



Profitability by Design.

Library

*DIGITAL PRINTING FOR  
1:1 COMMUNICATION.*

The new route to success.



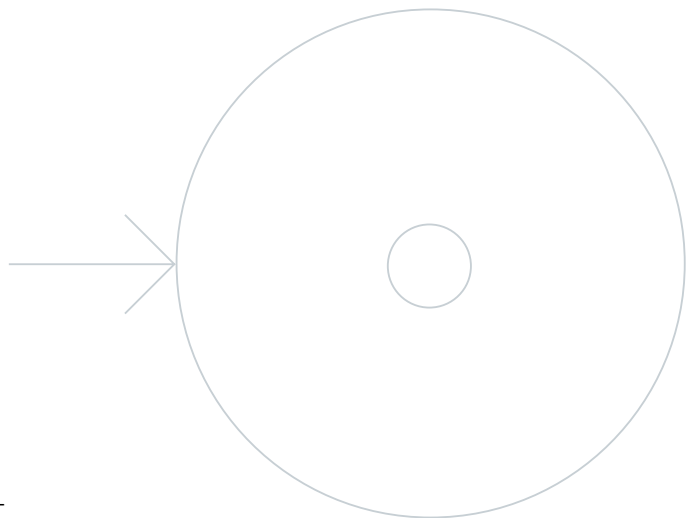
## Communication's future is called 1 : 1.

One concept is creating a sensation: The magic word is 1 : 1 communication. This means that marketing tactics and product offers are tailored to each individual customer and are thus much more effective. Instead of target groups, target persons are the focus of this innovative strategy for strengthening customer commitment and increasing purchasing rates.

The idea of 1 : 1 communication is not new: For a long time marketing strategists and advertising executives have been dreaming of carrying on an individual, intensive and continuous dialogue with customers. The revolutionary new idea is now making this dream come true. It is modern technology which is making this possible – on the one hand the Internet and on the other digital printing.

In the printing sector, full-colour digital printing is opening up completely new dimensions: Firstly, short print runs can be produced economically and at the same time the printing of unlimited variable data enables a high degree of individualisation. This is where the future lies, giving significant new impetus for printers and advertising agencies and also for pre-press concerns.

We at MAN Roland have recognised market demand and are blazing the right trail. With the DICOpres, DICOpag and DICOpac digital printing systems we are offering an innovative machine range on the basis of electrophotography with a dry toner, which can print out personalised offers in full colour and in short print runs right up to single unique copies. Quick, flexible and high quality.



## Class instead of mass.

### Mass communication.

From a historical perspective, economic aspects of conventional printing have always demanded a mass distribution of marketing messages. The law of economic rationality which has been valid to date meant that a large print run was necessary due to high costs of design, layout, printing preparation and production. It was compulsory to formulate the advertising messages for a large, heterogeneous target group. The lowest common denominator became the principle for mass media communication. With all the shortcomings and considerable dispersion losses caused by addressing a target group without making differentiation.

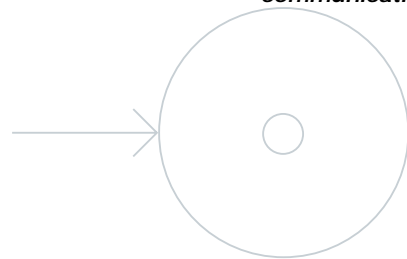
### Individual information.

To date, two problems have stood in the way of personalised advertising material: On the one hand the required customer data was not available, and on the other the technical and economic prerequisites for printing had to be met.

Since the 90s, these conditions have fundamentally changed. The development of decentralised database systems now allow us to effectively gather, collect and process data. Thus accurate customer profiles are produced. The Internet plays a major part in this. Concepts such as dynamic website or cookie are key words in connection with the generation of user data.

A further innovative development is coming from the printing industry: printing with variable data. The combination of database information with digital image processing technology makes it possible to make every individual printed page unique – specific to each individual recipient. The perfect complement to the World Wide Web.

*Away from mass communication to individual addressing of target persons – this is the route being taken by 1:1 communication.*



High range of coverage:  
Television, radio, newspapers, magazines, brochures

Low range of coverage: Video, World Wide Web,  
brochures, CD-ROM, segment catalogues, direct mail

1:1 communication: Telephone, sales personnel,  
World Wide Web, E-mail, personalised printed letters

Range of the media forms.

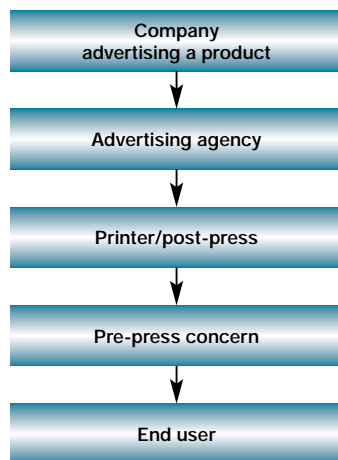
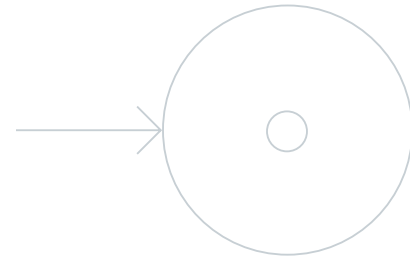
# Opportunities for new business models.

*The possibilities associated with digital printing open up new opportunities for graphic design companies.*

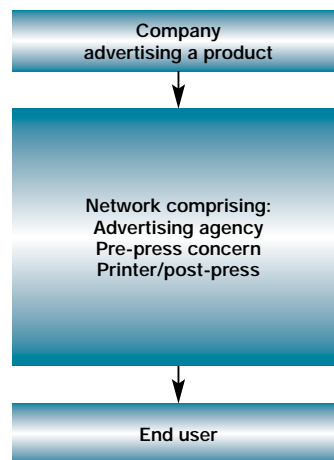
**Hand in hand: working successfully.**  
 The market chain, from the company wishing to advertise to the finished printed product, is even today a sequence of business processes. The customer will usually commission an advertising agency to develop the concept and layout of the advertising medium. In the next stage, a pre-press concern will produce the films, then printing and post-press work will follow – ideally hand in hand all the way. In principle, each of these processes represents an independent area of business and competence, although these are combined by some companies in an attempt to expand their range of activity and/or their product portfolio and to give a higher level of added value.

