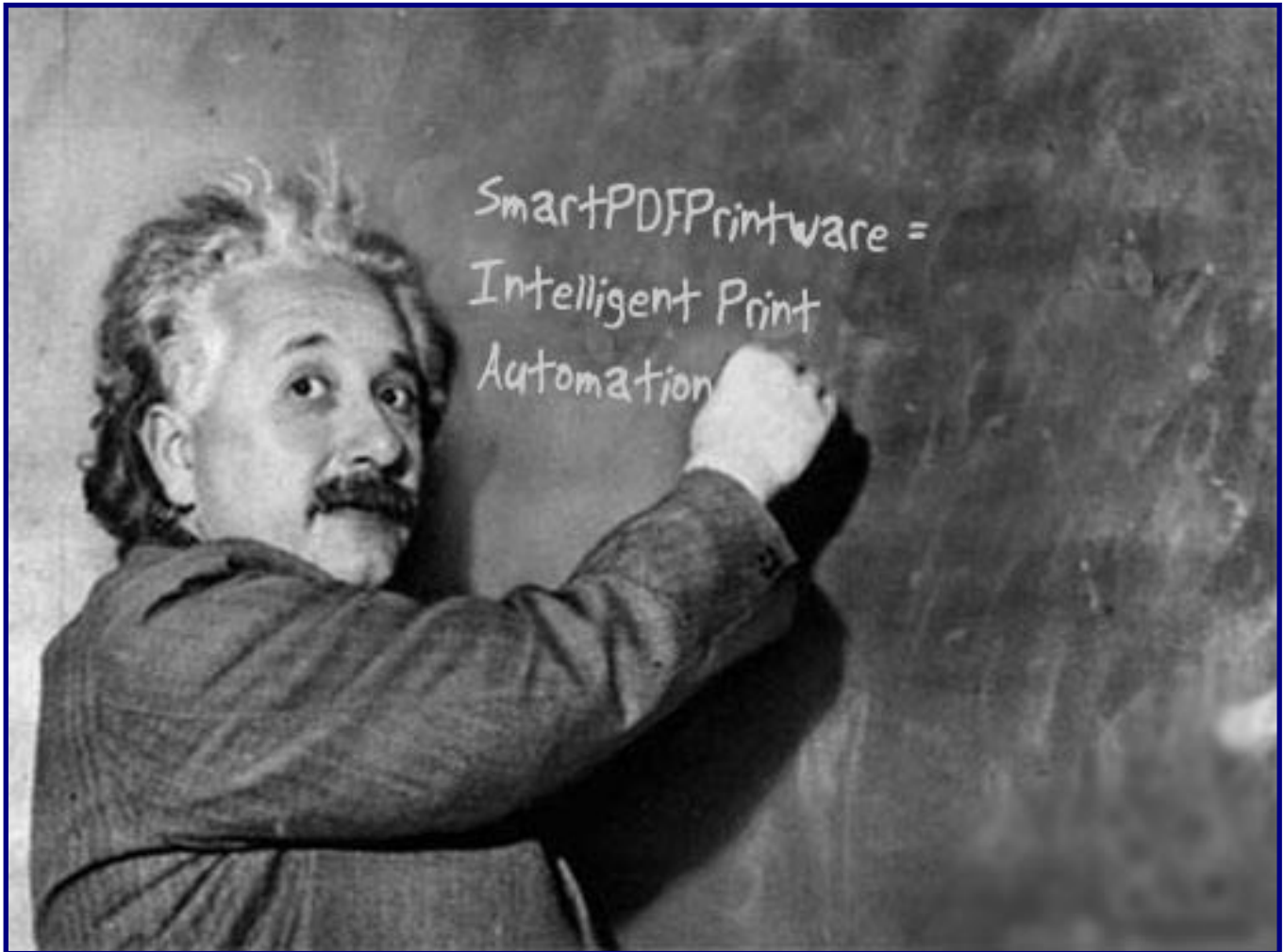


Automate High Volume Print Production of PDF Documents with Variable Print Exceptions



SmartPDFPrintware Automates Variable Complex Document Production in Minutes

Why SmartPDFPrintware?

PDF is the de-facto standard for **graphics-rich** high-quality document print production on **High Volume Production Printing Systems** in In-plants, Service Bureaus and Data Centers. SmartPDFPrintware automates production of print jobs with **variable print exceptions** by dynamically generating JDF job tickets with **variable print instructions**.

Customer-facing **personalized PDF documents**, usually has **variable content** and **variable layout with variable print exceptions** which presents challenge to automated print production.

SmartPDFPrintware enables **touch-less production** of hundreds of jobs each day. **Patented methods** in SmartPDFPrintware automatically identifies **variable print exceptions** in each job that require

- » pulling **mixed-media** from **multiple paper trays** to print variable page exceptions
- » insertion of **slip sheets** and **tabs** at variable places within job
- » splitting PDF into **variable length subsets** and staple it

SmartPDFPrintware enables automated print production by populating Graphical User Interface with PDF **job attributes** which user can use to define **conditional-rules** that **trigger automatic identification** of print exceptions in the job. SmartPDFPrintware uses rules and parameters to dynamically generate JDF job tickets with variable print instructions, enabling electronically collated automated production of complex PDF jobs.

SmartPDFPrintware enables **hot folder driven** automatic production after **less**

than **10-minute**, one-time, pre-press setup. SmartPDFPrintware enables **native PDF-only workflow**.

SmartPDFPrintware **Enterprise Application Interface** enables integration with **upstream** systems including **Web-to-Print** within **15 minutes**.

Avoid Uneconomical Solutions

- » Eliminates manual collation
- » Eliminates manual job set up in a **make-ready** solution or at **Print Server**
- » Eliminates custom development of **one-off** print program

Ensures Better Bottom Line

SmartPDFPrintware is ready-run, right out of box, **universal PDF print automation solution**. It is quick-to-deploy, easy-to-learn, and easy-to-use software solution for your better bottom line.



Personalized Insurance Benefit Guides
800 guides per day. Each guide is unique.

Automation Method: Text On Page
One Time Job Set up: 8 minutes

Unmatched Ease of Use and Quick Return on Investment

How SmartPDFPrintware enables PDF print automation?

By enabling the use of the inherent properties of the PDF document to define print automation rules. The properties are **text within document**; **unique file name** of each document; **position of each document** in a job and **position of each page** within a document.

The Solution

SmartPDFPrintware graphical user interface enables users to easily define, enter, and save **rules** and **parameters** that **control** automatic production of variable documents using the document's inherent properties: '**Text On Page**', '**File Name**' and '**Position**'.

Meeting Everyday Challenge

SmartPDFPrintware is an all-in-one PDF printing and finishing automation solution. It is a **universal print workflow automation solution**, which can unconditionally handle every type of PDF job. Minimum skill operator can automate print production **within 10 minutes** start producing **electronically collated** output on High Volume Production Systems.

Competing printing solutions - print driver, print controller, make-ready, print scripts



SmartPDFPrintware is a Swiss Army Knife of PDF Print Automation Solution

Intelligent Print Automation methods '**Text On Page**', '**File Name**' and '**Position**' can handle a wide variety of print automation jobs. A onetime setup to make most jobs ready for production takes less than 10 minutes.

