

# Start printing emotions now!



---

Start now creating incredibly successful mailshots

---

Start now printing fascinating personal gifts

---

Start now with true one-to-one marketing

---

Start now making more profits with your digital press

---



# The visual power to impress people

Add the emotional power of personalization to all your designs. DirectSmile, the world's leading software for image personalization opens up a true new communication universe. With perfectly natural integration of variable text in high quality photo designs you are ready to create the print products that amaze customers and boost response rates.

"DirectSmile is enabling us, for the first time, to marry the power of data to personalized creative solutions. This combination produces real stand out and difference. Everything we do is driven towards more relevant and personalized communications. The combination of Direct Smile and digital print technology is allowing us to take this to a whole new level which has proved to deliver results."

Sheyan Patel, Group Account Director, TEQUILA\



# You will not believe how simple it is

Designing your own personalized images you will face no limits with our design tools. And it's so easy too: Create a complete new image with font in just five minutes! Production means just loading up a database and clicking the "print" button. Starting from your first drafts you can step by step expand your creative options – up to the most sophisticated font designs.

## When design meets data everything is possible

When you merge designs and data DirectSmile brings down the barriers. You will hear no more concerns from any of the data and prepress people and find every function to produce the most fantastic visual concepts. And you can be sure that it all prints out perfectly in the end!

## Designed for designers, engineered for printers

Whether printer, designer or agency – with DirectSmile you can step into high-class personalized designs with ease. All DirectSmile products include complete design functionality. And for any production need you can get the right system size and output options as well – from PPML to JLYT and PDF. Just scale to your and your clients' production needs and go for more variable data printing or cross media options as you need.

### DirectSmile means:

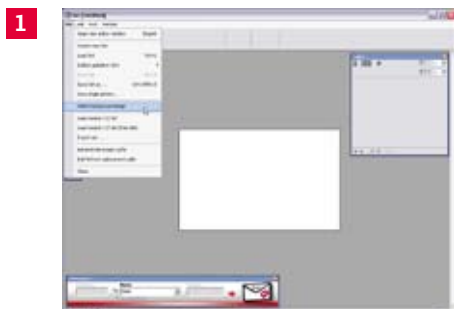
- Unique design tool, create all images yourself!
- VDP document solution included.
- Full scalability, adapt your system to any production need.
- Use all output options, produce e-mails, personal websites, MMS, integrate with all other VDP systems.



# The possibilities are unlimited. The handling is always easy.

Create a personalized picture in 5 minutes with the Designer!

Load background image



Type in a name for testing



Select clips for the font



Place result in your layout



Drag it to the right perspective



Use an almost unlimited variety of design functions to make it look even more real!

 DirectSmile®

## PDF preview at any time

Create a PDF for preview at any time with the original data and all personalized elements, for example for customer approval or for discussing with the creative team.

## Automatic length escalating functions

No matter how long a name in your database is, your software automatically adapts it to the fitting size – in the most realistic way!

## Use all characters

Write with all letters from all languages that are supported by Microsoft, like Chinese, Japanese, Russian and use all special characters you might need.

## Introducing layers for font designs

Use different layers to build your fonts from as many separate elements as you like. Integrate various different fonts for personalizing in one image.

# Build fonts from any visual element



## Clip Fonts | Great looks – fast and easy

Easy to create and almost unlimited creative possibilities: Draw letters with Clips – that means with any small picture element. Use flowers, cookies, birds, footprints or money for writing. Build your own fonts with our editor and manage all Clips easily in your software.

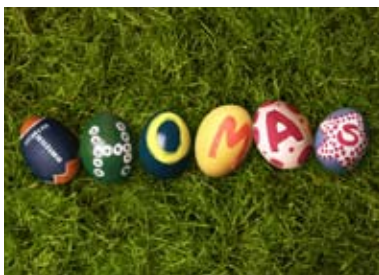
- Your software already includes dozens of ready-made Clips!



## System Fonts | Way beyond text personalization

Use any available True Type or Open Type Font for personalizing images. Apply filters and transformations, for example rotate letters and add shadows to make it perfectly fit to the background.

- You can use System Fonts also as basis for personalizing with Clips.



## Picture Fonts | Challenge for creativity

Design each character as a single picture. You can simply create them in Photoshop® and your software will automatically convert the letters to a DirectSmile PicFont for personalizing. To build a perfect kerning table it analyzes the shape of all letter pictures.

