

Xerox® FreeFlow® VI on the Fly Productivity Apps Solutions Guide



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Introduction

The FreeFlow® VI on the Fly Productivity Apps help to reduce the complexity and high cost of variable data printing jobs through the combination of Adobe® InDesign® and Xerox® FreeFlow VI Suite. These Productivity Apps provide a simple and efficient workflow which is designed to optimize your digital press.

FreeFlow VIPP® Pro Publisher is an Adobe® InDesign® plug-in which provides an easy-to-use design solution for templates. You may design your own or use the templates provided with the Suite for postcards, posters and business cards.

The FreeFlow VI on the Fly Productivity App eliminates the complex and time-consuming precomposition process. Send the design elements and the variable information to the press and your digital press and FreeFlow VI compose each postcard, business card and poster “on the fly,” right at the press and at maximum speed.

This Solutions Guide provides step-by-step instructions on how to use the VI on the Fly Productivity Apps to edit and create the data file, as well as how to create, print and customize your personalized postcard, business card and poster applications.

1. Overview: VI on the Fly Postcard Application

Postcards are an application that very often use variable data. The variable data application can be as simple as a name and address merge or can be more complex, including variable text and images. Postcards may be printed on any size sheet, are often imposed and may be printed in simplex or duplex formats.

Here's an example showing the front and back of a typical postcard application with variable text and graphics printed four-up, duplex. The images used on the front and back are controlled by graphic rules, which test a data field. Based on the data field value, a different image can be used for each record.



This Solutions Guide will illustrate how this application was created using the VI on the Fly Productivity App and FreeFlow® VIPP® Pro Publisher. It will provide instructions for printing the sample variable postcard application and you'll also learn how to customize this solution for your own use.



2. Quick Print Instructions

This section describes how to print the sample postcard application for demonstration purposes. Section 7 will describe how to customize the application for your own use. The VI Project Container (.vpc) file included in the productivity app includes all the files necessary to print this application on any VI-enabled printer.

Printer Setup

To print the application you must first verify that your printer has the FreeFlow® VI Interpreter 9.0d (or above) installed. This job will print on any device that has VI 9.0d (or above) installed. The VI does not need to be licensed for demonstration purposes, as this job will print under the 54-page limit imposed on most devices without a VI license.

Please contact your local Xerox Analyst if you need assistance verifying the version of the VI Interpreter installed on your device.

Printer Queue

A printer queue must be set up at the print server DFE for the .vpc file to be sent to. The queue should have the following properties:

- Sheet Size – Select 12" x 18" for the US or SRA3 for Europe.
- Plex – Select the *Head to Toe* plex option.
- Filter – Your DFE should be enabled to accept direct submission of the VIPP® VI Projects Container (.vpc) format. On the FFPS this is accomplished by setting the vpcf filter at the queue level.
- Hot Folder queue – At the DFE Queue Manager, right click on the queue and enable it as a hot folder.

Submission Options

After you load the .vpc files to your networked PC, you can submit the .vpc file to the FFPS using one of two methods:

1. To use the DFE hot folder queue method. Open your browser and enter in its address bar your DFE's IP, i.e. \\13.121.188.254 (You must enter the two backslashes ahead of the IP). This will display on your computer's browser the hot folder queues which reside in the DFE. Simply drag and drop the .vpc file into the hot folder. This will submit the .vpc file to the queue, extract the VIPP resources and run the job to generate the hard copy output.
2. To use the lpr method to submit the VPC file to the queue you defined above. From the command prompt type:

```
lpr -S <enter ip address for printer> -P <printQueueName> <File path and filename>
```

For example

```
lpr -S 13.234.321.123 -P MyQueue C:\the actual path\ VIontheFly_PostCard_XC.vpc
```

This will submit the .vpc file to the queue, extract the VIPP resources and run the job to generate the hard copy output.

Submit either the:

- VIontheFly_PostCard_XC.vpc (for the US) or the
- VIontheFly_PostCard_XE.vpc (for Europe)

to the queue that has been configured. The .vpc file will expand its resources on the printer, and then merge the data file with the resources to create, at the rip, the 4-up imposed postcard application.

If you need assistance with any of the above activities, please contact your local Xerox Analyst.

3. About the VI on the Fly Productivity Apps

The VI on the Fly Productivity Apps includes all the files necessary to print this postcard application on any VI Interpreter (VIPP)-enabled printer.

Prerequisites

- The Productivity Apps were designed using **FreeFlow® VIPP® Pro Publisher** and Adobe® InDesign® CS5. To edit the templates you will need access to Adobe InDesign CS5.
- You must install **FreeFlow® VIPP® Pro Publisher 9.0 SP3** plug-in to Adobe InDesign CS5. If you have an earlier version you must upgrade to this version (or higher). Upgrades to **VIPP® Pro Publisher** can be found at www.xerox.com in the Support and Drivers section.
- You must have the VI Interpreter 9.0d (or greater) installed on your printer. Please check with your local analyst if you are unsure of the version of VI Interpreter installed on your device.
- You must create a folder and populate with the files as described below

Productivity Apps Files

The FreeFlow® VI on the Fly Productivity App for postcards contains the following files, which should be extracted to your desktop.

Find the folder called **VIontheFly_PostCards**.

File Name	Description
PostCard_XC_TestData.csv	Data file containing US based name and address files
PostCard_XE_TestDate.csv	Data file containing European name and address files
VIontheFly_PostCard.docx	This Document
VIontheFly_PostCards_XC.indt	InDesign CS5 Template for US Postcard Application
VIontheFly_PostCards_XC.vpc	VI Projects Container file ready to print to DFE (for North America) FFSP for US
VIontheFly_PostCards_XC.pdf	Proof PDF file for US Postcard Application
VIontheFly_PostCards_XE.indt	InDesign CS5 Template for Europe Postcard Application
VIontheFly_PostCards_XE.vpc	VI Projects Container file ready to print to DFE (for Europe) FFSP for Europe
VIontheFly_PostCards_XE.pdf	Proof PDF file for European Postcard Application
Links Folder	Folder containing image* resources used in application

*Note: Images included in this package are licensed for Xerox use only.

4. About the Sample Postcard Application

The application is designed to print a postcard 7.25 inches by 4.5 inches with a bleed value of 0.125 inches. This postcard will be printed 4-up on a larger sheet size. In this example the target sheet size is 12 inches by 18 inches or SRA3.

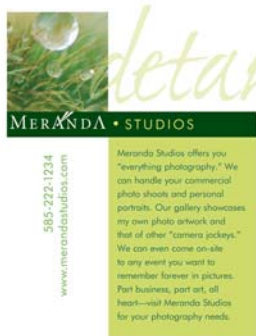
Using the **VIPP® Pro Publisher**, a single postcard layout is created in InDesign®, and then imposed during the Export function to generate the VI Project Container (.vpc) file with the 4-up application ready for printing.

Let's take a look at the front side of the postcard.



This image displays all four possible front images used in this application. We'll look at the data file in Section 5 to see what fields we key off to make the images change. There is also variable text, based on the image being displayed, all keyed off the variable data. This is a four-up imposition, and each postcard image can change individually based on the value in the data field *Other1*.

Let's take a look at side two of the postcard.



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www.merandastudios.com

Meranda Studios offers you "everything photography." We can handle your commercial photo shoots and personal portraits. Our gallery showcases my own photo artwork and that of other "camera jockeys." We can even come on-site to any event you want to remember forever in pictures. Part business, part art, all heart—visit Meranda Studios for your photography needs.

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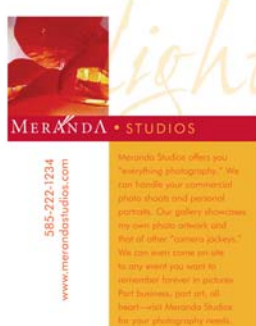
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Greece, NY 14523



This image shows all four options for side two of the postcard. There are two variable images (postcard background and the stamp image) and variable text. The name and address block, which is also variable, has **Transform Rules** defined to address any case issues. It is restricted to a fixed column width. Long names will be adjusted to fit. In addition, a **Blank Line Suppression** option has been applied to the address block to suppress blank lines, which can occur when there is no data in the field *Addr2*. You will notice that some address blocks have a four-line address, while others use a three-line address block.

5. Using a Variable Data File

The productivity app includes a European (XE) and a US (XC) data file. The main difference between the two files is the name and address information. You should use the appropriate data file based on your location.