**The all-round supplier: producing more efficiently.**  
 Driven by competition and enabled by innovative, highly economical digital printing technology, "landscapes" which up to now have been separated are increasingly growing together. Companies advertising their products prefer one contact and an all-round solution – whether it comes from the advertising agency, the pre-press concern or the printer. Some service providers have recognised this trend and decided to network between themselves. Future-oriented business models with the promise of success are opening up. Everything reaching the end consumer comes from a single source – a decisive advantage.

- Digital printing also allows printers to cover the profitable growth segment of full colour short print runs (Short-Run-Colour) and at the same time they can also offer the pre-press work and the data handling.
- With digital printing, advertising agencies can offer their customers an extended full service based within their own company.
- Pre-press concerns can extend their product portfolio by digital printing, and evolve into production companies.



*Customary market chain for print production*



*Future network for print production*

# Digital printing – simply brilliant.

### Added value of digital colour printing.

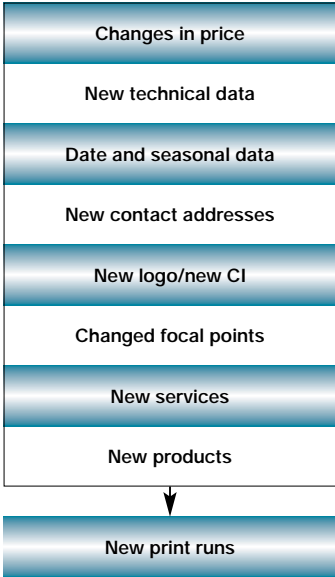
With digital colour printing the data from a document produced on the computer is conveyed directly to the printing machine and transferred to the substrate. It is possible to make individual modifications to the data at any time. The contents may vary from copy to copy. This is in marked contrast to offset printing presses which work with a master and thus produce a large print run with the same subject.

Two core advantages mean that digital printing gives added value: Full-colour short print runs can be produced profitably and variable data with a high level of personalisation can be printed.

### Short print runs, right up to date.

With digital printing, the reduced work flow of print data from the computer to the machine means there are no more plates and films, and no makeready time any more – you can change from one print job to another without stopping. With the new digital print systems, short print runs in colour and even individual copies can be economically produced. There are only low changeover costs. Small print runs are quicker and the printed matter is more up to date. An important plus point when you remember that presently up to 30% of all printed matter is destroyed since it is outdated before it reaches its recipient.

*The reduced work flow of print data from the computer to the machine distinguishes digital printing from conventional processes.*



Factors involved in outdated of print media

# Communication, highly personal.

*Each person is different. Wouldn't it be wonderful to be able to talk to them directly, as individuals?*

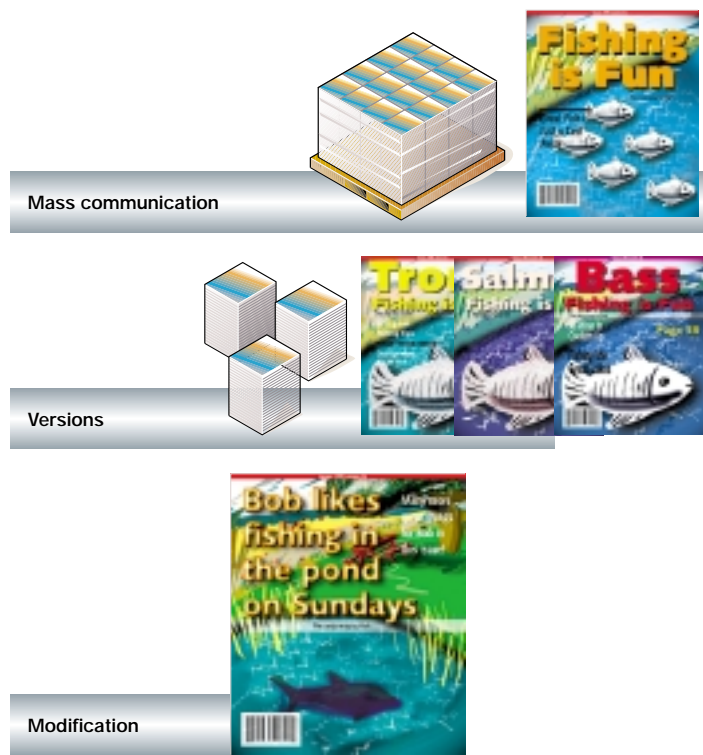
### Targeting the individual.

There are almost no limits when printing with variable data: individual pages of text and graphics can be put together in any way, the spectrum ranging from variable fields to completely variable pages. Even whole documents can be electronically restructured, so that the printed product can vary completely in terms of page numbers and sequences.

The variation of the advertising message for individual recipients is the most powerful form of printing with variable data. For marketing this means it is possible to address each person in a different way, to treat each customer as an individual. The company is no longer going to the masses, dispersion losses are cut. A fundamental change.

### Opportunities for the printing industry.

The varied possibilities offered by digital printing open up great opportunities for advertising and packaging printing, and also to a great extent for the printing of publications, which under the keyword "Book on Demand" tackles the vision of individual books. Manuals and operating instructions, test marketing for book covers or CD covers in the shortest print runs are further examples from the repertoire of personalised products to be offered via digital printing of publications.



*Traditional mass communication uses a single advertising message. With this the chances of finding the right message for everyone are low.*

*Each target group has different characteristics and preferences. With different print media different groups of readers may be spoken to directly.*

*With the information from a well maintained database it is possible to create individual printed media for each recipient.*

## Towards 1 : 1 communication.

### More turnover per customer.

1 : 1 communication means a radical change in marketing patterns: it is no longer a matter of finding more customers for a product but more products for the customer. The aim is to considerably increase the customer share for each individual customer. With 1 : 1 communication you get to know about customer desires in detail, enabling the development of appropriate services and products for these customers.

### Learning from each other.

The central element of 1:1 communication is the concept of "Learning Relationships". In this learning relationship, the customers describe their needs stating which products and services they require. New offers are specified using this feedback data. Everyone learns from each other – the synergy produced allows both parties to profit in the long-term. The danger that the customer turns to a competitor is minimised as the customer relationship becomes a partnership.