Quick Return on Investment

SmartPDFPrintware™ quickly returns investment in it as it enables you to accept most complex jobs without worrying about cost overruns.

On Site Trial

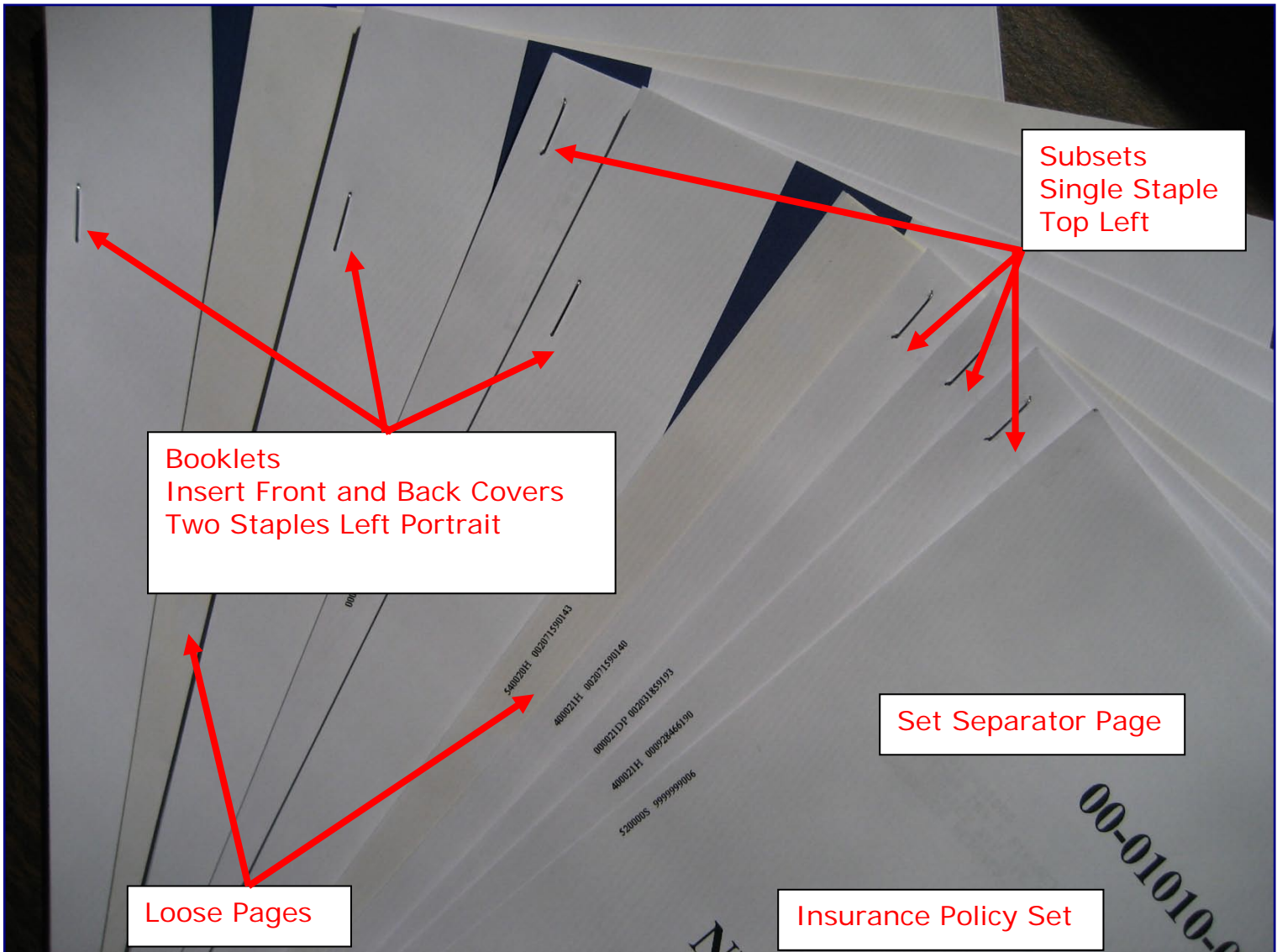
We offer **no-cost** 30 day or 10,000-page (whichever comes first) **on-site trial** of fully featured, fully functioning SmartPDFPrintware. There are **no watermarks** on the printed pages. Contact us today to arrange for on-site trial.

See Solution to Your Problem—Live

Please send us your sample test files of the PDF job. Using the web, we will show you step-by-step how quickly we setup the job to produce JDF job tickets for your print job.

The next pages, we explain major features of SmartPDFPrintware.

Insurance Policy Set...



SmartPDFPrintware *eliminates*
custom one-off print solutions



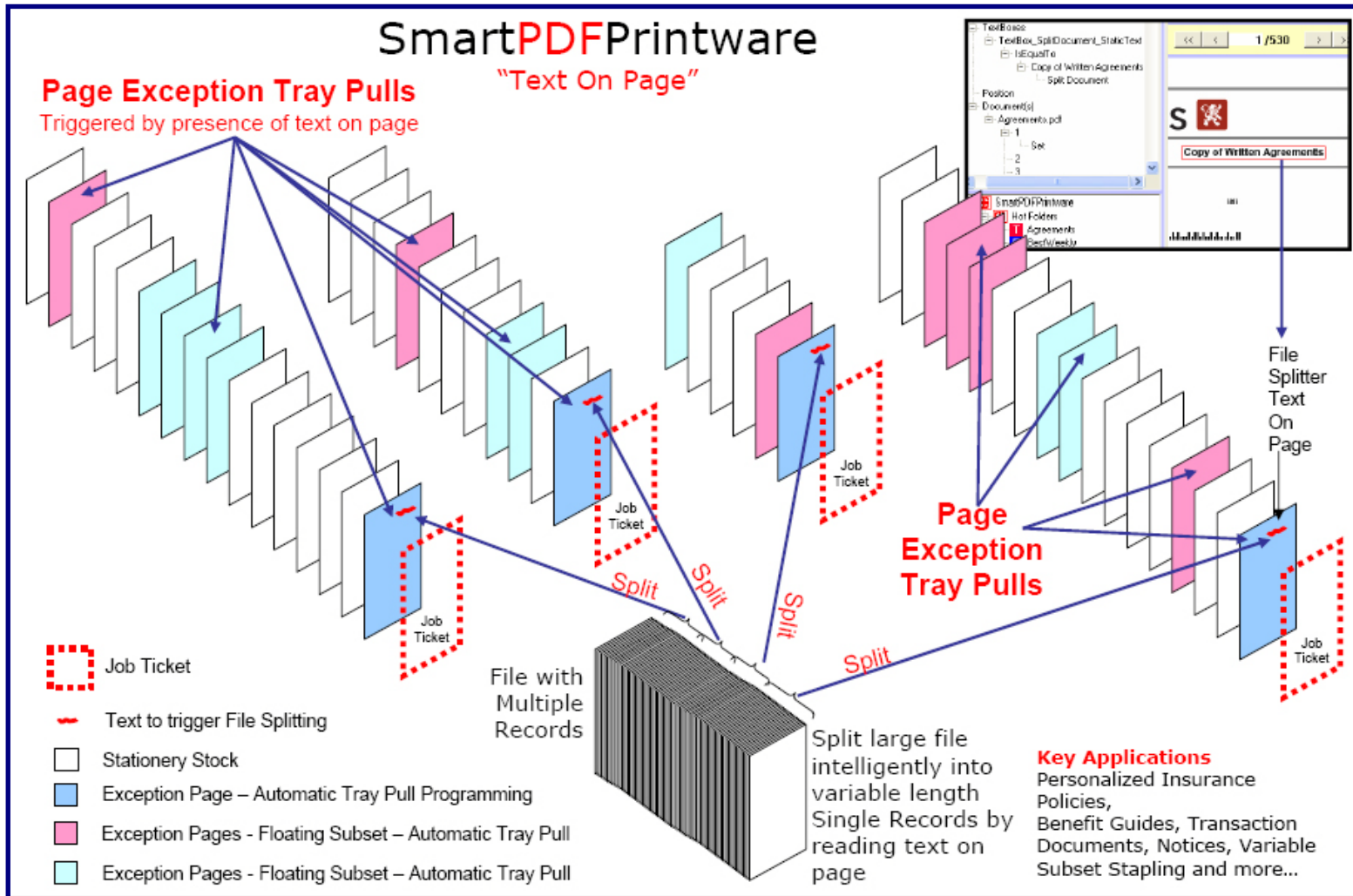
SmartPDFPrintware *eliminates* Manual
Collation of Mixed-Media Jobs