VIPP® Pro Publisher is an InDesign® Plug-in tool that is used to add variable data to an InDesign layout. Unlike other variable tool plug-ins, the **VIPP Pro Publisher** does not pre-compose the document inside Adobe® InDesign®. Instead, it uses a much more efficient method that dynamically constructs the document at the DFE. To do this it builds VIPP templates driven by the variable data file that describe how the InDesign layout, resources and text will be merged. These templates and resources get created and stored in a VI Project Container file (.vpc) by **VIPP Pro Publisher** and ultimately gets sent to the printer to print the application.

VIPP Pro Publisher must import a flat delimited data file. It will not extract data from a database. The flat delimited file can be in any standard format using any standard delimiter character.

Note: When generating your own delimited file for future applications it is always best to use field names that mix upper and lower case characters. Also avoid using one or two character field names or field names with spaces, as these can sometimes be confused with system protected names.

As the **VIPP Pro Publisher** is the design tool, it does not compose the document into a print-ready file. Instead, it creates the VI Project Container file that, when sent to the printer, will merge the data and resources in real time. Therefore it is not necessary to use the complete production data file. A 20 to 50-record subset of the production data file is recommended, as this makes manipulation of the data easier and quicker in **VIPP Pro Publisher**.

Within the Export option, you can point to the data file used in the design process, or point to a larger production data file as necessary. The subset of the data you select should be representative of the production data and the field names and order of the fields must match exactly. The data should contain examples of all the conditions or values you intend to test. For example in the sample postcard application, we need to test the field *Other1* for the following values 1, 2, 3 or 4. Additionally, the name and address fields for the field *Addr2* may be empty. Our test data file has examples of all these conditions.

The Excel CSV format is a very common file format and we will use that format for this application. Below is a sample of the first few records from the US data file used in the postcard application.

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	FirstName	LastName	Addr1	Addr2	City	State	ZipCode	Email	Other1	Other2	Other3	Other4	Other5
2	Tricia	Cunningham	462 Sodus Bay	Suite 1b	Syracuse	NY	13202	Tcunningh	1	Auction D	315-555-4	315-555-4	10
3	Timothy	Sherman	702 Buckskin Drive	Apt 202	Ellicot City	PA	18101	Tsherman	3	Studio Dir	717-555-7	717-555-7	30
4	Valerie	Kindig	718 Somerset Drive		Rockville	PA	20850	Vkindig@	4	Photograp	570-555-3	570-555-3	20
5	Christoph	Martino	1 West Parkway	#2	Dover	DE	19901	Cmartino@	2	Director	302-555-9	302-555-9	10
6	Justin	Wray	9652 Church Street		Rochester	NY	14564	Jwray@M	3	Art Direct	585-555-9	585-555-9	30

The *FirstName*, *LastName* and *Addr1* fields are self-explanatory.

Field *Addr2* may contain additional address information or be empty.

City, *State*, *ZipCode* and *Email* are self-explanatory.

Fields *Other1* through *Other5* are placeholder fields that will allow for customization of this application according to individual needs. Note that customization does require a working knowledge of **VIPP® Pro Publisher** functionality.

This postcard application only uses the field *Other1*, which has a value of 1, 2, 3 or 4. This is used to drive the type of postcard printed. The values correspond to the following postcard designs:

- 1 = Detail
- 2 = Light
- 3 = Texture
- 4 = Color

By testing the value of the field *Other1*, conditional logic is applied and decisions are made about the type of image and text. This is accomplished at run-time on the target printer.

6. Printing the Postcard Application

This section will provide instructions to print the VI on the Fly postcard application and to show you how to modify it for your own use, so you can print your own variable data postcards.

Note: If you need additional information on how to use the **VIPP® Pro Publisher**, please refer to the **Xerox® VIPP Pro Publisher User Guide**, which contains a basic overview and hands-on exercises in the “Hints and Tips” chapter.

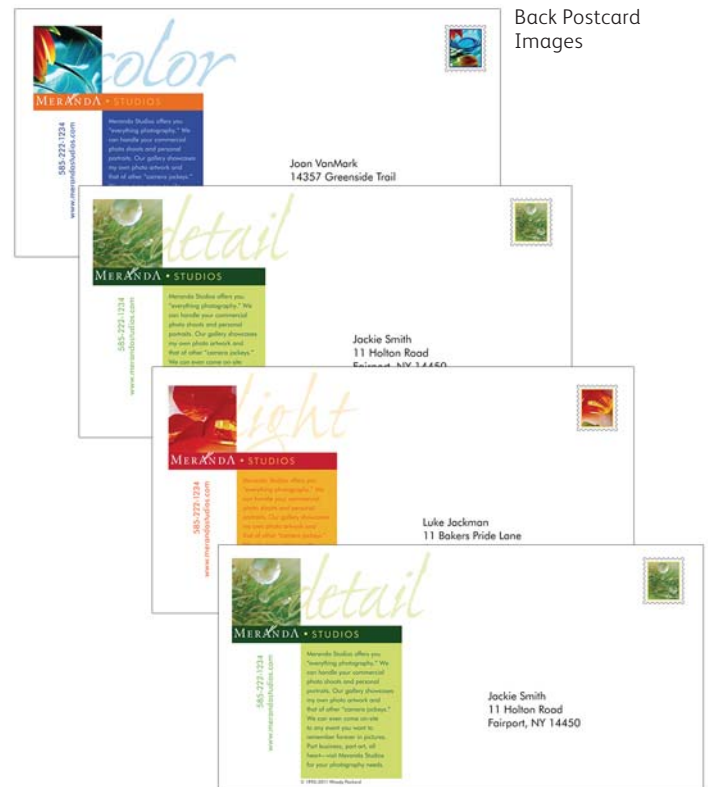
The four postcard types are named as follows:

- “Color”
- “Texture”
- “Detail”
- “Light”

All four postcard types use a front and back image. For this job the variable images are in .eps format. You may use any InDesign®-supported format for static background objects, including PDF. Variable images must be .eps, .jpg or tiff format.

The front images have a fixed text message embedded as part of the image. A small gap is left at the top to put a customized greeting. See image below for illustration.

The back postcard images also contain a fixed text message and leave an area to the right for the variable fields that make up the customer’s name and address. There is also a decorative stamp image that will be added to the top right-hand corner. The stamp image will be conditional based on the type of postcard. See image below for illustration.

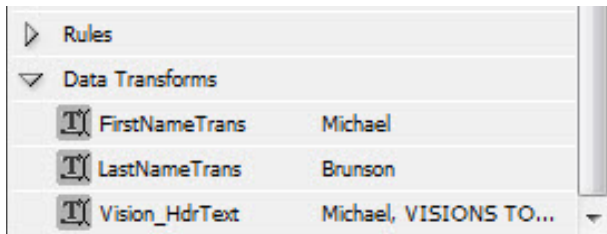


Data Transforms

A Data Transform takes a string of data and performs an action to create a new data object in **VIPP® Pro Publisher** that can be used much like a database field.

VIPP Pro Publisher supports many types of Data Transforms including Case Manipulation, Numeric Formatting and actions that can concatenate or break a string of characters into smaller substrings.