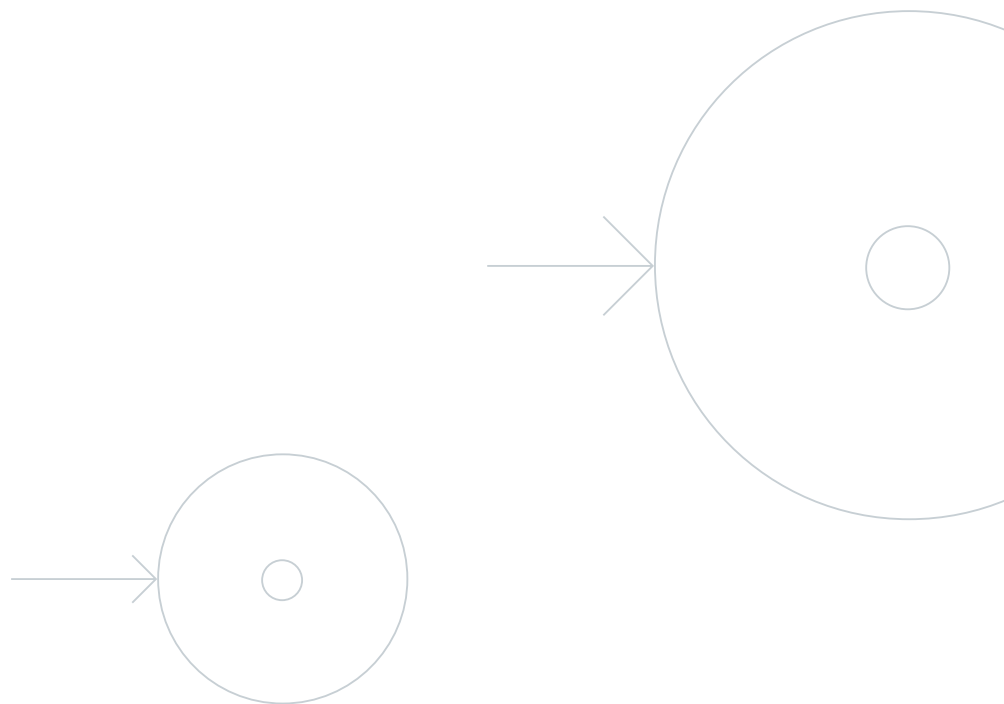
### On the trail of the customer.

Increasingly ingenious databases – in particular multimedia databases – are allowing ever more precisely targeted marketing measures to be taken. This development has received a strong impetus from the booming Internet. Via the World Wide Web and E-commerce, "intelligent" databases are entering into dialogue with the surfing consumers. Today the transactions of millions of customers can thus be managed and analysed with comparatively low investment. This makes purchasing behaviour and motives transparent.

### Printing becomes an interactive medium.

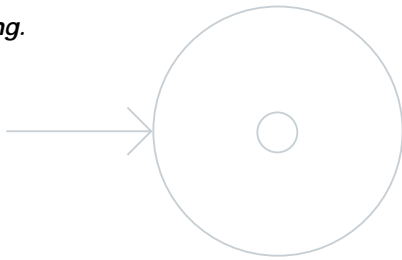
Nowadays, even small companies can afford to have modern database and communications technologies. 1 : 1 communication may thus be realised by everybody. Companies are using printing with variable data as a part of their communications strategy, in which the World Wide Web also plays an important part. Together with the Internet, the printed product becomes an interactive medium. Customer data can be taken directly from the website into a database and can then undergo further processing into the finished printed product – and all this in one integrated workflow. Distributing and printing is also possible: The digital data can be sent worldwide and be printed out with the same quality in any location.

*In the 1 : 1 future,  
all communication  
will be individual  
and personal,  
with the focus on  
dialogue.*



# 1:1 communication in practice.

*In the 1:1 age,  
a whole new  
challenge awaits  
companies and  
marketing.*

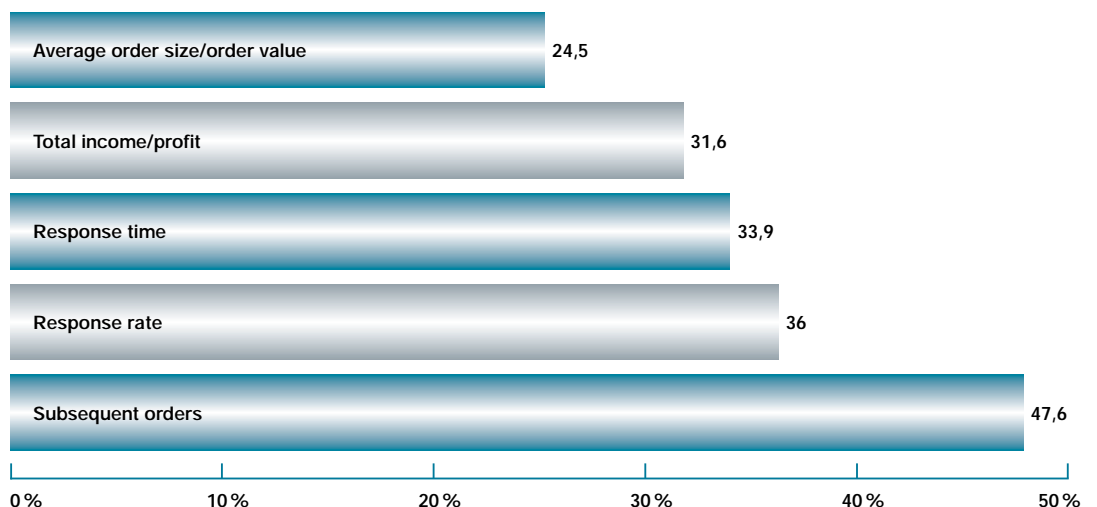


## **Focusing on the customer.**

To date, most printed marketing material has been predominantly "product-oriented". As such, it concentrates above all on the features and advantages of the advertised product. Printed matter of this type is dispersed over a large target group of customers and interested parties.

Individual communication with target persons is completely different. Here a "customer-oriented" procedure is required. That is to say, the specific advantages of a product for a specific person or for an accurately described group are to be conveyed. Such printed matter can be designed by printing variable data which is oriented to the interests of these parties. The decisive prerequisites for the quality and success of 1:1 communication are an extensive knowledge of the target person as well as an accurate presentation of the message and its form of presentation.