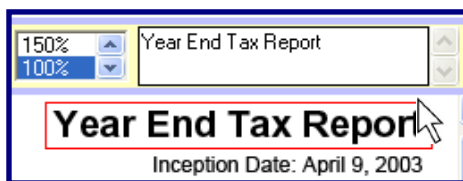
SmartPDFPrintware *eliminates* one
page at a time manual Print
Exception programming in a make-
ready solution or at Print Controller



'Text On Page' Automation Method



User defined 'Text On Page' automation rule triggers automatic identification of print exceptions enabling dynamic generation of JDF job tickets with appropriate print override instructions.

**What is 'Text On Page'?**

'Text On Page' is text selected by user, by drawing a rectangle around it, on a PDF page. User can set conditional rules using this selected text to automate PDF jobs involving variable print exceptions.

Using 'Text On Page'**Split**

Intelligently split large PDF file into variable length single documents
Conditionally split say 50,000 page PDF file containing thousands of variable

length invoices into single, individual documents.

Subsets

Intelligently split a document into variable length floating subsets
Conditionally, group pages within a document into variable length subsets. For each subset select media, sides, finishing, and output color.

Media Calls

Intelligent Page Exceptions
Conditionally select different media for different pages in a job – select letter head, custom stocks and content appropriate media.

Inserts

Intelligently Insert Media
Conditionally insert tabs, slip sheets and pre-printed stocks at variable locations with a document whenever insertion

control text is present on a page. This eliminates manual collation of complex jobs.

Replace

Intelligently Replace Pages
Conditionally replace placeholder PDF pages when page replacement control text is present on that page.

Face-Front

Intelligently insert blank pages
To force first page of a chapter or a section to print Face-Front during duplex printing; will conditionally insert blank page before it.

Color Splitting

Enables economical printing of monochrome pages intermingled with color pages without color splitting.

'Text On Page' Automation Method



Variable Benefit Guides, Insurance Policies, Notices, Investment Statements, Monthly Bills with variable print exceptions automatically produced, controlled by user selected 'Text On Page'

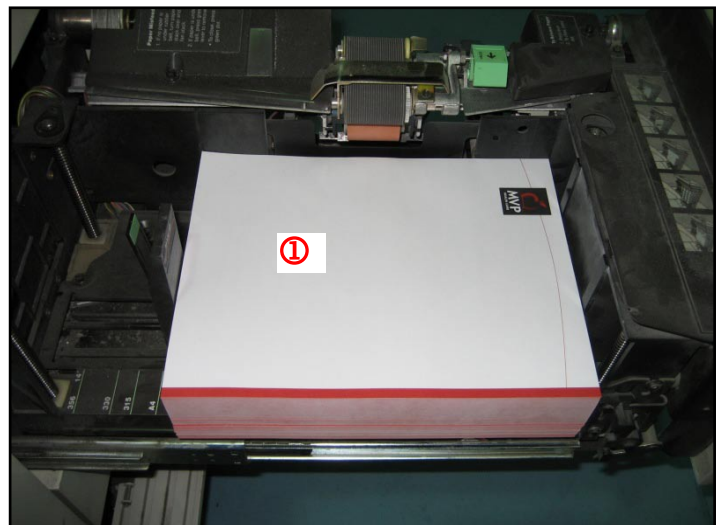
**'Text On Page' Print Automation
Key Applications**

Personalized Insurance Policy
Insurance Riders
Auto ID Cards
Covers
Subset Stapling

