HP SMARTSTREAM DESIGNER

Innovate, create, individualize, connect

HP SmartStream Designer is a plug-in for your favorite design software for creating, preparing, and collating innovative personalized campaigns from your HP Indigo digital press. Available as Free and Desktop editions for creating jobs in Adobe InDesign CS5 and QuarkXPress® 8, HP SmartStream Designer adds personalized elements, images, text, and colors to your creations.

HP SmartStream Designer allows you to create, integrate, and preview all personalization jobs—whether they contain fixed data or variable text and image elements. HP SmartStream Designer is also an easy-to-use imposition tool for the HP Indigo digital press, regardless of whether the job includes personalization.

Fast variable data printing production. With HP SmartStream Designer you can also take advantage of accelerated variable data printing (VDP) production with the HP Indigo SNAP (Swift Native Accelerated Personalization), proprietary technology embedded in HP Indigo digital presses that reduces production time in print preparation. HP SmartStream Designer also seamlessly integrates with HP SmartStream components and partners.

HP SmartStream Designer for Adobe InDesign. Open new opportunities with Designer for Adobe InDesign to create complex and sophisticated designs containing fixed data or variable text and image elements on your HP Indigo digital press. This plug-in empowers designers to create jobs or templates that can be merged with data lists and job assets with a feature set that includes:

- Easy-to-use interface
- Design-level personalizations plug-in to Adobe InDesign CS4 and CS5
- Access to full design functionality
- Accelerated variable printing using HP Indigo SNAP technology
- Support for optimized PDF, PDF/VT, JLYT, and PPML output formats
- Step and repeat of any signature
- Multiple layout imposition
- Creation of imposition templates for the HP Indigo digital press
- Automated imposition of multiple size pages

- HP Photo Smart Fit of variable images
- HP Photo Enhancement software for automated correction of variable images
- CMYK, HP IndiChrome, grayscale, white ink, and spot color support
- Simplified or Enhanced rules for personalization
- Connectivity to third-party solutions:
    - Personalized images: DirectSmile and Adobe Photoshop
    - Personalized URLs: MindFire
    - Barcodes, 1D and 2D: TEC-IT Barcode Studio and ID Automation
    - Dynamic charts and graphs: Adobe Illustrator, Chartz, and UtilityWarrior Chart Creator
- Import and impose PDF jobs
- Automated composition of HP SmartStream Designer VDP jobs using HP SmartStream Director
- Supports Macintosh® and Windows platforms

HP SmartStream Designer for QuarkXPress®. Designed as a plug-in for QuarkXPress® 8 you can create, integrate, and preview all personalization jobs containing fixed data or variable text and image elements. You can also produce intricate page impositions to fit any job type–simple, static, or personalized, step and repeat, or imposed books. Key features include:
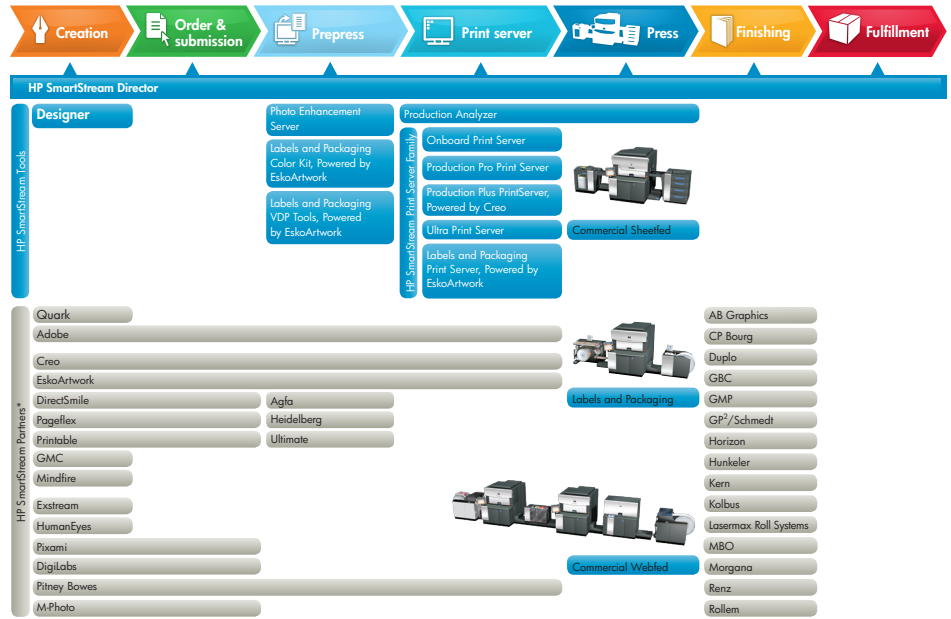
- Design-level personalization using QuarkXPress® 7 and 8
- Easy-to-use interface
- Access to full design functionality of QuarkXPress®
- Accelerated variable printing using HP Indigo SNAP technology
- Support for PDF, JLYT, and PPML/T output formats
- Creation of imposition templates for the HP Indigo digital press
- Step and repeat of any signature
- Multiple layout imposition
- Supports QuarkXPress® 8 layering features
- CMYK, HP IndiChrome, grayscale, and spot color support
- Enhanced rules for personalization
- Supports Macintosh® platform only

To learn more, visit www.hp.com/go/SmartStreamDesigner or www.hp.com/go/myhpindigoweb

HP SmartStream Designer — a powerful workflow component in the HP SmartStream family

HP SmartStream is a graphic arts portfolio of components that helps customers create production workflow solutions to meet a broad range of market segments and application needs. The HP SmartStream portfolio provides end-to-end workflow management, from job creation to fulfillment. When combining best-in-class HP SmartStream and partner components, the result is greater flexibility, with specific solutions to address key market segments that are customizable and scalable to your unique business needs.

HP SmartStream Workflow

*This diagram only shows worldwide Platinum and Gold Partners.

Technical Specifications

HP SmartStream Designer for Adobe InDesign	• Intel® based Mac, with at least 2GB memory, Operating system version 10.5.8 or greater • Windows 7, Windows XP SP3 or Windows Vista SP1, with at least 2GB memory • Adobe InDesign CS4 and CS5
HP SmartStream Designer for QuarkXPress®	• Intel® based Mac or Macintosh Power PC G5, with 2GB memory • Operating system version 10.4.11 or greater • QuarkXPress 7 and 8
Print servers	• HP SmartStream Production Pro Print Server • HP SmartStream Production Plus Print Server, Powered by Creo • HP SmartStream Labels and Packaging Print Server, Powered by EskoArtwork • HP SmartStream Ultra Print Server
Output devices	• HP Indigo digital presses • HP Scitex Industrial wide-format printers

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