**Percentage of improvement attained by means of personalised printed matter.**



*Research carried out by CAP Ventures has found that in terms of all the relevant criteria personalised printed matter is*

*clearly more efficient than conventional direct mail.*

## Five basic rules for success.

### 1. Which message for whom?

The following questions should be asked with respect to individual customer relationships: Which customers will have the greatest advantages from the product? Which customers buy what? What value does a given customer have for the company? When doing this, companies frequently realise that they do not know exactly which categories customers belong to.

### 2. Know-how for individual communication.

What is important is a detailed knowledge of the application possibilities of variable data, so that campaigns can be planned exactly and accurately. Thus, for example, with individual, multi-stage advertising campaigns there will be many possible customers responses. Subsequent action must be adapted accordingly to the individual. A flow diagram will help to keep track of individual steps in such an advertising campaign.

### 3. Data collection and maintenance.

Companies wishing to make use of personalised communication frequently come up against a major obstacle: there is not enough relevant data available on customers and interested parties. The first step is therefore the analysis of this data stock. If further data is required, then the next step is the acquisition of this data.

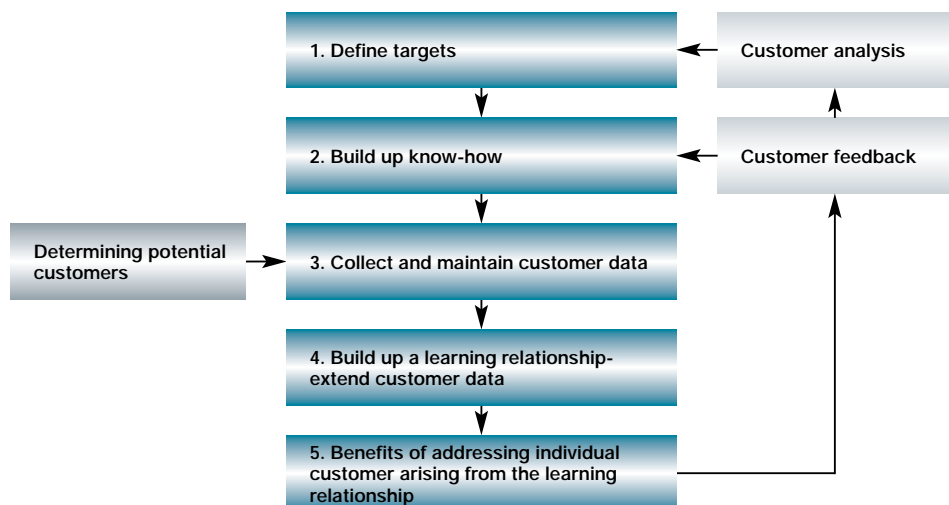
### 4. Learning from customers.

As is the case with many relationships, the customer relationship is based on trust and partnership. If customers are to divulge information about themselves then they should know how it will be used. In every case, data security must be guaranteed – data will not be used without prior agreement. The building up of learning relationships is an ongoing process. The company obtains important additional information with each transaction and each customer contact. The amount of collected knowledge grows continuously, allowing the company to communicate ever more precise information and offers. This type of continuous learning relationship is a cornerstone of 1 : 1 communication.

### 5. Recognising the benefits.

Between mass communication on the one hand and 1 : 1 communication on the other lies a multitude of intermediate nuances. Not every campaign will be fully 1 : 1 in character. There will still be a proportion of segmented campaigns with only a few different versions. But each attempt to create a more specific way of addressing a potential customer will demonstrate the usefulness of personalised communication and convince the company of its value.

*For 1 : 1 communication and digital printing, there is one rule above all: It depends on getting it right.*



*Building up personal communication and a learning relationship with customers and potential customers*

# The pleasure of something special.

**An idea setting marketing in motion: the cross-linking of the Internet and printed media to form one system, where it is possible to quickly switch between the two.**

**Dream cars from the Web.** BMW provides a model example of how the Internet and print media can be cross-linked to form a customer-oriented 1 : 1 dialogue system. On the home page of the car manufacturer, interested parties can put together their model according to their individual preferences. The CarConfigurator enables them to choose from the whole range of options: motorisation, colour, variations in fittings and many other features can be selected, even financing and leasing options may be chosen. The personal dream car is then stored in a virtual parking space on the Internet.

The big surprise for the interested party follows a few days later on receipt of a personally addressed 4/4-colour vehicle brochure with the specifications selected on the Internet. You can then admire the selected car and imagine the pleasure of driving it. Each car is a unique model and each brochure is a unique publication – that is 1 : 1 communication par excellence.

**Sehr geehrter Herr Fransson-Gülkani,**

so könnte es aussehen, Ihr Wunschauto, wenn Sie es in Zukunft bestellen. Bei einem Automobil-Händler Ihrer Wahl oder per Internet, ein sofortiger Zugriff auf unsere Datenbank, Aktualisierung der von Ihnen gewünschten Ausstattungsmerkmale und der gewählten Farben, persönliche Ansprache, sowie sofortiger Ausdruck eines kompletten Prospektes 4/4-farbig und Versand zu Ihnen nach Hause.

Mit den Datenbankanlösungen sowie einem digitalen Druck in hervorragender Qualität lassen sich "Wunschprospekte" in kürzester Zeit von Oetischer + Wagner Medientechnik GmbH ab Oktober realisieren.

Nutzen Sie die einzigartigen Möglichkeiten des 1:1-Marketings, immer der aktuellste Stand Ihrer Produkte und immer auf die individuellen Wünsche Ihrer Kunden abgestimmt.

Das marketingstrategisch ideale Resultat entspricht dem Traum von 1:1-Kommunikation mit Ihrer Zielgruppe - und ist endlich Realität.



**Sehr geehrte Frau Schrack,**

so könnte es aussehen, Ihr Wunschauto, wenn Sie es in Zukunft bestellen. Bei einem Automobil-Händler Ihrer Wahl oder per Internet, ein sofortiger Zugriff auf unsere Datenbank, Aktualisierung der von Ihnen gewünschten Ausstattungsmerkmale und der gewählten Farben, persönliche Ansprache, sowie sofortiger Ausdruck eines kompletten Prospektes 4/4-farbig und Versand zu Ihnen nach Hause.