Personalized Insurance Benefit Guide
Section Separators

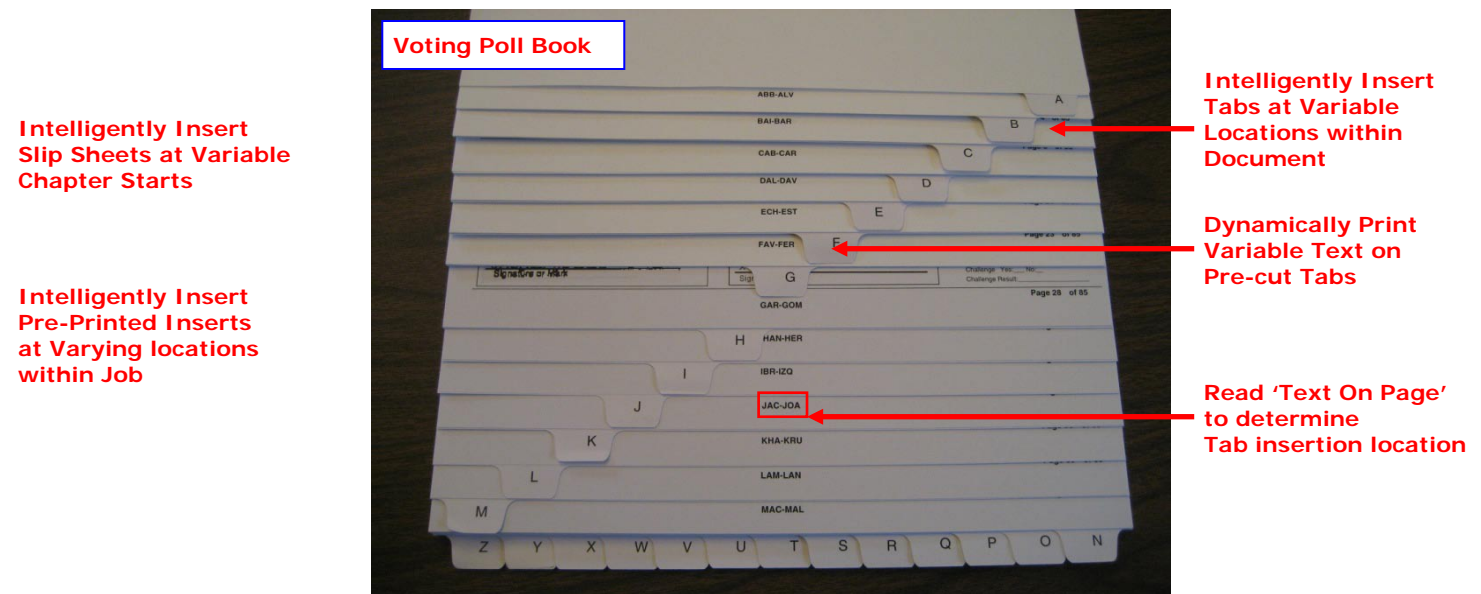
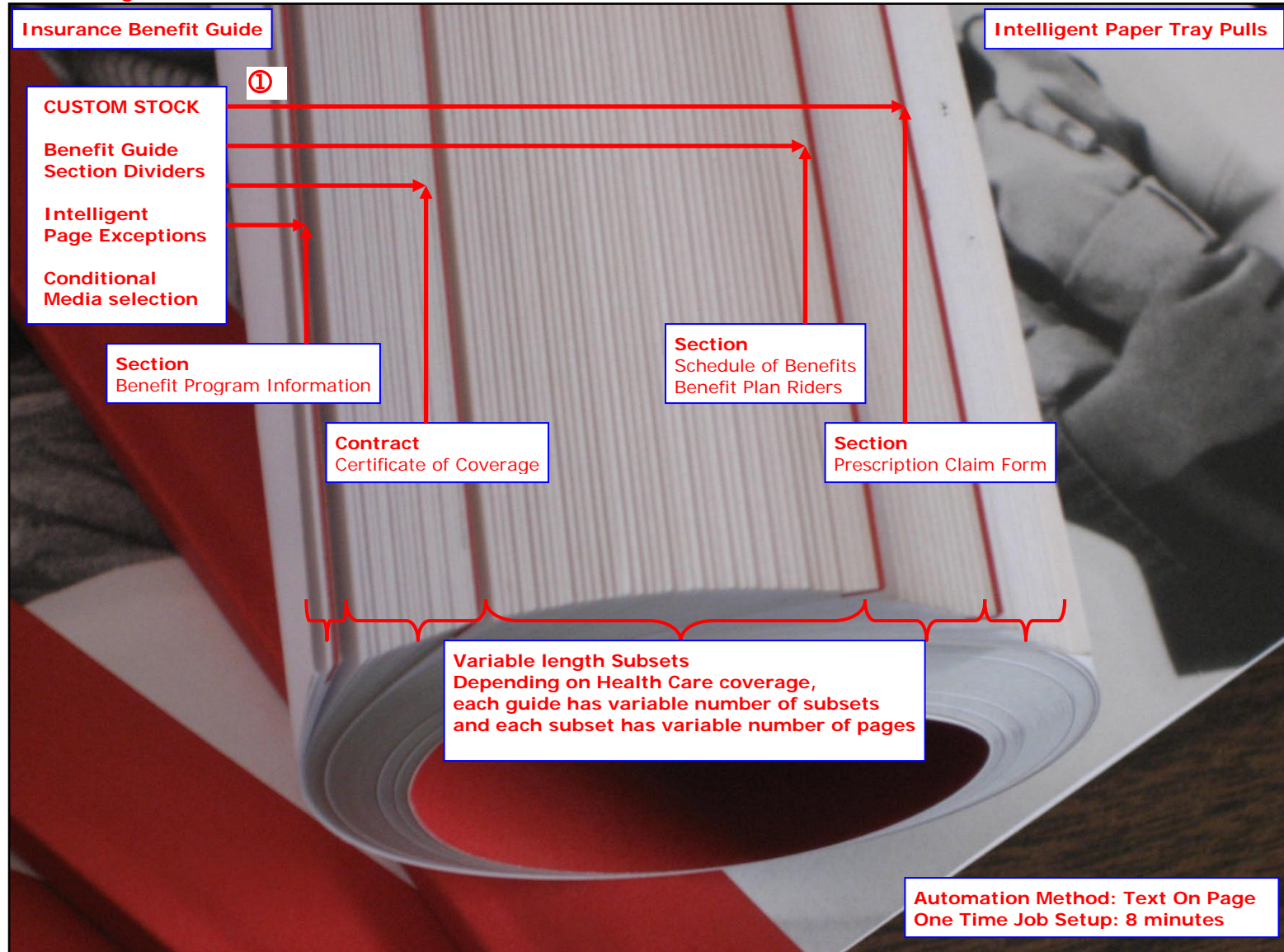
Notices
Reply Cards, Split into Single Records

Transaction Statements, Monthly Bills,
Investment Statements, Financial
Statements
Split into Single Records, Perforated
Remittance Page, Pre-printed Inserts



**Intelligent, Variable Paper Tray Pulls for jobs
with multiple media Selections**

'Text On Page' Automation Method



'Text On Page' Automation Method**Job**

Large (say 50,000 pages) PDF file with thousands of records, each record is made up of variable number of Portrait pages followed by variable number of Landscape pages

Split PDF into subsets of Portrait and Landscape pages

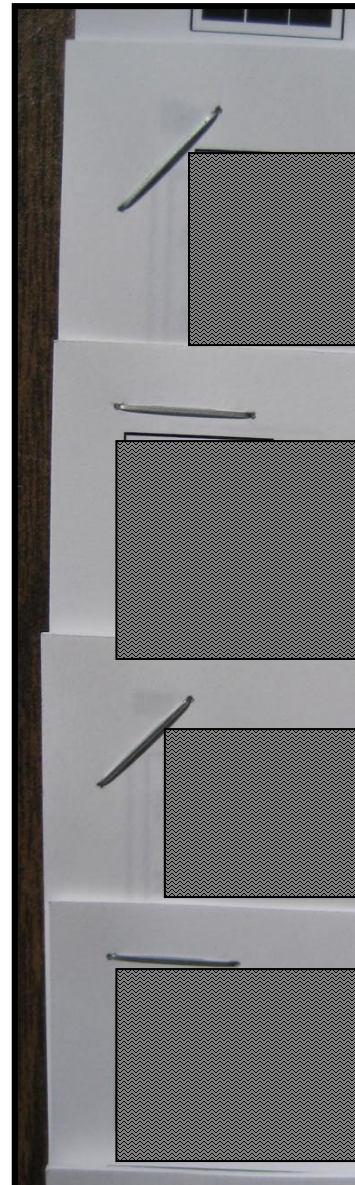
Staple Portrait Subsets "one staple top left"

Staple Landscape Subsets "one staple top left"

Benefits

Workflow automation setup was carried out in about 10 minutes

Eliminated PDF to Postscript Conversion

Subset Stapling...

