
DataBasics **Focus on FusionPro** - Newsflash May 2008

FusionPro - a comprehensive suite of variable data (VDP) and on-demand document creation tools - brought to you by Printable Technologies, distributed by DataBasics.

With three different tools for three different workflows:

Desktop VDP document creation and output with FusionPro Desktop: your production tool

Server-based document creation with FusionPro Server: your fully automated batch production tool

Distributed design with FusionPro Designer: your design and proofing tool.

How it works: FusionPro can be installed as a stand-alone application in print shops for VDP direct mail and one-to-one marketing pieces - or connected to web servers for automatic fulfillment of complex documents, novels or magazine reprints.

From postcards, to business cards to 1200-page variable length documents to personalised banners and posters, FusionPro does it all!

FusionPro Desktop is the entry level tool for printers and designers looking for a desktop-based flexible variable data design and production tool - incorporating template design, input data file definition, business logic (nested rules and Boolean logic), and print stream creation in one package.

An all-in-one solution for moderate to heavy print runs of variable data jobs with design data merge and document creation occurring on the one computer.

An integrated plugin for Adobe Acrobat for both MacOSX and Microsoft Windows, FusionPro Desktop leverages the PDF workflow to ensure cross-platform compatibility, consistency and accurate soft-proof generation.

InDesign, Quark or any page layout application can be used in the FusionPro workflow.

A powerful and accurate Preview Mode allows designers to preview their template in Acrobat prior to composing multi-record output - with the added ability to preview the shortest and longest data values in their input data files.

The FusionPro entry-level purchase provides for nine different output formats for when it's time to create a print-ready output file: PDF, Postscript, VDX, PPML, HP PPML, JLYT, Digimaster PS, VIPP and VPS!
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FusionPro Server combines the simplicity of document layout in FusionPro Desktop with the power of a server-based solution. The layout defined in FP Desktop can be exported to an intermediary file which in turn is despatched to the server along with variable content.

The FP Queue mechanism provides for distributing jobs and load-balancing high volume jobs amongst multiple servers.

FusionPro Designer is the 3rd part of the FusionPro family - an Acrobat plugin that does away with the need to have FusionPro Desktop installed on every computer just to do layout, as advanced multiple-record composition is not required.

At a considerably lower price, the FusionPro Designer provides PDF template creation from InDesign and document layout in Acrobat. However only one record at a time may be composed for proofing purposes - this provides an affordable and distributable method of custom layout creation and variable content proofing allowing customers control of the layout .

FusionPro Self-Guided Tutorials

Printable have made available the following guided tutorials to give you the chance to see FusionPro in action at <http://www.printable.com/self-guided-tutorials>

Here you'll find an abundance of on-demand, detailed, and narrated videos to help you use the full power of FusionPro Desktop - topics include working with data files, wizards, and colours... see the Basics Functionality Video at <http://files.printable.com/TrainingVideos/Basic%20Functionality/Basic%20Functionality.html>

Moving beyond the basics, there is another group of videos helps the viewer learn to use the extra features and power of FusionPro Desktop... see Advanced Functionality at <http://files.printable.com/TrainingVideos/Advanced%20Functionality/Advanced%20Features.html>

PLUS! The final step for most printers is also one of the powerful features of FusionPro Desktop - the ability to impose the output, regardless of format, during composition. Take a peek at the View Impositioning Videos at <http://files.printable.com/TrainingVideos/Imposition%20Videos/FusionPro%20Imposition.html>

And last but not least - there are the JavaScript Rules Videos: designed for everyone from the brand new user who knows very little about business rules to the experienced programmer who simply needs information on the FusionPro-specific functions and objects. <http://files.printable.com/TrainingVideos/JavaScript%20Videos/JavaScript%20in%20FusionPro.html>

GASAA FusionPro discount offer extended till 30 June

To save 25% contact GASAA now to order - email sales@gasaa.asn.au?subject=OrderFusionPro or call 1300 131 787. More at <http://www.gasaa.asn.au/eml/fusionpro.html>

Friday 22nd May 11.00 - **PODI Webinar**: Managing the transition from mass mailings to relevant direct mail: a case study. See https://www.podi.org/events/index.php?mode=events_listing&menuid=3&submenuid=1&direct=events_listing&catid=1

Join PODi - <http://www.podi.com.au/?loc=in-join> and attend the Webinar for Free!

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That's an instant \$125 savings - plus, when your company becomes a member, all of your coworkers can attend each monthly webinar on great topics just like this - at no extra cost. Find out how you can increase revenue by transitioning from printing high-volume static direct mail to relevant, variable direct mail.

For more local information about FusionPro, Aus pricelist and more... visit <http://www.databasics.com.au/printable/>

About Printable Technologies

Printable is a leading provider of technologies for intelligent marketing for both enterprise users and print service providers. Built on open-architected collateral management technology, Printable offers both online corporate storefronts (available in both ASP and server versions) and scalable variable data publishing (VDP) software to produce powerful personalized marketing campaigns. Printable technology integrates easily with a wide variety of ERP and content management applications, as well as production workflows from Hewlett-Packard, Canon, Xerox, Kodak and more.

About DataBasics

DataBasics is a major distributor of leading IT products in Australia, New Zealand and South East Asia specialising in creative business solutions for prepress, networking, internet and productivity. For further information please contact DataBasics Pty Limited phone 1300 886 238 or international +61 7 4038 3205, email info@databasics.com.au or visit our website: <http://www.databasics.com.au/>