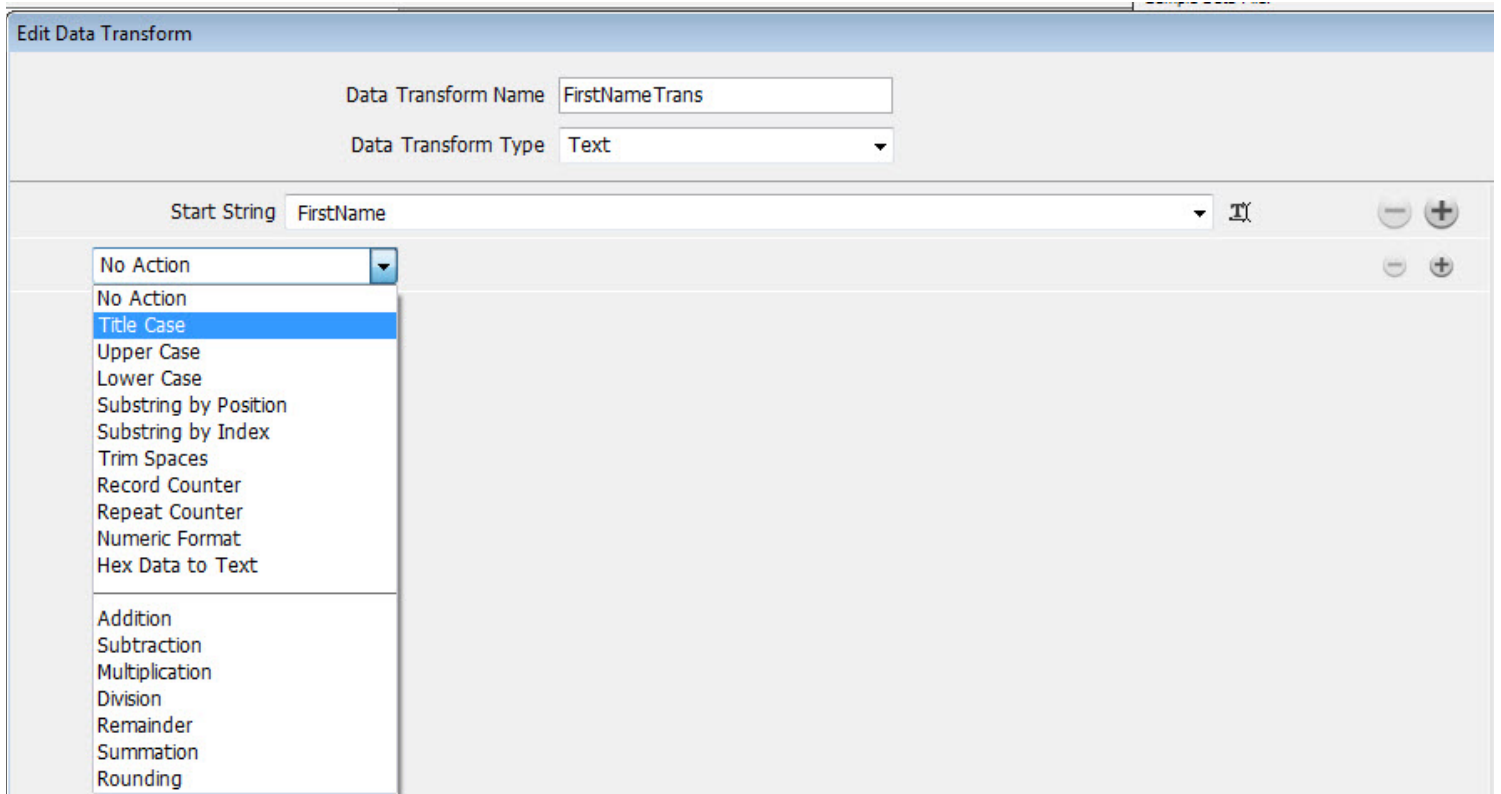
There are three Data Transforms used in this application. Two are Case Transforms, ensuring any first name or last name will be printed using the correct title case.



For example, if the data in the *FirstName* field appears as “MICHAEL,” “michael,” “Michael” or “MiChAeL,” a Case Transform ensures that it is transformed into an acceptable string for printing.

This Case Transform is a precaution against any errors that could potentially exist in the database. By applying this transform it will ensure that all names are printed using the correct case.

The image below shows the **VIPP Pro Publisher** Transform option. It takes the string supplied by the field *FirstName* and applies a Title Case Transform, storing the result in a new transform field called *FirstNameTrans*.



The Transform *Vision_HdrText* is used to build a new text string, combining the First Name from the transform above, then adding to it two line feeds (the *\n special string*) followed by the string *VISIONS TO SHARE*.

The screenshot shows the 'Edit Data Transform' interface. At the top, the 'Data Transform Name' is 'Vision_HdrText' and the 'Data Transform Type' is 'Text'. Below this, there are four rows of configuration. Each row has a 'Start String' field, an action dropdown menu, and control buttons. The first row has 'FirstNameTrans' as the start string and 'No Action' as the dropdown. The second row has ', \n\n' as the start string and 'No Action' as the dropdown. The third row has 'VISIONS TO SHARE' as the start string and 'No Action' as the dropdown. The fourth row has 'VISIONS TO SHARE' as the start string and 'No Action' as the dropdown.

Text Control

Text Control is also being used to control how the name and address block ID is displayed.

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Fit in Width | Suppress Blank Variable Lines

Nancy King
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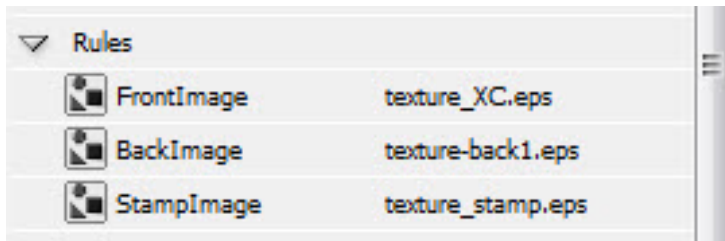
Fit in Width | Suppress Blank Variable Lines

Rules

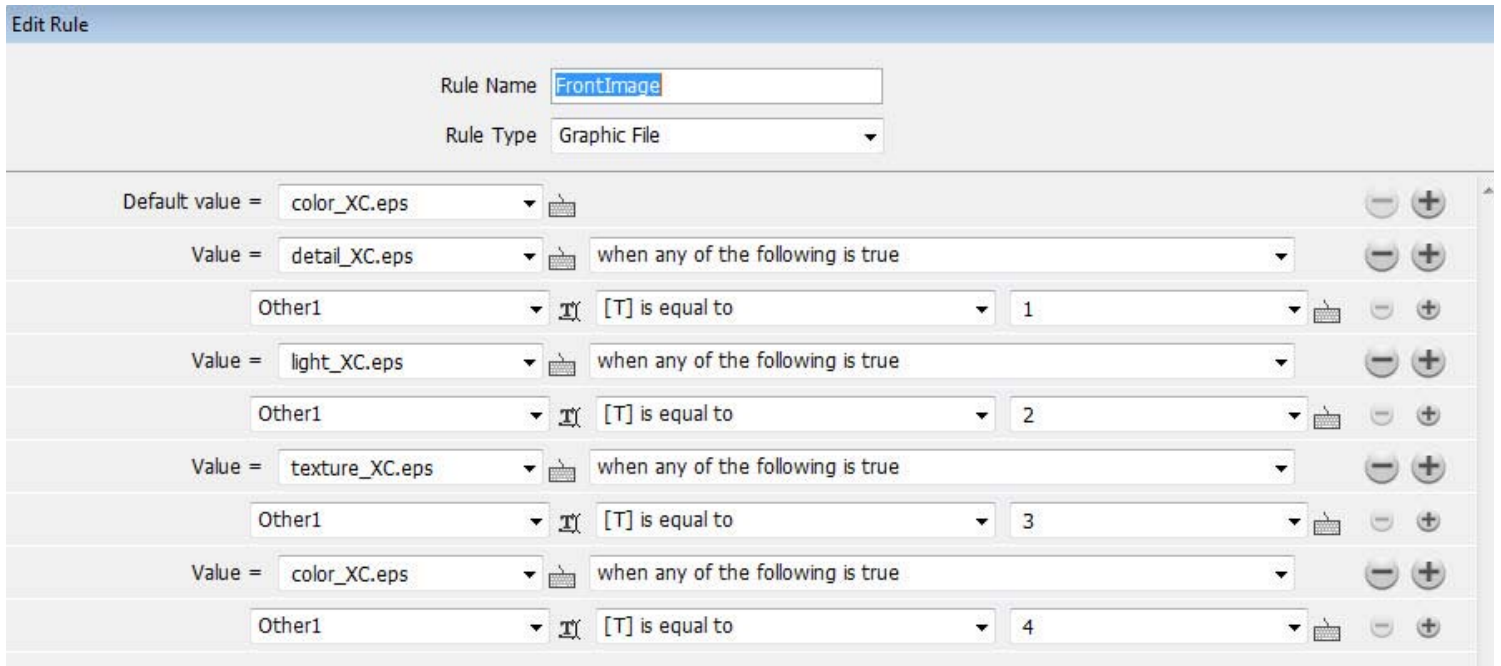
A Rule is used to evaluate a condition and take action based on the result of that evaluation. This is commonly referred to as an “If/Else condition.” For example: “If this condition matches this, do that, otherwise do this.”