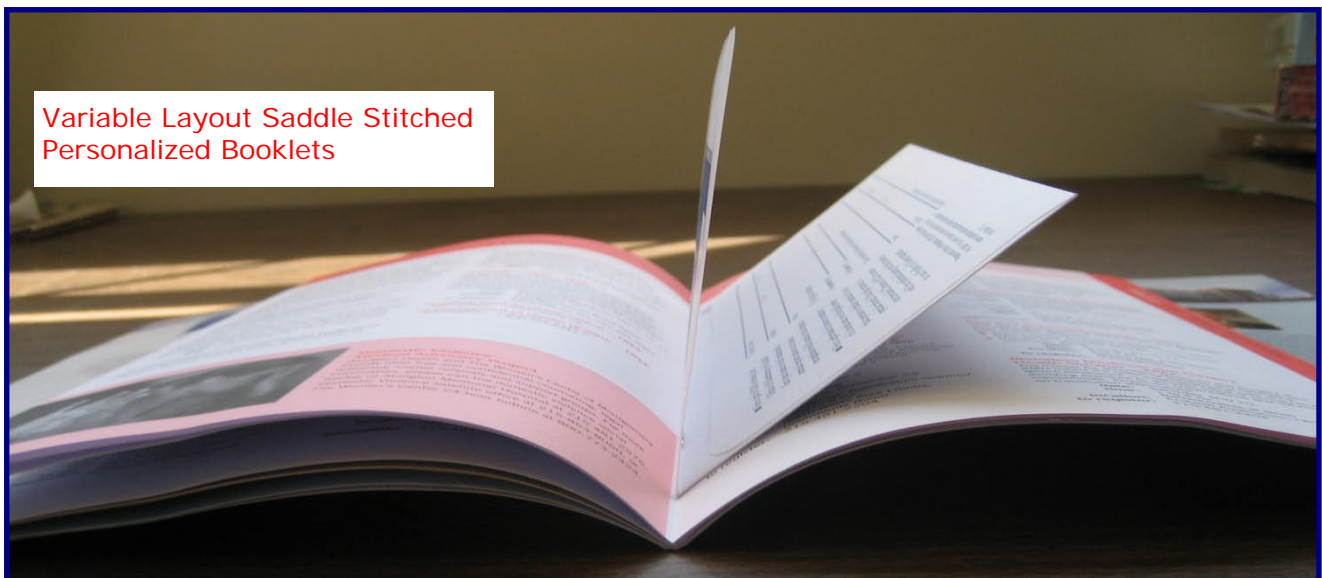
One Staple
Portrait Top Left

One Staple
Landscape Top Left

One Staple
Portrait Top Left

One Staple
Landscape Top Left

Variable Layout Saddle Stitched
Personalized Booklets



'File Name' Automation Method

SmartPDFPrintware

"File Name"

Controls Grouping and Print Sequence; and Media, Simplex/Duplex, Finishing, Print Quantity, Slip Sheet, Banner Selection

Field01 Group Documents

Field02 Media Selection

Field04 Print Sequence Control

Electronically Collated Web Fulfillment Kits

Intelligent, Meaningful, Well-formed, File Names

Field04 controls

Field02 controls

Field01 controls

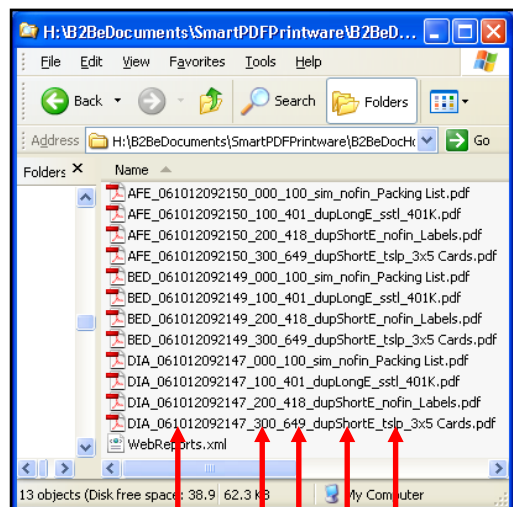
Key Applications
Web-to-print, Collateral by Request.

Values in Fields of File Name enables Electronically Collated Variable Document Production

SmartPDFPrintware File Name method

Legend:

- Text - Order ID
- Banner Page - Order ID
- Field02 Media Selection
- XRX025 - Stationery
- XRX049 - 8.5x11, Red, Labels
- XRX055 - 8.5x11, Green, Plain Paper
- XRX099 - 8.5x11, Blue, Custom099



- ① Group Documents In a Job
- ② Control Print Sequence
- ③ Select Media
- ④ Select Sides
- ⑤ Select Finishing

Automatically Collated Output

In an online system, when hundreds of orders are received for variety of printed documents everyday from many sources and when each order require documents be printed on variety of stocks; manual collation and assembly of these orders is expensive, time consuming, and full of errors.

Complex Jobs

Many times, to separate different documents, insert slip-sheet or to identify each document, print banner page. To be profitable, these orders be produced non-stop, unattended. And in order to maintain integrity of these orders, keep multiple documents in each order together and print these documents in certain specific print sequence requested by the user.

Electronically collating documents from various sources and using single print queue, printing non-stop drastically cut labor effort and time to prepare each customer's order.

