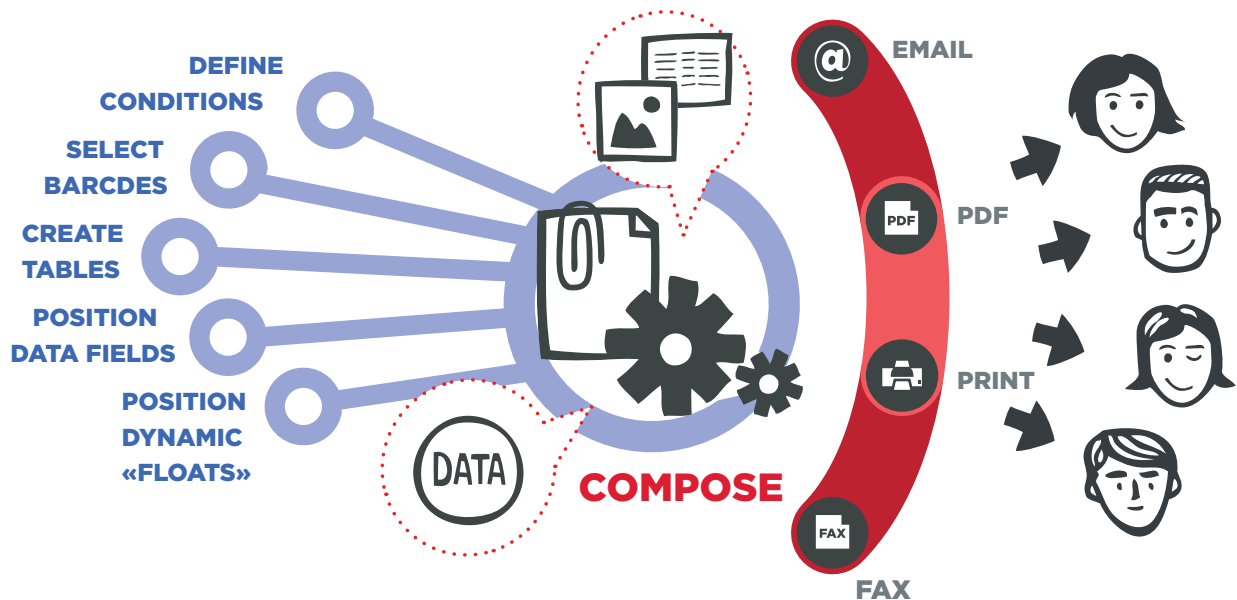


# NewLeaf

Objectif Lune Software

## NEWLEAF ENABLES YOU TO CREATE PERSONALISED, DYNAMIC DOCUMENTS FOR EACH CUSTOMER IN YOUR DATABASE.

NEWLEAF's easy to use "Data Source Wizard" allows you to attach dynamic data using regular data files, ODBC sources, XML sources and universal data links. Data fields are inserted with a simple mouse click or by "drag and drop". Text, graphics, tables, bar codes and hyperlinks can be inserted and placed anywhere in the document at any angle. All objects can depend on a condition and database variable (conditional processing).



### PUTTING YOU BACK IN CONTROL...

With a well-constructed database and NewLeaf, developing a direct marketing campaign is easy. No longer do you need to be concerned about how your communications plan will be interpreted by the IT department.

YOU'RE BACK IN CONTROL.

# NewLeaf

## KEY FEATURES

### ✔ Supports the following output formats:

GDI, PCL, PDF, AFPDS, IJPDS, IPDS (via TCP/IP or SCSI), PPML®, VDX, VIPP, PostScript® as well as fax or email

### ✔ RIP technologies:

Fiery FreeForm®, Scitex VPS®, PPML®, Intellicash®

### ✔ Supports the following print functions:

N-UP, duplex, tray control, OMR, batch processing

### ✔ Optimised for Microsoft Windows™

### ✔ Internet document server capability

## BENEFITS

### ➤ DESIGN COMPLEX CONDITIONAL DOCUMENTS

without the need for programming skills

### ➤ FULLY PERSONALISED ONE-TO-ONE MARKETING DOCUMENTS

### ➤ HIGH SPEED PRODUCTION PRINTING

### ➤ REAL WYSIWYG TECHNOLOGY

independent of printer and print resolution

### ➤ EASY TO USE WIZARD

For setting up a basic document or enables fast and easy connection to a data source

### ➤ TEXT, GRAPHICS, TABLES AND BAR CODES

as dynamic conditional elements

### ➤ BLACK AND WHITE AND FULL COLOUR SUPPORT

### ➤ OBJECT-ORIENTED DOCUMENT DESIGN

### ➤ PRE-PRODUCTION PROOFING AND VALIDATION

### ➤ ERROR HANDLING AND AUDIT LOGGING

## WITH NEWLEAF YOU CAN:

- Insert document text and format it using standard formatting tools
- Define conditions to determine the content of variable data in the document (conditional processing)
- Import and size any number of graphics
- Create tables containing dynamic cells
- Define and insert bar codes using a data field for dynamic values
- Save elements of the document in standard blocks for re-use in other documents
- Close up and close down lines containing empty data fields
- Filter the records to only print certain documents
- Use watermarks (e.g., scanned documents) to help position data e.g., on pre-printed forms
- Import RTF files



# PrintSoft

Objectif Lune Solution Services

[www.printsoft.com](http://www.printsoft.com)

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