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Ihre gewünschten Sonderausstattung:  
 Abstandsmessrichtung  
 Automatikgetriebe  
 Autotelefon  
 Garagentoröffner  
 RDC  
 Regensensor

Lack:                      Polster:                      Holz:





Ihre gewünschten Sonderausstattung:  
 Abstandsmessrichtung  
 Automatikgetriebe  
 Doppelverglasung  
 Heckklappe  
 Schiebedach  
 Sicherheitspaket

Lack:                      Polster:                      Holz:






**Die BMW 7er Limousine**

Sehr geehrter Herr Fransson-Giuliani,  
 spüren Sie das dynamische Fahrerlebnis  
 in der Oberklasse.



 = Personalisation plays the leading role.

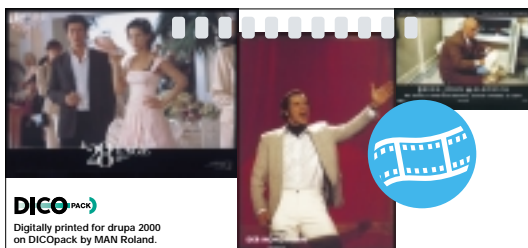
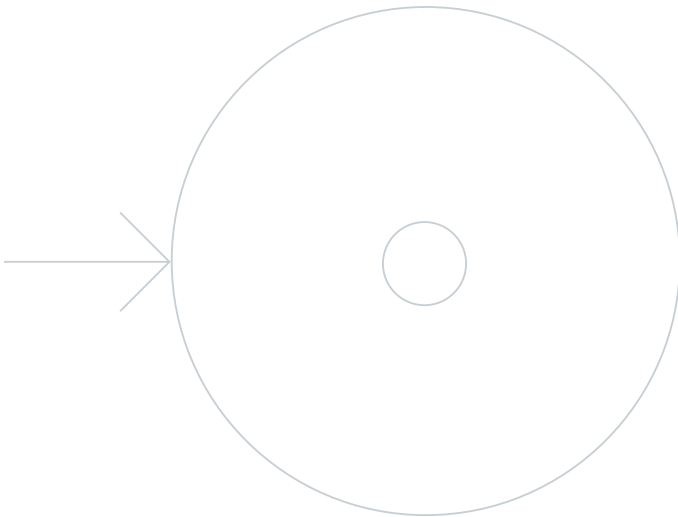
## Personalisation plays the leading role.

*A film presentation about 1:1 communication. Starring visitors to drupa 2000. Screenplay and direction by MAN Roland Production: DICOpress*

### **Showtime at drupa 2000.**

A most unusual demonstration created a sensation at drupa 2000: In collaboration with the UFA Filmpalast, Düsseldorf, MAN Roland ran a special programme centred on personalised digital printing. Film enthusiasts amongst the visitors could choose a film from the varied range on offer at the cinema. A simple cut – and they were given the appropriate film poster featuring, under the heading of Special Guest Star, their own name. But this was not enough:

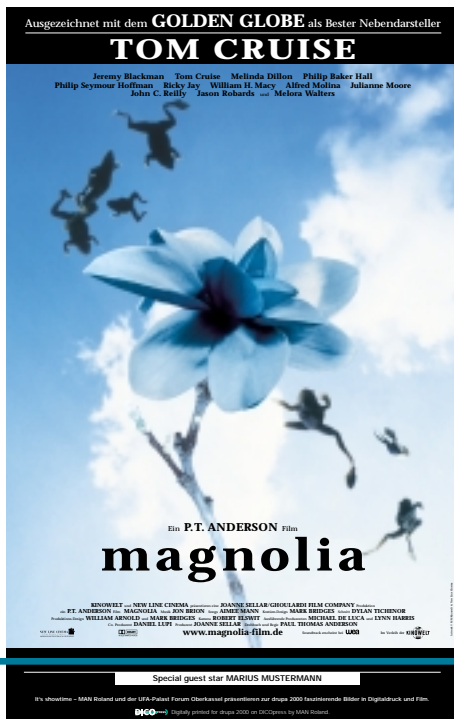
They also received a flyer with the title of their chosen film, a description of its content as well as a map showing the way to the cinema – obviously personally addressed. Of course, the personalised entrance ticket could not be left out, and vouchers for popcorn and a soft drink were also included. The drupa cinema campaign, which was announced on a banner detailing the day's events, was one of MAN Roland's "PrintCity" attractions. It was a complete success with the public, and provided convincing proof of the speed and high print quality of the DICOpress.



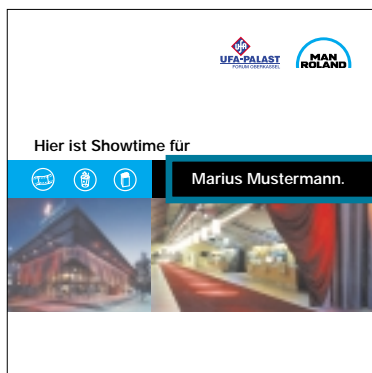
# **IT'S SHOWTIME.**

For our special drupa 2000 guests on May

*The banner.*



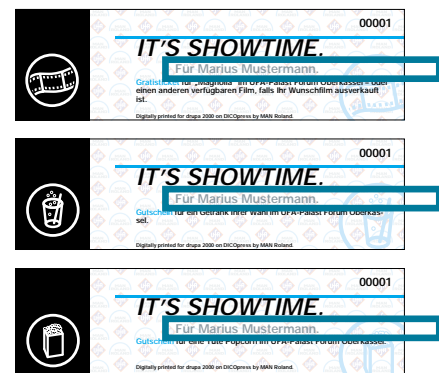
Poster of chosen film.



Entrance ticket and map.



Vouchers.



## The personal dream trip.

*The example of the Personal Travels agency clarifies how target-group specific printed matter is produced.*

### Technology and design.

There are three important aspects in the production of target-group specific printed matter. The first concerns the technical processes involved in combining page layouts and customer data. The process is represented here with the example of PersonalizerX, a QuarkXTension. The second aspect concerns the data format, which uses tools such as the PersonalizerX for the provision of individual, variable data. Already, the DICO systems are using PPML (Personalized Printing Markup Language) to process future standard data format, produced using different author tools.