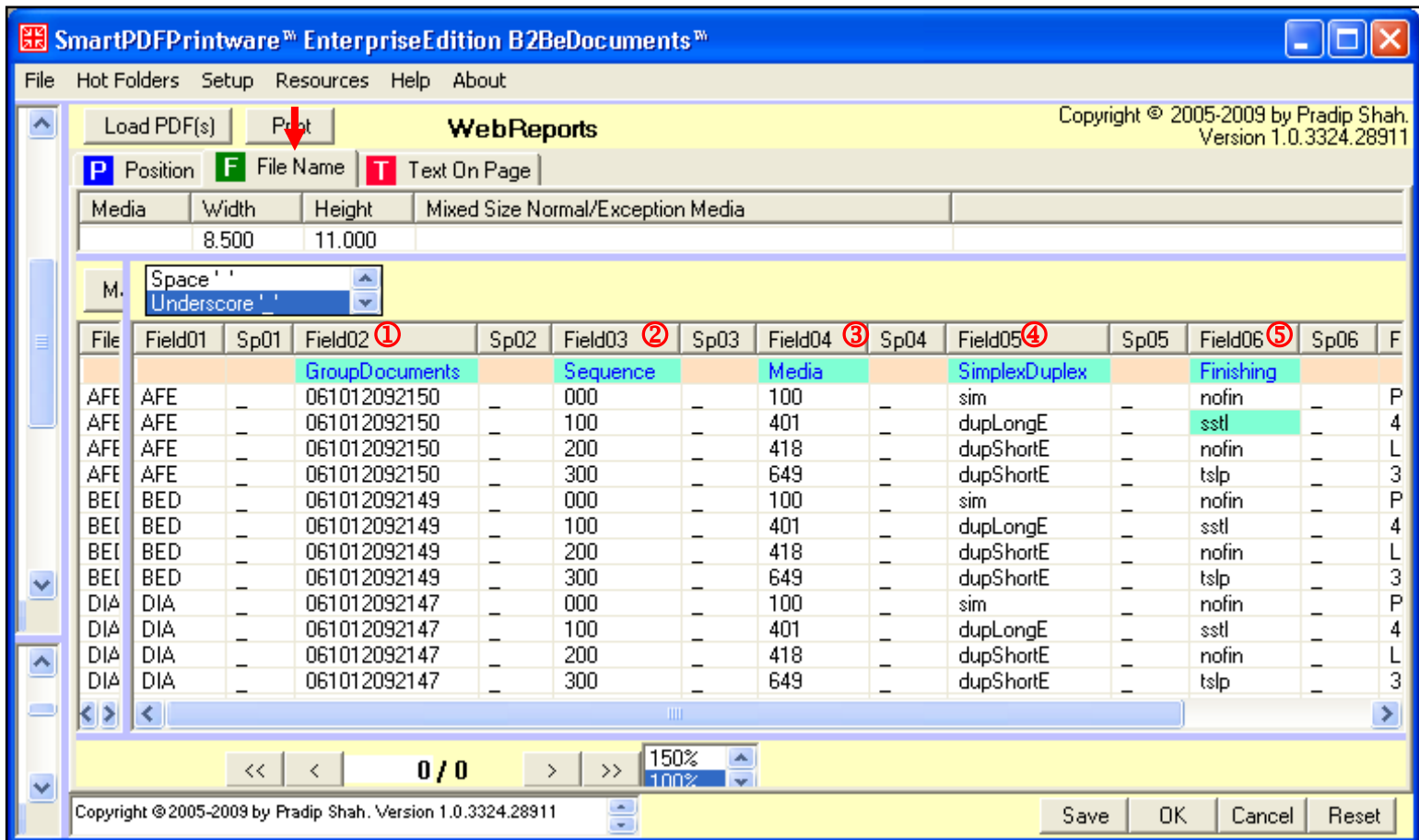
Built-In Intelligence

When documents are dynamically generated, the applications are aware of printing and finishing needs of the document being produced. Document generation system can incorporate document production intelligence in the File Name of the document. SmartPDFPrintware can use production intelligence built into the File Name to produce, non-stop, variable output.

File Name Schema

A file name can be composed using logically meaningful text blocks separated by a special character such as space, dash or an underscore. This special character is called Field Separation Character. These text blocks can be associated with different print and finishing controls. Judicious use of text blocks enables you to maintain integrity of the job, to control print sequence, to switch paper stock from one document to next on the fly, do selective finishing etc.

'File Name' Automation Method



Uses values in each field of 'File Name' to controls variable document production

Variable Document Production

SmartPDFPrintware fully automates production of complex jobs that call for multiple-media, mixed-size stocks, mixed-side printing and conditional finishing for each document using "File Name" automation method.

Mine Intelligence in File Name

It allows you to associate conditional rules, and parameters with values of fields in PDF file names. By assigning unique file names, you can control grouping of documents, print sequence, media selection, finishing selection, two-sided printing selection, output color selection; slip-sheet insertion, tabs, and more. SmartPDFPrintware eliminates need to write custom print programs to control production of variable documents.

Automatic Collated Output

File name can be composed of multiple fields - you can dedicate each field to control one conditional print-action. Intelligently assigning meaningful values to the Fields enables you to produce automatically electronically collated jobs unlike before. This is very useful in Web/MIS applications that generate

thousands of documents. As these documents are generated, the application system, using schema, can assign meaningful, well-formed file names. You can set Field-by-Field conditions to control variable document production and automatic assembly of it.

Intelligent Logical Controls

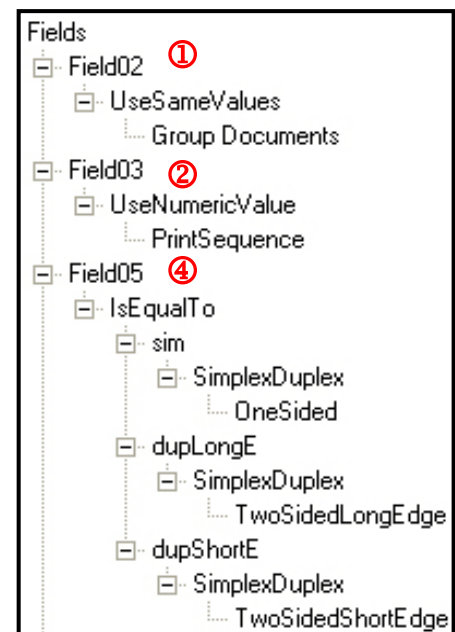
Unique to SmartPDFPrintware, powerful, intuitive 'use-numeric-value', 'use-same-values', 'use-value', and 'is-equal-to' logical operators enable intelligent print automation using File Name.

You can use values in File Name Fields to

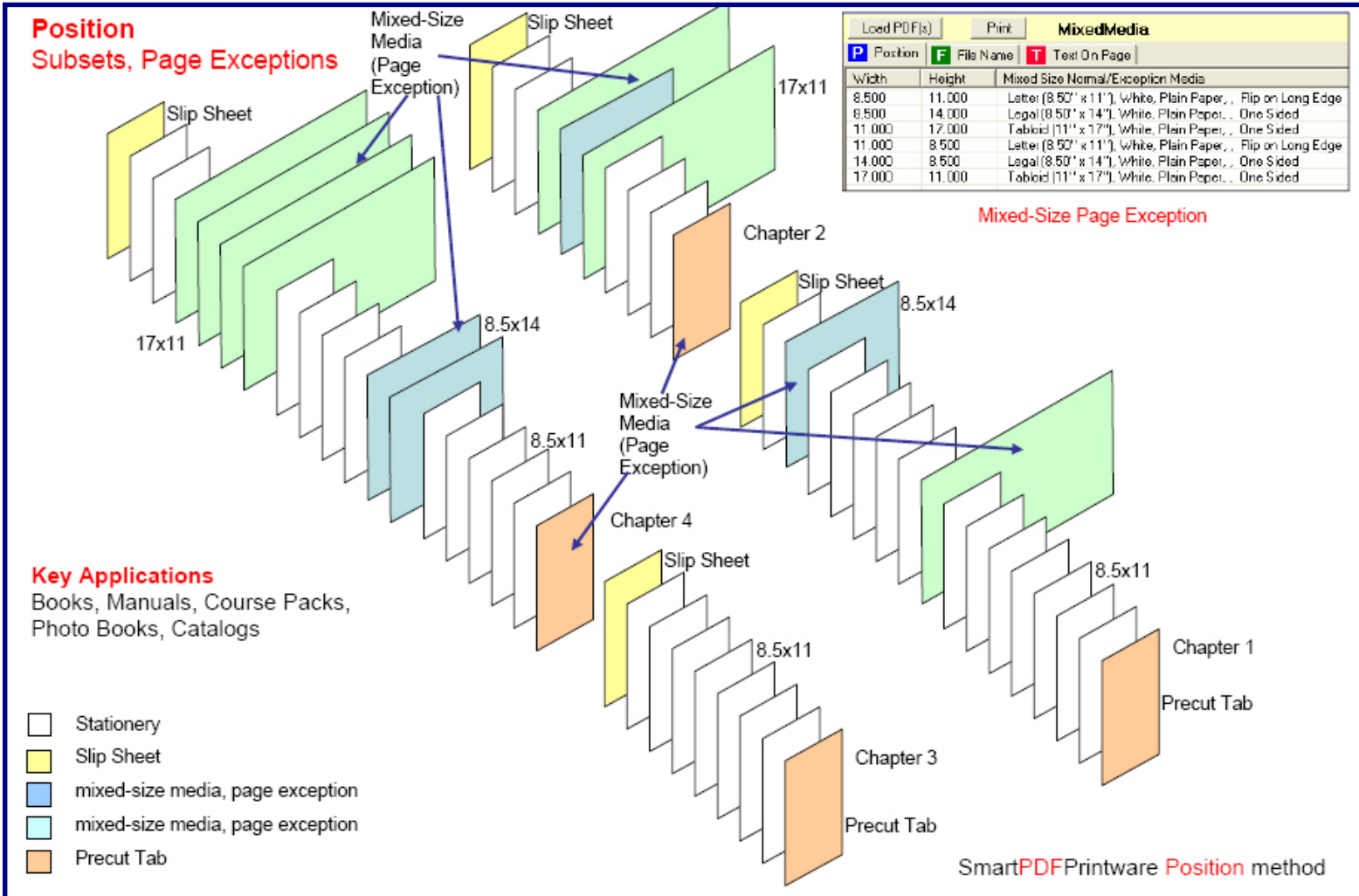
Group Documents - print documents together in a job. When there are multiple documents from different customers in a job; this improves order integrity.