FreeFlow® VIPP® Pro Publisher supports the following types of rules:

- Text Rules – used to control what text string will be printed
- Text Style – used to control text attributes such as font type, color, size
- Graphics – used to control what graphic image will be printed
- Visibility – used to turn InDesign® Layers on or off
- Color – used to control variable color for logo’s, frames, etc



This sample postcard application uses three graphic rules.



FrontImage controls the image used on the front of the postcard. This is achieved by testing the value of the database field *Other1*. If the field contains *1*, then the image *detail_XC.eps* will be used. If the field contains *4*, then the image *color_XC.eps* is used. The default value refers to the image that will be used if the field “*Other1*” contains something other than *1*, *2*, *3* or *4*.

BackImage controls the image on side two of the postcard.

StampImage is a rule that controls the image used in the stamp area of the postcard.

7. Customizing the Postcard Application

You can use this postcard application as a template for your own design.

You can swap in your own images and make minor adjustments as needed to use the existing layout and data file format, or you can study how the application was created and follow the same steps to create your own postcard application using the **FreeFlow® VIPP® Pro Publisher** software.

Because there are so many options for postcard designs, it is not possible to create a single template for all postcard designs. The sections to follow will discuss areas of note and associated decision points to consider when creating your postcard applications.

The Data File

You can edit the data file used in this application or you may build a production data file (that uses the same database field names) and point to that new data file during the Export function to generate your own VI Project Container (.vpc) file for printing.

You can add new data fields to the end of the data file supplied, but you cannot change the existing field names, or the order of those fields.

If you plan to use a data file that uses a different structure, such as field names or field name order, then you will need to create a new InDesign® postcard application using the new data file.

Images

You can create your own images to replace the images used in this application. This is recommended as the images used in this application are protected under license and cannot be used for any commercial purpose. They are included solely for the purposes of demonstrating this postcard package.

You will need to size your images based on your own needs, either in the creation of the image (recommended) or by using the InDesign Fitting Options.

Variable images must be in .eps, .jpg or tiff format. If using a static image (which will not utilize the Rules function to change the image), you may use any supported InDesign image format, including PDF files.

Rules and Data Transforms

You will need to edit the following Rules, replacing the field and field values you want to test and the names of the images that will be selected.

FrontImage – to control what image to use on the front of the postcard

BackImage – to control what image to use on the back of the postcard (if no image is required, simply delete the rule)

StampImage – to control what image to use as the stamp image (if no image is required, simply delete the rule)

You will need to edit the **Transforms** based on the names of the fields used in your data file. You may also delete or add Transforms based on the final design of your postcard application.

If using field names other than *FirstName* and *LastName* for first and last names in your data, you will need to edit the Data Transforms.

FirstNameTrans – used to apply Title Case to the field *FirstName*

LastNameTrans – used to apply Title Case to the field *LastName*

Vison_HdrText – used to create a text string used in the sample postcard design (you should delete this transform as it would be irrelevant to your design, however you may need to create similar transforms if you need to place variable text strings on your postcard)

Exporting your Postcard Application

The Export function is used to create the .vpc file, which in turn is used to print the application on the print device.

VIPP® Pro Publisher will remember the options that were selected to set up the original application. You can change any of these settings, however it is recommended that you review the Export chapter of the **FreeFlow® VIPP® Pro Publisher User Guide** first.

Options that you may want to review are:

Sheet Size – this application was set up to print to a large sheet size. You can select other sheet sizes as required. If you do change the target sheet size, you will also need to go to the *Multi-up tab* and reset the imposition options. The best option to select is the “*Auto*” option as this will set the best imposition options for your postcard application based on the postcard size and the target sheet size, taking into account gutters, etc.

Production Data File – If you are using a test data file during design and have a larger production data file, you will need to point to the location of that data file. Use the Production Data File option to browse to the production data file.

Plex Options – this application was set up to create a duplex postcard application. If you are creating a simplex postcard application you will need to set the Plex option to *Off*.

ZSORT – this option is used to control duplex (front/back registration) and through-the-stack printing. Setting an option of *1* is required for printing duplex postcards. If you require through-the-stack printing, this number should be increased to reflect the amount of sheets your cutter can cut in a single operation. A typical value would be *250*. If you are printing simplex postcards with no through-the-stack requirements, do not select this option.

Additional information about ZSORT can be found in the **FreeFlow VIPP Pro Publisher User Guide**.

Once you have set your Export options, select *OK*. **VIPP Pro Publisher** will take just minutes to package your design, the rules and resources into the VI Project Container file (.vpc) that is used to print the application.

For additional information on creating a postcard application, please review the **FreeFlow VIPP Pro Publisher User Guide**.

8. Overview: VI on the Fly Business Card Application

Business Cards are often used to convey important contact information for yourself, your company or your products. The Business Card application can be as simple as displaying a name and address or may also contain static or variable images. Business cards are typically printed in batches of 25, 50, 250, 500 or larger amounts.

VI on the Fly Business Card application (imposed 16-up)



This example shows a duplex business card application with variable text and graphics, printed 16-up. The front of the business card contains the name and address detail, while side two contains a Xerox® logo and tag line.

9. Quick Print Instructions

This section describes how to print the sample business card application for demonstration purposes. Section 14 will describe how to customize the application for your own use. The VI Project Container (.vpc) file included in the productivity app includes all the files necessary to print this application on any VI-enabled printer.

Printer Setup

To print the application you must first verify that your printer has the FreeFlow® VI Interpreter 9.0d (or above) installed. This job will print on any device that has VI 9.0d (or above) installed. The VI does not need to be licensed for demonstration purposes, as this job will print under the 54-page limit imposed on most devices without a VI license.

Please contact your local Xerox Analyst if you need assistance verifying the version of the VI Interpreter installed on your device.

Printer Queue

A printer queue must be set up at the print server DFE for the .vpc file to be sent to. The queue should have the following properties:

- Sheet Size – USLedger for the US or SRA3 for Europe.
- Plex – Select the *Head to Toe* plex option.
- Filter – Your DFE should be enabled to accept direct submission of the VIPP® VI Projects Container (.vpc) format. On the FFPS this is accomplished by setting the vpcf filter at the queue level.
- Hot Folder queue – At the DFE Queue Manager, right click on the queue and enable it as a hot folder.

Submission Options

After you load the .vpc files to your networked PC, you can submit the .vpc file to the FFPS using one of two methods:

1. To use the DFE hot folder queue method. Open your browser and enter in its address bar your DFE's IP, i.e. \\13.121.188.254 (You must enter the two backslashes ahead of the IP). This will display on your computer's browser the hot folder queues which reside in the DFE. Simply drag and drop the .vpc file into the hot folder. This will submit the .vpc file to the queue, extract the VIPP resources and run the job to generate the hard copy output.
2. To use the lpr method to submit the VPC file to the queue you defined above. From the command prompt type:

```
lpr -S <enter ip address for printer> -P <printQueueName> <File path and filename>
```

For example

```
lpr -S 13.234.321.123 -P MyQueue C:\the actual path\ VIontheFly_BusinessCard_XC.vpc
```

This will submit the .vpc file to the queue, extract the VIPP resources and run the job to generate the hard copy output.

Submit either the:

- VIontheFly_BusinessCard_XC.vpc (for the US) or the
- VIontheFly_BusinessCard_XE.vpc (for Europe)

to the queue that has been configured. The .vpc file will expand its resources on the printer, and then merge the data file with the resources to create, at the rip, the 16-up imposed business card application.

If you need assistance with any of the above activities, please contact your local Xerox Analyst.

10. About the VI on the Fly Productivity Apps

The VI on the Fly Productivity Apps includes all the files necessary to print this postcard application on any VI Interpreter (VIPP)-enabled printer.

Prerequisites

- The Productivity Apps were designed using **FreeFlow® VIPP® Pro Publisher** and Adobe® InDesign® CS5. To edit the templates you will need access to Adobe InDesign CS5.
- You must install **FreeFlow VIPP Pro Publisher 9.0 SP3** plug-in to Adobe InDesign CS5. If you have an earlier version you must upgrade to this version (or higher). Upgrades to **VIPP Pro Publisher** can be found at www.xerox.com in the Support and Drivers section.
- You must have the VI Interpreter 9.0d (or greater) installed on your printer. Please check with your local analyst if you are unsure of the version of VI Interpreter installed on your device.
- You must create a folder and populate with the files as described below.

Productivity Apps Files

The FreeFlow® VI on the Fly Productivity App for business cards contains the following files, which should be extracted to your desktop.

Find the folder called **VIontheFly_BusinessCards**.