The third aspect concerns the "technical design" of the printed matter for personalized communication. In design terms, the possibilities are optimised to such an extent that each printed copy is quite individual in appearance. The example of an individual travel brochure clarifies this process.

### Production of an individual brochure.

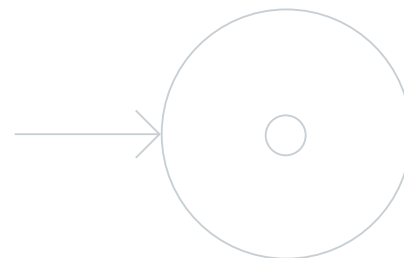
At Personal Travels each trip is individually tailored to the customer. Based on their preferences with respect to accommodation, food, sightseeing etc., the travel brochure from Personal Travels is the primary marketing medium.

The screenshot shows the 'MiniGuide' section of the Personal Travels website. The navigation bar includes 'Home', 'What We Do', 'MiniGuide' (highlighted), 'Reservations', and 'Contact Us'. The main heading is 'Personal Travels The Place to Go for a Personalized Vacation'. A sidebar on the left lists menu items: 'Destination' (highlighted), 'Budget', 'Vacation Type', 'Accommodations', and 'Cuisine'. The main content area is titled 'Destination' and contains a paragraph explaining the process of building a personalized miniguide. Below the text is a form with the following fields: 'Type in where you want to go:' followed by a text input containing 'Paris', a dropdown menu for 'State', and a text input containing 'France'. Below these is a 'Country' label and a 'Submit' button. At the bottom, there is a link: 'Or pick a continent on our interactive map:'.


Question 1: Which is the required destination? The Personal Travels database contains over 400 cities worldwide.

Here the customers and interested parties can tell at once to what extent the travel agency has accounted for their preferences. Personal Travels uses a very carefully constructed website to collect all the data which is required for putting together an individual travel itinerary.

- Question 1: Which is the required destination?
- Question 2: Which leisure facilities are important to you at your holiday location?
- Question 3: What are your particular leisure interests?
- Question 4: Would you like to change your details in any way before the brochure is produced?






Home
What We Do
MiniGuide
Reservations
Contact Us



**Personal Travels**

The Place to Go for a Personalized Vacation

- Destination
- Budget
- Vacation Interests
- Accommodations
- Cuisine

### Vacation Interests

When you travel you probably have several interests that you enjoy exploring, from dining to sightseeing to hiking on mountain trails. All vacations can consist of more than just one interest. Some interests that you thought could be explored only in large cities can actually be discovered in the most remote regions of the world. Please indicate your preferences below. If you're unsure about a topic, click on the name for more information.

Vacation Interests	Interested	Not Interested
<a href="#">Animals/Safari</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Architecture</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Arts &amp; Culture</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Bicycling</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Car Touring</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Entertainment</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Food/Culinary</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Gambling/Casinos</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Gardens</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Golf</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Historical/Archaeological</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Outdoor Activities</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Photography</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Relaxation</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Romance</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Shopping</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Spiritual</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Work/Volunteering</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Other</a>	<input type="radio"/>	<input type="radio"/>

Clear Form
Previous Page
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Question 2: What interests – from cultural to culinary – come to the fore at the destination?

## Ascertaining who are potential customers.

**Collection of customer data.** The Personal Travels website includes various questionnaires. With the help of clearly structured questions, the preferences of the potential customer with regard to

hotels, transport and culture are determined. On the basis of the data acquired from the customer, the company will produce a detailed description of the trip.

Home
What We Do
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Contact Us

The Place to Go for a Personalized Vacation

**Museums-Art**

Accommodations

Cuisine

Architecture

Music

Dance

Theaters

Entertainment

Gardens

Museums-History

Historical Houses

Palaces

Cathedrals

### *Museums-Art*

Paris is perhaps the greatest city in the world for museums and art galleries, featuring everything from priceless masterpieces to the avant garde. You'll want to try to visit as many of these famous sites as you can cram into your itinerary. Please indicate your favorites below. If you're unsure of the best choices, click on a name for more detail.

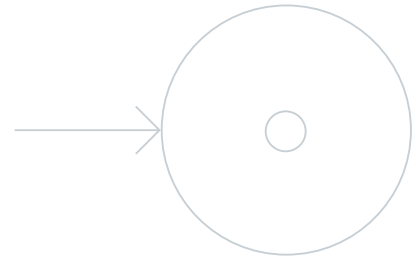
Museums-Art	Interested	Not Interested
<a href="#">The Louvre</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Musée D'Orsay</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Centre Georges Pompidou</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Museum of Modern Art</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Musée Picasso</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Musée Rodin</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Musée Delacroix</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Musée Marmottan</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Musée Guimet</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Musée Cognacq-Jay</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Musée des Arts Décoratifs</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Place du Tertre</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Place Emile-Goudeau</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Hameau des Artistes</a>	<input type="radio"/>	<input type="radio"/>
<a href="#">Rue Férou</a>	<input type="radio"/>	<input type="radio"/>

Clear Form
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Question 3: Please specify your interests.

The data collection process is, however, not yet concluded as the data is stored in the database as a basis for subsequent campaigns or cross-selling campaigns.

If, for example, a customer is always interested in trips to cities and another is exclusively interested in one specific country, this means that targeted offers are produced and special campaigns can be run without any dispersion losses.



Home	What We Do	MiniGuide	Reservations	Contact Us
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**Personal Travels** The Place to Go for a Personalized Vacation

*Summary*  
 Congratulations! You've just designed your own seven-day family vacation to Paris. Isn't it great to be in control of your travel choices! Here's a summary of your accommodation, food preferences and itinerary. Click on "Submit" and your personalized full color brochure will be in the mail to you within 24 hours. Click on "Back for Changes" if there's any item you need to revise.

Summary

Submit

Back for Changes

**Summary**

**Accommodations**  
 Marseilles Hotel

**Cuisine**  
 Local  
 International  
 Moderate  
 Family-Style

**Interests**

Museums-Art	Louvre
Museums-Art	Musée D'Orsay
Museums-Art	Musée Picasso
Museums-Art	Place du Tertre
Museums-Art	C. Georges Pompidou
Music	National Opera
Gardens	Jardin des Tuileries
Architecture	Eiffel Tower
Architecture	Place de la Concorde
Spiritual	Cathedral Walking Tour
Spiritual	Chartres Trip
Entertainment	Boat ride on the Seine
Entertainment	Euro Disneyland Trip

Question 4: Is the summary correct? Summaries give the opportunity to change your mind or to correct errors.

