

XEROX DOCUTECH 2000 SERIES

# PrintShop Mail



**W**ith all the hype in the printing industry over the effectiveness of personalized communications, it was only a matter of time before an operator-friendly software package arrived to make variable data jobs output to your DocuTech Production Publishers fast and easy.

PrintShop Mail is a low cost, entry level software package that specializes in processing variable data within any type of job—from letters and labels to barcodes and newsletters. It's your business...  
**powered by DocuTech.**



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Personalized communication works. It's as simple as that. One-to-one marketing has been proven to make readers respond to messages faster and more often, and in general, improve results. The recent challenge has been to find a software package that lets your business reap the advantages of variable data without sacrificing design freedom, database accuracy, or speed.

That's where PrintShop Mail comes in. PrintShop Mail is a professional software product that can process variable data quickly, easily and efficiently.

PrintShop Mail keeps the fixed portion of the document and the variable data separate. When processing a PrintShop Mail job, the layout is sent and RIPped only once; variables are then exchanged at high speed. This technology enables the generation of documents at nearly maximum printing speed on Xerox DocuTech 2000 Series Production Publishers.

### Features and Benefits

- Personalizes documents easily and efficiently.
- Uses layouts created in common word processor or desktop publishing packages such as QuarkXPress, PageMaker, Microsoft Word, etc.
- Layout and database can be created separately from each other.
- Offers coloring, rotation and other formatting to variable data fields.
- Uses powerful expressions to extract data from databases.
- Browsing and previewing functionality before printing to facilitate accuracy.
- Supports the insertion of barcodes and serial numbers.
- Supports major database formats (dBASE, MS Excel, MS FoxPro, MS Access, Paradox, and comma delimited text files).
- Advanced printing options allow the creation of personalized sets that can be stapled or bound using multiple paper sources.
- Sends document layout to the printer only once and variables are placed at production speed (so documents are produced at maximum printing speed).

### Minimum System Configuration

#### Windows

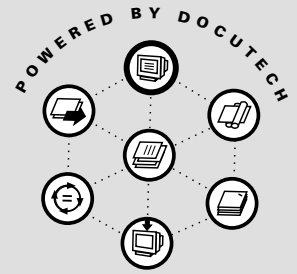
- 486 DX2/66 processor or faster including Pentium processor.
- Windows 95, 98 and NT 4.0 or higher.
- Requires 16 MB of memory.
- Monitor that supports 8-bit color at 800 x 600 resolution or higher.

#### Macintosh

- 68020 or faster including Power Macintosh.
- System 7.1 or higher.
- 4 MB of memory or higher.
- Monitor that supports 8-bit color at 640 x 480 resolution or higher.

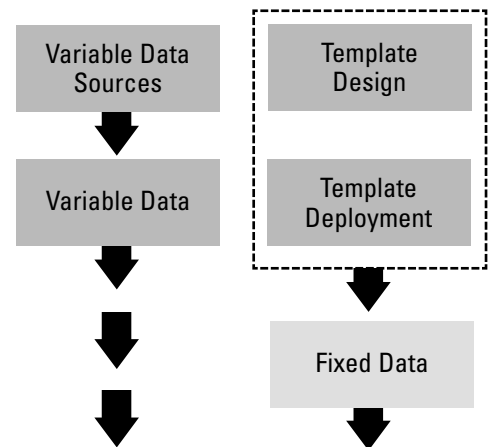
#### Printers

Xerox DocuTech 2000 Series Production Publishers.



For more information on  
**PrintShop Mail or the rest  
of the DocuTech 2000 Series,**  
call 1-800 ASK XEROX or  
visit us on the web at:  
**[www.xerox.com/docutech2000](http://www.xerox.com/docutech2000)**

### PrintShop Mail Workflow



### PrintShop Mail-Enabled PostScript Output



Printers • Screens • Deployment Repositories

2000  
series

ATLAS  
DIGITAL

Adobe PostScript 3™



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