File Name	Description
Business card_XC_TestData.csv	Data file containing US based name and address files
Business card_XE_TestDate.csv	Data file containing European name and address files
VIontheFly_BusinessCard.docx	This Document
VIontheFly_BusinessCards_XC.indt	InDesign CS5 Template for US Business card Application
VIontheFly_BusinessCards_XC.vpc	VI Projects Container file ready to print to DFE (for North America) FFSP for US
VIontheFly_BusinessCards_XC.pdf	Proof PDF file for US Business card Application
VIontheFly_BusinessCards_XE.indt	InDesign CS5 Template for Europe Business card Application
VIontheFly_BusinessCards_XE.vpc	VI Projects Container file ready to print to DFE (for Europe) FFSP for Europe
VIontheFly_BusinessCards_XE.pdf	Proof PDF file for European Business card Application
Links Folder	Folder containing image* resources used in application

*Note: Images included in this package are licensed for Xerox use only.

11. About the Sample Business Card Application

The application is designed to print business cards using standard US or European media sizes. During the design phase, a single two-sided business card is designed using the **VIPP® Pro Publisher**. When exported using the VI Project Container (.vpc) format, the document is imposed on a larger sheet size. In addition, this design supports through-the-stack imposition, allowing the application to be taken to a near-line finishing station where it can be cut and stacked. This helps reduce finishing costs.

In this business card example the target sheet size is 11 inches by 17 inches or A3. This business card application is printed in duplex. The reverse side of the business card has a Xerox® logo and tag line.

Using the **VIPP® Pro Publisher** a single business card layout is created in InDesign®, and then imposed during the Export function to generate the VI Project Container (.vpc) file with the 16-up application ready for printing.

Let's take a look at the front side of the business card.



This image shows the front side of the business card. It displays all three images used for these business cards. The data field *Other1* will drive the image selection via a **VIPP® Pro Publisher** graphic rule. There is also variable contact information. The name and job title text is restricted to fit within a defined column width; any text string that would exceed that column width will be reduced in size to fit. We have also suppressed blank lines in the address block. Some addresses require more lines than others; we shift text lines up as required, so no blank line is printed.

Let's take a look at side two of the business card.



As you can see, it contains the Xerox® logo and tag line.

Note: Side two is optional. If you wish to delete it, you can simply delete the InDesign® page for side two and adjust your Export settings, changing the Plex option to OFF.

When exported to create the printable VI Project Container file (.vpc), the business card is imposed on a larger sheet size. In addition, each record (individual person's business card) is repeated X number of times defined by the numeric value in the field *Other5*. This allows you to gang multiple records together, with each customer record being printed a different number of times.

*Note: Although this example used 11 x 17 or A3, the target sheet size and imposition can easily be changed at the click of a mouse. There is no need to redesign the application. Simply select the new sheet size, select the Auto Multi-up option and re-export the document to re-create the .vpc file. This action would take hours in a pre-composition model, but just minutes with the **VIPP® Pro Publisher** and dynamic document composition.*

12. Using a Variable Data File

The productivity app includes a European (XE) and a US (XC) data file. The main difference between the two files is the name and address information. You should use the appropriate data file based on your location.

VIPP® Pro Publisher is an InDesign® Plug-in tool that is used to add variable data to an InDesign layout. Unlike other variable tool plug-ins, the **VIPP Pro Publisher** does not pre-compose the document inside Adobe® InDesign®. Instead, it uses a much more efficient method that dynamically constructs the document at the device. To do this it builds VIPP templates driven by the variable data file that describe how the InDesign layout, resources and text will be merged. These templates and resources get created and stored in a VI Project Container file (.vpc) by **VIPP Pro Publisher** and ultimately gets sent to the printer to print the application.

VIPP Pro Publisher must import a flat delimited data file. It will not extract data from a database. The flat delimited file can be in any standard format using any standard delimiter character.

Note: When generating your own delimited file for future applications it is always best to use field names that mix upper and lower case characters. Also avoid using one or two character field names or field names with spaces, as these can sometimes be confused with system protected names.

As the **VIPP Pro Publisher** is the design tool, it does not compose the document into a print-ready file. Instead, it creates the VI Project Container file that, when sent to the printer, will merge the data and resources in real time. Therefore it is not necessary to use the complete production data file. A 20 to 50-record subset of the production data file is recommended, as this makes manipulation of the data easier and quicker in **VIPP Pro Publisher**.

Within the Export option, you can point to the data file used in the design process, or point to a larger production data file as necessary. The subset of the data you select should be representative of the production data and the field names and order of the fields must match exactly. The data should contain examples of all the conditions or values you intend to test. For example, in the business card application we need to test the field *Other1* because the value in this field will indicate the image used. Also the field *Other5* is used as a numeric input into a record repeat counter. This is used to generate a unique repeat value for each record, allowing record 1 to be repeated 10 times (create 10 business cards), while record 2 will generate 30 business cards.

The Excel CSV format is a very common file format and we will use that format for this application. Below is a sample of the first few records from the US data file used in the business card application.

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	FirstName	LastName	Addr1	Addr2	City	State	ZipCode	Email	Other1	Other2	Other3	Other4	Other5
2	Tricia	Cunningham	462 Sodus Bay	Suite 1b	Syracuse	NY	13202	Tcunningh	1	Auction D	315-555-4	315-555-4	10
3	Timothy	Sherman	702 Buckskin Drive	Apt 202	Ellicot City	PA	18101	Tsherman	3	Studio Dir	717-555-7	717-555-7	30
4	Valerie	Kindig	718 Somerset Drive		Rockville	PA	20850	Vkindig@	4	Photograp	570-555-3	570-555-3	20
5	Christoph	Martino	1 West Parkway	#2	Dover	DE	19901	Cmartino@	2	Director	302-555-9	302-555-9	10
6	Justin	Wray	9652 Church Street		Rochester	NY	14564	Jwray@M	3	Art Direct	585-555-9	585-555-9	30

The *FirstName*, *LastName* and *Addr1* fields are self-explanatory.

Field *Addr2* may contain additional address information or be empty.

City, *State*, *ZipCode* and *Email* are self-explanatory.

Fields *Other1* through *Other5* are placeholder fields that will allow for customization of this application according to individual needs. Note that customization does require a working knowledge of **VIPP® Pro Publisher** functionality.

This business card application uses the fields *Other1* and *Other5* as keys to drive the variable elements of the application. The field *Other1* will determine the image used on the front of the business card while the field *Other5* will determine how many business cards for each record will be printed.

13. Printing the Business Card Application

This section will provide instructions to print the VI on the Fly business card application and to show you how to modify it for your own use, so you can print your own variable data business cards.

Note: If you need additional information on how to use the **VIPP® Pro Publisher**, please refer to the **Xerox® VIPP Pro Publisher User Guide**, which contains a basic overview and hands-on exercises in the “Hints and Tips” chapter.

This business card application can use one of three images on the front. The design can also be changed to use a single static image for the front of the business card.

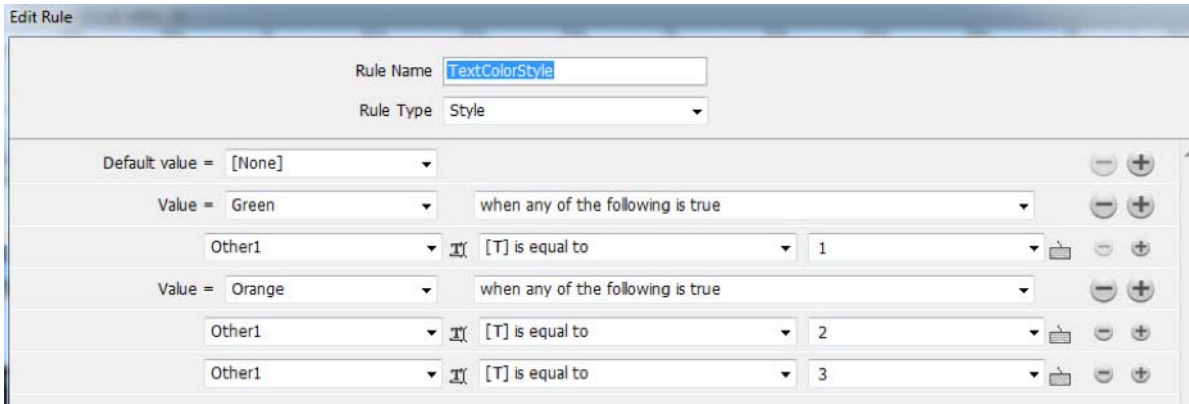


For this job the variable images are in .eps format. You may use any InDesign®-supported format for static background objects, including PDF. Variable images must be .eps, .jpg or tiff format.