Control Print Sequence - using numeric values in a control Field, print in correct sequence documents within a group, in a job.

Control Print Quantity - using numeric values in a control Field, vary print quantity of each document in job.



'Position' Automation Method

**The Job**

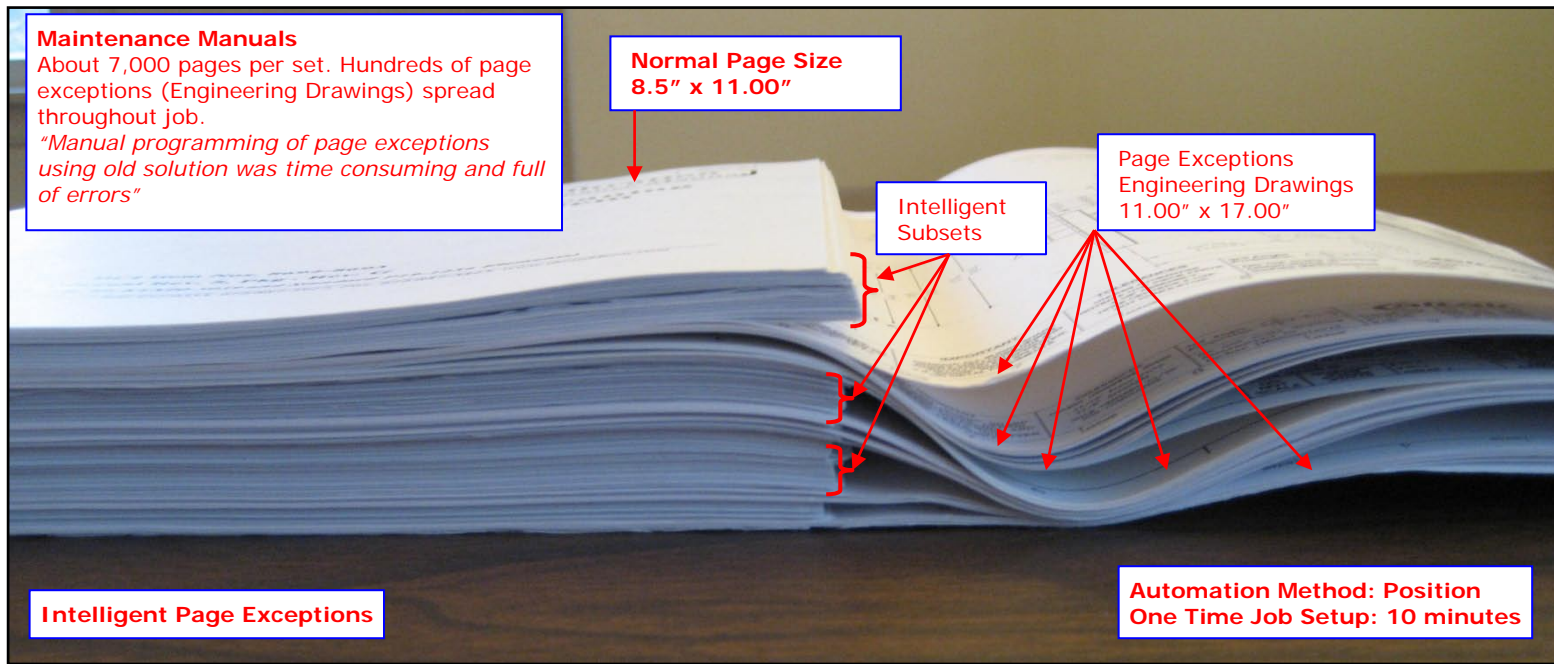
- Manuals - several thousand pages per set
- Mixed page sizes - Letter, Tabloid
- Tabloid pages scattered throughout the manuals
- 3 hole punch all pages
- Z Fold and 3 Hole Punch all Tabloid pages

Before SmartPDFPrintware

- Open each manual in a solution
- Go through each manual and look at size of each page
- Manually locate Tabloid pages
- Manually program Tabloid pages for Z-Fold and 3 Hole Punch - Page Exception Programming
- Close the Manual and print
- This method missed many Tabloid pages, requiring re-printing of manuals

After SmartPDFPrintware

- Load manuals in SmartPDFPrintware
- SmartPDFPrintware automatically prepares a list of all unique page sizes
- User associates page sizes with appropriate stocks and finishing
- Rule: When stock is Letter, punch 3 holes, and when stock is Leger, Z-Fold and punch 3 holes.
- The entire one-time setup takes 8 minutes and produces electronically collated manuals every time.



'Position' Automation method enables speedy page exception and subset programming and multiple, automatically collated printing of Books, Manuals, Student Course Packs, Handouts.

Eliminates Labor-Intensive, One Page at a time, Manual, Mixed Paper Size Page Exception Programming
Manuals, Student Course Packs and Handouts may be assembled by scanning to PDF different size pages creating one large PDF file. Using existing workflow solution, print provider manually determines position of each non-standard size page - the exception page. Then they use it to associate it manually with appropriate paper stock. If job consists of multiple PDF files, each thousands pages long, process to make this job ready turns into nightmare.

Map Exception Page Sizes to Exception Paper Stocks in minutes
SmartPDFPrintware eliminates this

nightmare. It determines size of all the PDF pages in a job. It creates a user-friendly list of different page sizes. User uses this list to associate, within minutes, "Normal" page size and "Exception" page sizes to appropriate paper stocks. SmartPDFPrintware™ uses these associations to dynamically build JDF job tickets with print exception commands to automatically print on mixed-size pages, producing correctly collated jobs non-stop.