- Use upper and lower case and all special characters for Pic Fonts!

# Make it look completely real!



## Surface Projection

Create text that follows any background perspective and surface structure – you can write even on spheric objects.



## Random Effects

Create photo realistic effects by introducing random size, position, and opacity for the images (such as leaves, snowflakes, stars, etc.) used in the letters.



## Linear Objects

Create names that appear to be written with rope, wire, vines, etc. – with perfectly smooth connections between the letters.



## 3D Shadow

Give the visual impression that a light source is shining on 3D objects forming letters within an image, for example, alphabet letters in soup or footprints in the sand on a sunny day.



## Motion Blur

Create the impression of movement with the graphic elements used in each letter – for example, text made with falling raindrops or letters on the side of a fast-moving car.

# Simply load your database and print

## That's how you produce your image personalized job

You have finished the design of your DirectSmile image set and placed it in your layout, for example in a mailer. Now you simply load the database you have received from your customer. You can use all usual formats, like MS Excel, MS Access, CSV and all types of separated text databases.

All images are processed automatically and, together with the basic mailer layout, directly sent to the RIP of a digital press. No matter how big your job is – all images can always be processed faster than you can print!

## Produce on all digital presses

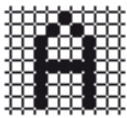
DirectSmile offers optimized output formats for all digital presses on the market: PPML, JLYT, PDF. More output options are available for example for image personalized e-mail, websites, mobile media, large format printing.

## Scale your system to your needs

Whether regular low volume printing jobs or direct marketing applications that mean print volumes of millions of mailers, a DirectSmile system can be scaled to all production requirements at any time.

## Three simple steps to set up your image personalized job

### Step 1



Create your personalized images with the DirectSmile Designer.

### Step 2



Load the database that you have received from your customer.

### Step 3



Start your job and all images are processed automatically and directly sent to the RIP.

Category	Features	DirectSmile 3.1
System Requirements	Localization	English, Spanish, German
	Operating system	Windows XP
	Design tool plug-ins	Adobe InDesign® CS / CS2
Input	Input types (text)	Excel, Access, XML, CSV, TXT
	Input types (images)	JPG, EPS, PDF, TIF
	Font support	TrueType, OpenType, PostScript
	Unicode support	Yes, for personalized images and documents
Output	Optimized print output types	PPML, JLYT, PDF
	Graphic output types	JPG, TIF, EPS
	Imposition	Yes, dynamic

## DirectSmile offers document solution for Adobe InDesign®

Create impositions, handle printing jobs with ease, get previews with original data at any time. Many DirectSmile products come with our document solution for Adobe InDesign® that helps you realize your personalization tasks with simple and cost-effective workflows. Simply place your personalized images in InDesign® documents and vary any text or image in your document according to rules.



# Product Overview

## DirectSmile Designer **Your tool for easy design of personalized images**

- Create image personalization templates without limits
- Render and save single images

## DirectSmile Creator Pro **The entry-level image personalization solution**

- Designer for image personalization templates
- Image rendering, Job and Database Manager, output via Print to Database

## DirectSmile SE **The professional VDP design and production solution**

- Designer for image personalization templates and VDP Document Solution
- Image rendering, Job and Database Manager, output driver of your choice

## DirectSmile Generator **The high volume VDP design and production solution**

- Designer for image personalization templates and VDP Document Solution
- Image rendering, Job and Database Manager, multiple output drivers
- Fully scalable, high speed output, Database Module included

## DirectSmile Online **Bring your DirectSmile applications into the web**

- DirectSmile Online Controller and 2 Production Servers
- Retrieve personalized images through Web Services
- Manage image sets directly in the browser

More product details at [www.directsmile.de](http://www.directsmile.de) • Please ask for our Price and Product Guide!



DirectSmile GmbH  
Torstrasse 164  
10115 Berlin  
Germany

Phone +49 30 62777-111  
Fax +49 30 622 85 65

[www.directsmile.de](http://www.directsmile.de)  
[sales@directsmile.de](mailto:sales@directsmile.de)

US Distribution:  
DirectSmile Inc.  
8524 Maggie Avenue Ste.B  
Las Vegas, Nevada 89143

Phone 1-877-376-3292  
Fax 1-888-337-6329

[www.directsmile.us](http://www.directsmile.us)  
[sales@directsmile.us](mailto:sales@directsmile.us)