The variable image is selected via the GraphicFile rule shown below. The field *Other1* is tested and the appropriate .eps image used. For example if the field *Other1* had the value of *1*, then the image *DetailCardDesign1.eps* is selected. If the value was *2*, then the image *ColorCardDesign1.eps* would be selected.

Rule Type		Graphic File	
Default value =	ColorCardDesign1.eps		
Value =	DetailCardDesign1.eps	when any of the following is true	
Other1	[T] is equal to	1	
Value =	ColorCardDesign1.eps	when any of the following is true	
Other1	[T] is equal to	2	
Value =	LightCardDesign1.eps	when any of the following is true	
Other1	[T] is equal to	3	

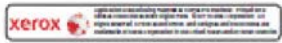
The first and last names have been assigned a text color via a style rule. The color style applied matched the image selected. The Text Style rule is driven by the field *Other1*.



This rule works in a similar fashion to the graphic rule, in that it is testing the field *Other1* and based on the result of that test, assigning a text style (previously defined in InDesign®) to the text. Note that if the value is 2 or 3 we will apply the same color style.

Note: This shows an example of how multiple values can be tested in a single rule entry. In this case the color style Orange will be selected if the field Other1 equals 2 or 3.

The back Business Card contains a Xerox® logo and tag line.

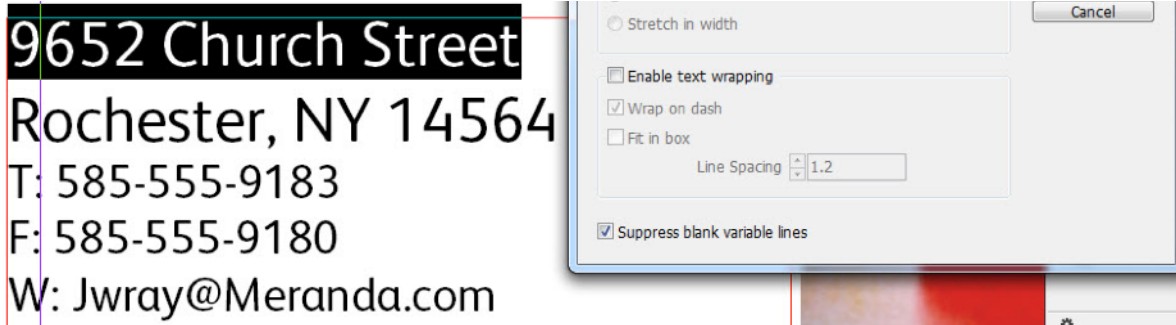


This was drawn in InDesign using a logo and text. It could also have been created as a static image.

Text Control

Text Control is being used to control how the name and address block ID is displayed.

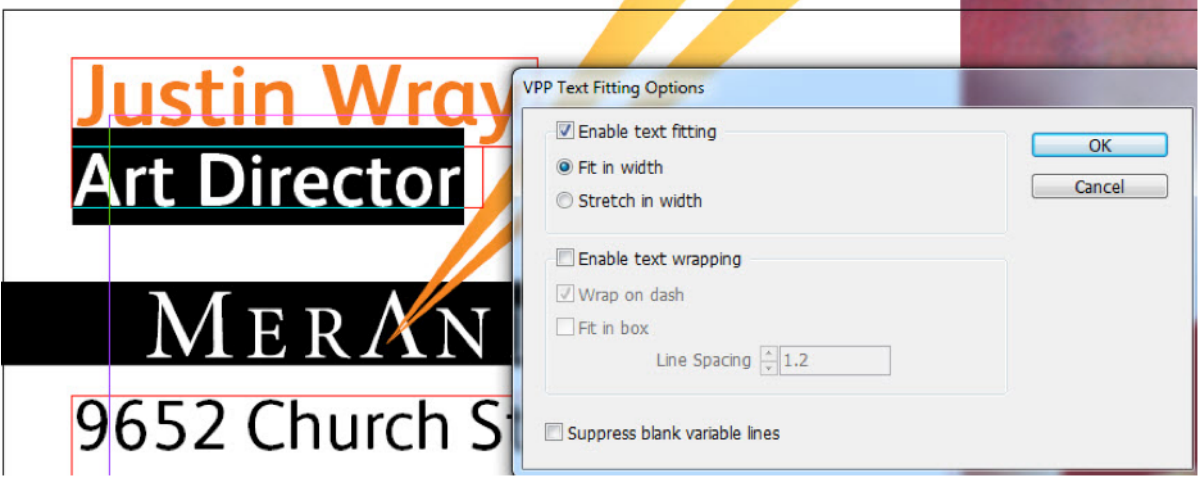
The name and address block has the “Suppress Blank Line” option set. This allows you to show three or four line addresses without a blank line being displayed when there is no apartment or unit number.



You can see this in action by comparing the two address blocks below. The field *Addr2* in the first address block is empty, while in the address block below it contains the data *Suite 345*. In the first address block, the line for *Addr2* is suppressed to prevent a blank line from being displayed.



We have also applied “Fit in Width” text fitting options to the name and job title text so that no matter how long the name or job title, it will always fit within the column width defined.



The text will be reduced in size until it fits within the column width specified.

14. Customizing the Business Card Application

You can use this business card application as a template for your own design. You can swap in your own images and make minor adjustments as needed to use the existing layout and data file format, or you can study how the application was created and follow the same steps to create your own business card application using the **FreeFlow® VIPP® Pro Publisher** software.

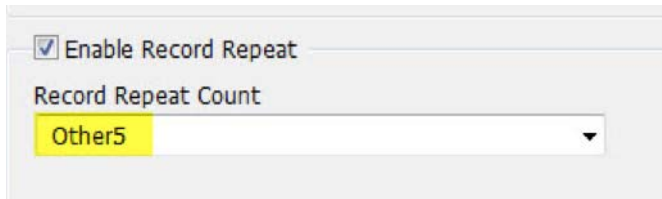
Because there are so many options and business card designs, it is not possible to create a single template for all business card designs. The sections to follow will discuss areas of note and associated decision points to consider when creating your business card applications.

The Data File

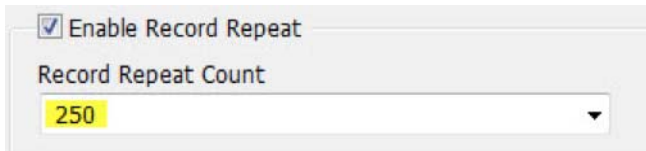
You can edit the data file used in this application or you may build a production data file (that uses the same database field names) and point to that new data file during the Export function to generate your own VI Project Container (.vpc) file for printing.

You can add new data fields to the end of the data file supplied, but you cannot change the existing field names, or the order of those fields.

If you plan to use a data file that uses a different structure, such as field names or field name order, then you will need to create a new InDesign® business card application using the new data file.



You can select to ignore the values in the field *Other5* and instead enter a fixed numeric value for the repeat count by entering, for example, the value *250* during the export function.



This will repeat every record 250 times. If this option is unchecked, then **VIPP® Pro Publisher** will print one business card per record.

Images

You can create your own images to replace the images used in this application. This is recommended as the images used in this application are protected under license and cannot be used for any commercial purpose. They are included solely for the purpose of demonstrating this business card package.

You will need to size your images based on your own needs, either in the creation of the image (recommended) or by using the InDesign® Fitting Options.

Or you may replace the variable images with a single static image, creating a static background image. If you do this you can delete the graphic rule *FrontImage*, as this will no longer be needed.

Note: Variable images must be in .eps, .jpg or tiff format. If using a static image you can use any supported InDesign image format, including PDF files.

Rules and Data Transforms

You may need to edit the following rules, replacing the field and field values you want to test and the names of the images that will be selected.

FrontImage – to control what image to use on the front of the business card

TextColorStyle – to control a color text style applied to the first and last name

Exporting your Business Card Application

The Export function is used to create the .vpc file, which in turn is used to print the application on the print device.

VIPP® Pro Publisher will remember the options that were selected to setup the original application. You can change any of these settings, however it is recommended that you review the Export chapter of the **FreeFlow® VIPP® Pro Publisher User Guide** first.