Control Print Sequence

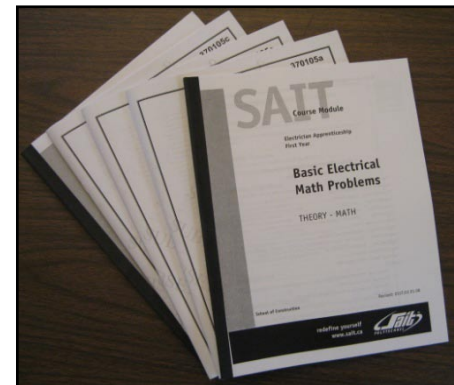
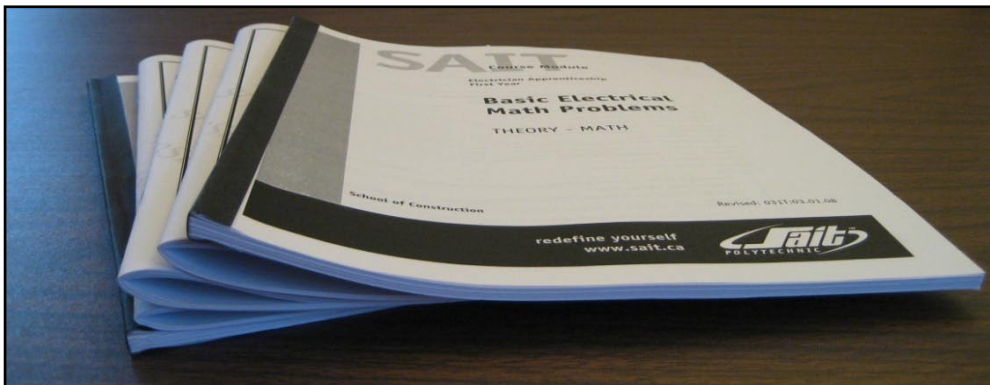
When you want to print large number of files in a specific sequence, you can control sequence in which documents in a job prints without resorting to

alphabetic re-naming of files. You can drag and drop files into correct print position to control print sequence or use an external 'Position.txt' file.

Automatically Collated Packs

When you want to print hundreds of multiple copies of say student course packs involving large number of booklets; SmartPDFPrintware saves job for fast reprint. It prints multiple collated copies of ripped, saved job by sending re-print print command in job tickets. This saves Ripping time, and disk space. Print engine prints at full rated speed. SmartPDFPrintware generates end of set signal required by in-line booklet makers.

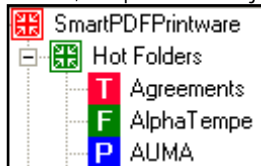
Automatically Collated Student Course Packs



Voting Poll Book

Automation Method: Text On Page
One Time Job Setup: 10 minutesIntelligently insert Precut Tabs
and print variable text on it

SmartPDFPrintware automates most PDF jobs with variable Print Exceptions within 10 minutes.

AUTOMATION METHODS**Position:** Uses position of page in document and position of document in job to control print production.**File Name:** Uses meaningful File Name to control print production.**Text-On-Page:** Uses selected text within an area on a PDF-page to control print production.**JOB OBJECTS****Media:** Select paper stock using size, color, type, drilled, weight, sides-coated, grain, and input tray.**Sides:** Select simplex, two-sided long edge, and two-sided short edge.**Finishing:** Select staple, hole-punch, fold, and bind.**Subset:** Intelligently split a PDF into multiple, variable floating subsets. For each subset, select media, sides, finishing.**Group:** Keep documents together using values in a File Name Field. For each group of documents, select media, sides, finishing.**Slip Sheets:** Using colored slip-sheets, separate variable subsets, sets or groups.**Inserts:** Enables post-fuser interposer pre-printed inserts to produce complex documents.**Precut Tabs:** Enables variable text printing on tabs – extracts text from Page, File Name or external "TabText.txt" file.**Covers:** Add front and or back covers.**Page Exception:** Select different paper stocks from that of job default stock.**Print Sequence:** Control automatically order in which documents printout.**INPUT****PDF:** Processes print ready preflighted PDF.**Hot Folders:** Supports up to 256 Hot Folders.**Unique Workflows:** Configure up to 256 distinct, unique workflow/job setups.**OUTPUT****Plug-in:** Dynamically generates Canon JDF, Océ JDF and Fiery JDF XML job ticket for each PDF file and transmits it to Print Controller.**End of set signal:** Enables end of set signal for in-line finishers e.g. booklet makers.**PRINT SERVER****Queue:** Dedicated print queue preferred, one for each workflow.**FIFO Printing:** Set queue for First-In First-Out (FIFO) processing.**Queue Overrides:** Unselect all other queue overrides.**Paper Tray Programming:** Program print controller paper trays with job-appropriate paper stock attributes-size, color, type, weight, etc. Load trays accordingly for fault free, non-stop production.**KEY APPLICATIONS**

Statements, Financial reports, Notices, Complex mixed media jobs, Book printing, Print-on-demand, Transactions, Promotions, Training manuals, Web fulfillment materials, and more.

KEY ENVIRONMENTS

Service Bureaus, Commercial Print Shops, Data Centers, In-Plant Print Shops & Central Reprographic Departments, Quick Print Shops and other environments.

REQUEST WEB DEMOTo schedule live web demo, please email request to demo@B2BeDocuments.com**REQUEST ONSITE FREE TRIAL**To request free trial, please go here www.B2BeDocuments.com/SmartPDFPrintwareOnSiteTrial**VISIT WEBSITE**www.B2BeDocuments.com/SmartPDFPrintware**SYSTEM REQUIREMENTS****Hardware:** PC, 2 GB RAM, 20 MB Disk**Software:** Windows 7 32 or 64 bit, Windows Vista, Windows XP Professional, 2003 Server, 2008 Server. Adobe Acrobat full version 9.0 or later.**SOFTWARE EDITIONS****Enterprise Edition:** Includes Position, File Name, Text-on-Page methods and one of PDFPrintwarePlugIn.**PDFPrintwarePlugIn:** CanonPS-JDF-Canon, OcéPS-JDF-Canon, FieryPS-JDF-Canon.**Custom Edition:** To solve unique workflow automation problems, we offer optional add-on modules: Variable Data, Merge, Impose.**Warranty:** One year. After warranty period, annual software maintenance charge is 20% of the list price.**PATENTS**

SmartPDFPrintware is covered by US Patents 7855799, 8223377 and United Kingdom Patent GB2458056. Other US and foreign patents are pending.

SmartPDFPrintware™ computer program is protected by copyright law and international treaties. B2BeDocuments™ may have patents, patent applications, trademarked copyrights, or other intellectual property rights covering this computer program.

Product, functions, features, specifications and prices subject to change without prior notice. B2BeDocuments™, SmartPDFPrintware™ are trademark properties of Computer Protocol Systems, Inc. All other logos, images, marks, trademarks and registered trademarks are properties of their respective owners and their ownership is gratefully acknowledged.

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