The brochure will then really describe the desired dream holiday.

# The individual travel brochure.

## 1. Production of data files.

Most systems for publishing with variable data are based on the standardised page layout program QuarkXPress. With the PersonalizerX software, users who are less experienced can also produce documents for printing with variable data in a straightforward manner. For designers, the conceptual difference lies in the fact that they are able to

prepare for the variability of the pages, instead of working on the basis of an individual static page when creating the variations.

## 2. Organisation of the database.

The data obtained from the website is stored in a database. PersonalizerX supports up to 256 variable fields in the database and the related QuarkXPress document (see Fig. 1).

## 3. Design with variable data.

Now it is decided which text and image frames will remain unchanged – that is to say which ones will appear on every copy – and which will be varied as appropriate. Provided the maximum limits are heeded, the text and image elements do not have to be the same length or size. (see Fig. 2).

Last Name	First Name	Address	Apt.	City	State	Country	Code	Phone	Expertise
Andrews	Duncan	501 24th Street	2	San Francisco	CA	USA	94117	415-336-2222	San Fran
Besamont	Annie	222 Main Street		Portland	OR	USA	97203	503-242-4252	Portland
Christie	Julie	55 Boulevard Schmickel	5	Paris		France		43-26-71-88	Paris, vers
Dion	Carleen	1920 Rue Baile		Montreal		Canada	H3H 2S6	514-839-7000	Architect
Donnelly	Mary	20 W 9th St, Apt 3R		New York	NY	USA	10011	212-328-5943	NYC, The
Grass	Gunter	Friedel Strasse 40		Munich		Germany	12047	49(0)30-6249513	Arts and C
Hugo	Victor	123 Rue du Cardinal	2	Paris		France		43-54-31-33	Paris, Lux
Kim	Jina	38 1882, Garden Tower		Seoul		South		82-188-4257	Korea, Ja
Kikano	Felico	8-6-22 Minami-Aoyama	83	Tokyo		Japan		03-498-3221	Temples,
Martin	Katherine	815 Booth Street		Ottawa	Ontario	Canada	K1A0C9	613-852-7000	Bicycling
Martinez	Angelita	32 Avenida Central	5	Mexico City		Mexico	52-528-62-30		Shopping
McNulty	Johnny	4 Strand Road,		Dublin 4		Ireland		353-1-272-9361	Muse, Be
Moore	Michael	23 Main Street		Grand Rapids	MI	USA	49501	616-888-4444	Cars, Mo
Rodriguez	Ernesto	31 Calle 13 Norte	2	San Jose		Costa Rica		506-222-05-64	Central A
Vanderlingen	Peter	Londenstraat 2833		Antwerp		Belgium		00 32 33 285 60	Storvans
Vardi	Giuseppe	Santa Croce, 1730		Venice		Italy		39-5224124	Cuisine, F
White	Thomas	PO Box 1978		London		England		44-1734-628357	Sports, O

Fig. 1: The PersonalizerX database takes over text files with standard delimiters, whereby the first line of the data file indicates the name of the variable field.

A maximum of 256 fields are possible here. The number of addresses and/or entries in the database is unlimited.



Fig. 2: Here you can recognise the variable areas of this document. They can contain text and images from the database. You can look directly into the database with the PersonalizerX while working in QuarkXPress Document. This facilitates the creation of variable designs.

**4. Integrating variable data.**

The positioning and designing of variable text elements is, like the positioning of variable image elements, a simple task. PersonalizerX offers the user flexible options for the scaling and positioning of pictures on the basis of known QuarkXPress tools (see Figs. 3–5).

**5. Preparation for printing.**

The data file will be prepared for printing out in exactly the same way as any other QuarkXPress data file. The master pages with the variable fields, fonts and associated data will be linked with the ASCII database.



Image data are stored in the usual standard formats such as EPS, TIFF or JPEG. When printing out either CMYK images are used or the necessary conversions are made by means of integrated colour management.

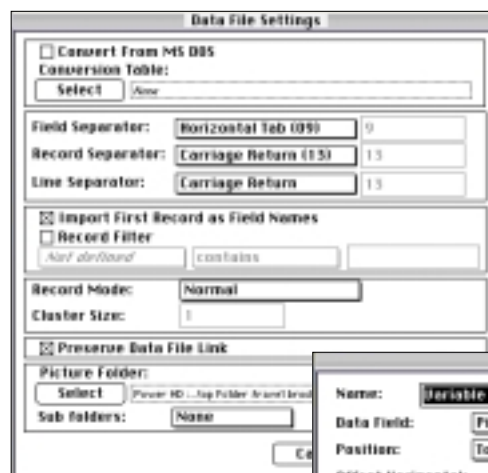


Fig. 3: In the dialogue menu "Data File Settings" the names of the individual fields from the database are entered as well as the standard storage location for the image data files.

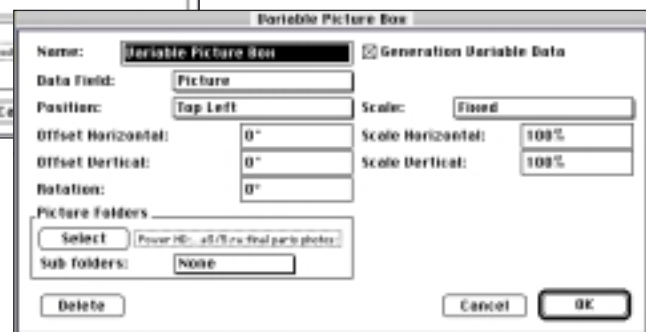


Fig. 4: The "variable images" collator shows the contents of the image collator and offers the option of exchanging images



Fig. 5: The dialogue menu for variable image frames is used to set the image attributes, such as positioning and scaling.



A variable image is then selected on the basis of the customer's statements.

**6. The finished product.**

At Personal Travels personalisation begins with the name of the customer. It also includes the individual route for the trip, a

specific hotel as well as restaurants and sights. The interested party receives the individual leaflet within 72 hours of visiting the website. From the Personal

Travels brochure it is clear to see that each trip is personally planned and each customer is treated as an individual.