Options that you may want to review are:

Sheet Size – this application was set up to print to a large sheet size. You can select other sheet sizes as required. If you do change the target sheet size, you will also need to go to the *Multi-up tab* and reset the imposition options. The best option to select is the “*Auto*” option as this will set the best imposition options for your business card application based on the business card size and the target sheet size, taking into account gutters, etc.

Production Data File – If you are using a test data file during design and have a larger production data file, you will need to point to the location of that data file. Use the Production Data File option to browse to the production data file.

Plex Options – this application was set up to create a duplex business card application. If you are creating a simplex business card application you will need to set the Plex option to “*Off*.”

ZSORT – this option is used to control duplex (front/back registration) and through-the-stack printing. Setting an option of *1* is required for printing duplex Business Cards. If you require through the stack printing, this number should be increased to reflect the amount of sheets your cutter can cut in a single operation. A typical value would be *250*. If you are printing simplex business cards with no through-the-stack requirements, do not select this option.

Additional information on ZSORT can be found in the **FreeFlow® VIPP® Pro Publisher User Guide**.

Once you have set your Export options, select *OK*. **VIPP Pro Publisher** will take just minutes to package your design, the rules and resources into the VI Project Container file (.vpc) that is used to print the application.

For additional information about creating a business card application, please review the **FreeFlow VIPP Pro Publisher User Guide**.

15. Overview: VI on the Fly Poster Application

Posters are often used to convey information about your company, products or events. The poster application can be as simple as displaying a static images and text or may include some level of personalization.

VI on the Fly Poster application



This example shows a simplex variable poster application with variable text and graphics. The graphic will change based on the data field *Other1*, which is set to "F" for Female, "M" for Male and left blank if that information is not available. In addition, a variable text line has been added using the customer's first name and city, also driven from the data.

16. Quick Print Instructions

This section describes how to print the sample poster application for demonstration purposes. Section 21 will describe how to customize the application for your own use. The VI Project Container (.vpc) file included in the productivity app includes all the files necessary to print this application on any VI-enabled printer.

Printer Setup

To print the application you must first verify that your printer has the FreeFlow® VI Interpreter 9.0d (or above) installed. This job will print on any device that has VI 9.0d (or above) installed. The VI does not need to be licensed for demonstration purposes, as this job will print under the 54-page limit imposed on most devices without a VI license.

Please contact your local Xerox Analyst if you need assistance verifying the version of the VI Interpreter installed on your device.

Printer Queue

A printer queue must be set up at the print server DFE for the .vpc file to be sent to. The queue should have the following properties:

- Sheet Size – Select 12" x 18" for the US or SRA3 for Europe.
- Plex – Select Simplex.
- Filter – Your DFE should be enabled to accept direct submission of the VIPP® VI Projects Container (.vpc) format. On the FFPS this is accomplished by setting the vpcf filter at the queue level.
- Hot Folder queue – At the DFE Queue Manager, right click on the queue and enable it as a hot folder.

Submission Options

After you load the .vpc files to your networked PC, you can submit the .vpc file to the FFPS using one of two methods:

1. To use the DFE hot folder queue method. Open your browser and enter in its address bar your DFE's IP, i.e. \\13.121.188.254 (You must enter the two backslashes ahead of the IP). This will display on your computer's browser the hot folder queues which reside in the DFE. Simply drag and drop the .vpc file into the hot folder. This will submit the .vpc file to the queue, extract the VIPP resources and run the job to generate the hard copy output.
2. To use the lpr method to submit the VPC file to the queue you defined above. From the command prompt type:

```
lpr -S <enter ip address for printer> -P <printQueueName> <File path and filename>
```

For example

```
lpr -S 13.234.321.123 -P MyQueue C:\the actual path\ VIontheFly_Posters_XC.vpc
```

This will submit the .vpc file to the queue, extract the VIPP resources and run the job to generate the hard copy output.

Submit either the:

- VIontheFly_Posters_XC.vpc (for the US) or the
- VIontheFly_Posters_XE.vpc (for Europe)

to the queue that has been configured. The .vpc file will expand its resources on the printer, and then merge the data file with the resources to create, at the rip, the poster application.

If you need assistance with any of the above activities, please contact your local Xerox Analyst.

17. About the VI on the Fly Productivity Apps

The VI on the Fly Productivity Apps includes all the files necessary to print this poster application on any VI Interpreter (VIPP)-enabled printer.

Prerequisites

- The Productivity Apps were designed using **FreeFlow® VIPP® Pro Publisher** and Adobe® InDesign® CS5. To edit the templates you will need access to Adobe InDesign CS5.
- You must install **FreeFlow VIPP Pro Publisher 9.0 SP3** plug-in to Adobe InDesign CS5. If you have an earlier version you must upgrade to this version (or higher). Upgrades to **VIPP Pro Publisher** can be found at www.xerox.com in the Support and Drivers section.
- You must have the VI Interpreter 9.0d (or greater) installed on your printer. Please check with your local analyst if you are unsure of the version of VI Interpreter installed on your device.
- You must create a folder and populate with the files as described below.

Productivity Apps Files

The FreeFlow® VI on the Fly Productivity App for posters contains the following files, which should be extracted to your desktop.

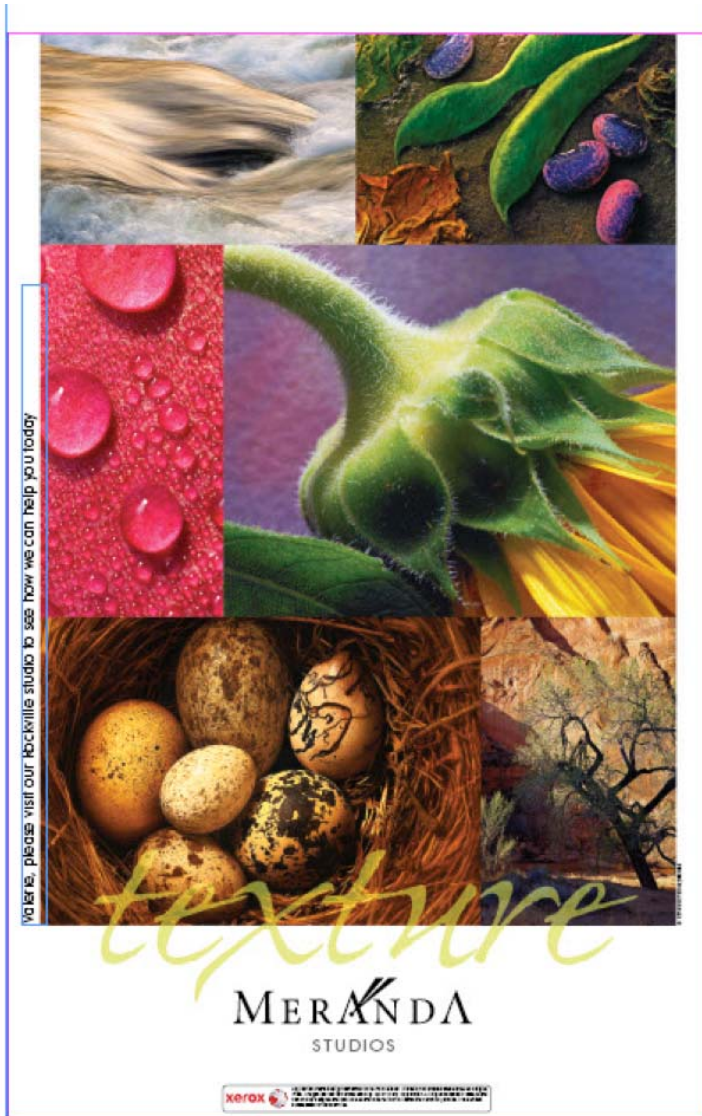
Find the folder called **VIontheFly_Posters**.

File Name	Description
VIontheFly_Posters.docx	This Document
VIontheFly_Posters_XC.indt	InDesign CS5 Template for US Posters Application
VIontheFly_Posters_XC.vpc	VI Projects Container file ready to print to DFE (for North America) FFSP for US
VIontheFly_Posters_XC.pdf	Proof PDF file for US Posters Application
VIontheFly_Posters_XE.indt	InDesign CS5 Template for Europe Posters Application
VIontheFly_Posters_XE.vpc	VI Projects Container file ready to print to DFE (for Europe) FFSP for Europe
VIontheFly_Posters_XE.pdf	Proof PDF file for European Posters Application
Links Folder	Folder containing image* resources used in application

*Note: Images included in this package are licensed for Xerox use only.

18. About the Sample Poster Application

The application is designed to print a set of posters driven by the data, using either 12 x 18 or SRA3 sheet sizes.



This image shows one of the three possible poster images. To the left of the poster is a variable text string that includes the customer's name and city. We will take a look at the data file in Section 19 to see what fields we key off to make the images and text change.

19. Using a Variable Data File

The productivity app includes a European (XE) and a US (XC) data file. The main difference between the two files is the name and address information.

You should use the appropriate data file based on your location.

VIPP® Pro Publisher is an InDesign® Plug-in tool that is used to add variable data to an InDesign layout. Unlike other variable tool plug-ins, the **VIPP Pro Publisher** does not pre-compose the document inside Adobe® InDesign®. Instead, it uses a much more efficient method that dynamically constructs the document at the device. To do this it builds VIPP templates driven by the variable data file that describe how the InDesign layout, resources and text will be merged. These templates and resources get created and stored in a VI Project Container file (.vpc) by **VIPP Pro Publisher** and ultimately gets sent to the printer to print the application.

VIPP Pro Publisher must import a flat delimited data file. It will not extract data from a database. The flat delimited file can be in any standard format using any standard delimiter character.

Note: When generating your own delimited file for future applications it is always best to use field names that mix upper and lower case characters. Also avoid using one or two character field names or field names with spaces, as these can sometimes be confused with system protected names.

As the **VIPP Pro Publisher** is the design tool, it does not compose the document into a print-ready file. Instead, it creates the VI Project Container file that, when sent to the printer, will merge the data and resources in real time. Therefore it is not necessary to use the complete production data file. A 20 to 50-record subset of the production data file is recommended, as this makes manipulation of the data easier and quicker in **VIPP Pro Publisher**.

Within the Export option, you can point to the data file used in the design process, or point to a larger production data file as necessary. The subset of the data you select should be representative of the production data and the field names and order of the fields must match exactly. The data should contain examples of all the conditions or values you intend to test. For example in the poster application, we need to test the field *Other1* as the value in this field will indicate the image to be used.

The Excel CSV format is a very common file format and we will use that format for this application. Here's a sample of the first few records from the US data file used in the poster application.

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	FirstName	LastName	Addr1	Addr2	City	State	ZipCode	Email	Other1	Other2	Other3	Other4	Other5
2	Tricia	Cunningh	462 Sodus	Suite 1b	Syracuse	NY	13202	Tcunningh	F	Auction D	315-555-4	315-555-4	10
3	Timothy	Sherman	702 Bucks	Apt 202	Ellicot City	PA	18101	Tsherman	M	Studio Dir	717-555-7	717-555-7	30
4	Valerie	Kindig	718 Somerset	Drive	Rockville	PA	20850	Vkindig@		Photograp	570-555-3	570-555-3	20
5	Christoph	Martino	1 West Pa	#2	Dover	DE	19901	Cmartino	(M	Director	302-555-9	302-555-9	10

The *FirstName*, *LastName* and *Addr1* fields are self-explanatory.

Field *Addr2* may contain additional address information or be empty.

City, *State*, *ZipCode* and *Email* are self-explanatory.

Fields *Other1* through *Other5* are placeholder fields that will allow for customization of this application according to individual needs. Note that customization does require a working knowledge of **VIPP Pro Publisher** functionality.

This poster application uses the fields *Other1* as a key to drive the variable image used in the poster. The data fields *FirstName* and *City* are also used in the variable text string to the left of the poster image.

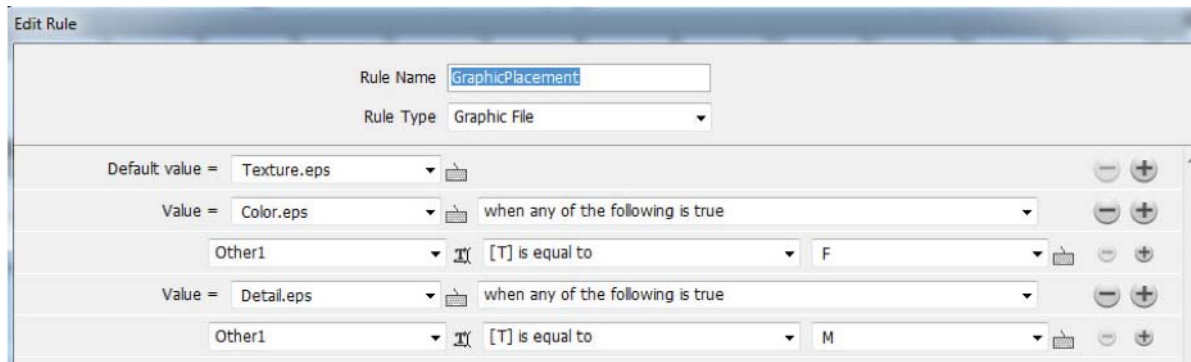
20. Printing the Poster Application

This section will provide instructions to print the VI on the Fly poster application and to show you how to modify it for your own use, so you can print your own variable data posters.

Note: If you need additional information on how to use the **VIPP® Pro Publisher**, please refer to the **Xerox® VIPP Pro Publisher User Guide**, which contains a basic overview and hands-on exercises in the “Hints and Tips” chapter.

This poster application can use one of three images. For this job the variable images are in .eps format. You may use any InDesign®-supported format for static background objects, including PDF. Variable images must be .eps, .jpg or tiff format.

The variable image is selected via the GraphicPlacement graphic rule shown below. The field *Other1* is tested and the appropriate .eps image used. For example if the field *Other1* had the value of *F*, then the image *Color.eps* is selected. If the value is *M*, then the image *Detail.eps* is selected. If the value is anything else the default image – *Texture.eps* will be used.



Variable Text

A variable text string has been added to the left of the poster image. The text string consists of database field references (*FirstName* and *City*) and static text.

FirstName, please visit our *City* studio to see how we can help you today

When processed at the printer, the fields *FirstName* and *City* will be replaced with the values for that record, in this case “*Valerie*” and “*Rockville*.”

Valerie, please visit our *Rockville* studio to see how we can help you today

21. Customizing the Poster Application

You can use this poster application as a template for your own design. You can swap in your own images and make minor adjustments as needed to use the existing layout and data file format, or you can study how the application was created and follow the same steps to create your own poster application using the **FreeFlow® VIPP® Pro Publisher** software.

Because there are so many options for poster designs, it is not possible to create a single template for all poster designs. The sections to follow will discuss areas of note and associated decision points to consider when creating your poster applications.

The Data File

You can edit the data file used in this application or can build a production data file (that uses the same database field names) and point to that new data file during the Export function to generate your own VI Project Container (.vpc) file for printing. This will allow you to use your own customer names.

To do this, first edit the data file. Then open the application in InDesign® while the **VIPP® Pro Publisher** is open. Next import the new data file and export the document to create a new .vpc file.

Images

You can create your own images to replace the images used in this application. This is recommended as the images used in this application are protected under license and cannot be used for any commercial purpose. They are included solely for the purpose of demonstrating this poster package. You will need to edit the graphic rule, swapping out the image names for your image names.

You will need to size your images based on your own needs, either in the creation of the image (recommended) or by using the InDesign® fitting options.

Note: Variable images must be in .eps, .jpg or tiff format. If using a static image you can use any supported InDesign image format, including PDF files.

Exporting your Poster Application

The Export function is used to create the .vpc file, which in turn is used to print the application on the print device.

VIPP® Pro Publisher will remember the options that were selected to set up the original application. You can change any of these settings, however it is recommended that you review the Export chapter of the **FreeFlow® VIPP® Pro Publisher User Guide** first.

Options that you may want to review are:

Sheet Size – this application was set up to print to a large sheet size. You can select other sheet sizes as required.

Production Data File – If you are using a test data file during design and have a larger production data file, you will need to point to the location of that data file. Use the Production Data File option to browse to the production data file.

Once you have set your Export options, simply select *OK*. **VIPP Pro Publisher** will take just minutes to package your design, the rules and resources into the VI Project Container file (.vpc) that is used to print the application.

For additional information about creating a poster application, please review the **FreeFlow® VIPP® Pro Publisher User Guide**.

For more information on Xerox® FreeFlow® VI on the Fly
Productivity Apps, call 1-800-ASK-XEROX or visit us at
www.xerox.com