*The personalised information includes the name and family details as well as a short overview of the trip and preferences for food and drink.*

*Welcome to Paris! Here is the personalised flight information, including details of the airline, departure and destination airports, departure and arrival times as well as a route map to the hotel.*

*A personalized activity summary also takes into account the wishes of the children.*

**Personalized Travel Brochure Content:**

- Header:** "Welcome to Paris!"
- Customer Info:**
  - Hello! Robert and Sara Bajer
  - Your Family: 2 Children, ages 11 and 9
  - Your Interests: Art, Outdoor, Sightseeing
  - Your Cuisine Choice: Local, Moderate prices
- Your Arrival:**
  - British Airways, Flight BA 733
  - Dep: London Heathrow/July 15/2:30pm
  - Arr: Paris Charles de Gaulle/6:30pm
  - Take a taxi to your hotel.
  - You will be greeted at your hotel by one of our qualified, friendly tour guides.
  - Because of your early evening arrival, you have time to enjoy dinner and entertainment at one of our suggested "hot spots", listed to the right, located near your hotel.
- Your Accommodation:**
  - Manvelin**
  - 4 Rue St-Benoit
  - Close to the Seine, Notre Dame, Musee d'Orsay
  - Child care available
  - Television, English-speaking, Laundry
  - Landmarked by the St-Benoit Fountain, the Manvelin Hotel offers 117 elegant and comfortable rooms, all at moderate, affordable prices. The hotel can arrange childcare at night for those evenings when you want to get away.
- Evening spots close to your hotel:**
  - 1. La Petit Louvre** (28 Rue de la Harpe): Restaurant where many famous writers scratched their names in the tables. Open from 5pm-1am.
  - 2. Chez Genevieve** (120 Saint Germain): Small quiet restaurant for a romantic evening. Open from 11am-11pm.
  - 3. Le Balcon** (1 Rue de l'École): Love to dance? Live orchestra will take requests. Make reservations. Open 5pm - 3am.
  - 4. Le Fleur Flamenco** (28 Rue Jacob): Champagne et éternel Why not? Live jazz at night. Open from noon to 6am.
  - 5. Lido Theatre** (4 Rue St-Pierre): Show old Hollywood movies at this trendy university theater. Earlier movies are good for kids.
- Summary Table:**
  - Cuisine: Local, Moderate prices
  - Ambiance: Child-friendly, Cozy
  - Interests: Jazz, Music, Dancing
- Town Map:** Shows the location of the hotel (Manvelin) and the five evening entertainment spots (1-5) relative to the hotel and the Seine river.

*An image and a description of the recommended hotel.*

*The photos and description of what is offered in terms of evening entertainment are colour coded so that each respective location can be easily found on the town map on the right-hand side.*

*An individual town plan shows where and how the free time activities are located in relation to the hotel.*

**Just as the name says:  
Personal Travels.**

With individual travel brochures of this type, Personal Travels really does what its company name proclaims: customer information can hardly be more personal. Through the combination of database management and

digital printing technology it is possible for Personal Travels to treat each customer as an individual. Research has shown that with personalised communications extremely good response and purchase rates of up to 36% may be attained.

Just inserting the name of the customer is not enough any more. In order to stand out from the crowd, the complete advertising campaign has to be highly personalised in both image and text. Through clever ideas, it has to be made into a unique "experience" for the recipient.

The travel brochure from Personal Travels also includes personalised daily programmes.

A short overview shows the level of personalisation.

Each double page shows a day's programme within the seven-day holiday.



The detailed town map makes it easy to find the starting point for the day's tour.

A map marked in colour shows the different stopping points along the way.

For each stopping point there is a small photo with the exact address and opening times.

## Digital systems for 1:1 communication.

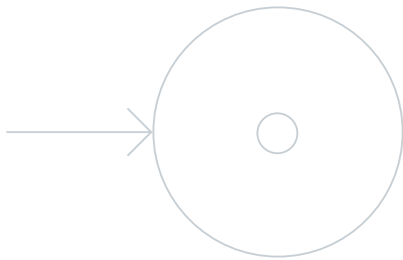
*The modern DICO colour printing systems are the flexible tools for forward-looking 1:1 communication.*

**Welcome to the DICO family.**  
The digital printing systems of MAN Roland are the perfect tools for the economic production of high-quality individually designed products with variable data. The DICOpress and DICOpack webfed systems as well as the DICOpage sheetfed system offer high printing performance and productivity with the shortest lead times in full-colour short print runs. Direct pre-press connection for the greatest possible flexibility, problem-free operation by one person and complete process control by means of integrated data management are strong arguments for the DICO family.

**DICOpress.**  
The productivity star among the digital webfed printing systems attains a printing speed of 3,900 A4 pages per hour. A high level of format flexibility, large variety of materials and top quality with perfecting registration for 4/4 colour printing are further strengths of the DICOpress, which is available in web widths of 320 mm and 500 mm.

**DICOpage.**  
The digital all round talent in sheetfed printing for those wanting to get started in digital printing. The DICOpage is convincing in its high print quality with excellent full colour and perfecting registration without turning the sheet. The DICOpage is suitable for A4 to A3+ formats, processes a number of substrates – paper, foils, labels – and enables piles to be changed quickly.

**DICOpack.**  
The webfed system for digital packaging printing combines a high level of format flexibility in terms of print length with a great variety of substrates. The DICOpack offers first-class quality in one-sided full colour, whereby white can be used as the fifth printing colour. Available in web widths of 320 mm and 500 mm for printing personalised labels, cardboard, banners, posters and displays.



*The DICOpress*



*The DICOpage*



*The DICOpack*

## Small 1 : 1 glossary.

### **CMYK.**

Abbreviation for the primary colours used in subtractive colour mixing, cyan, magenta, yellow and black (in contrast to RGB)

### **Cookie.**

Data file with identification information which is sent from a web server to a web browser and stored on the user's hard disk.

### **Cross-selling.**

Acquiring additional orders from existing customers.

### **Digital printing.**

Electrophotographic printing system with a dynamic printing form.

### **Dynamic website.**

Internet page generated from a database, adapted to the user.

### **E-commerce.**

Trading with the help of electronic media. In particular, the buying and selling of goods and services of all kinds via the Internet.

### **Personalisation.**

Made possible by printing with variable data, this is the design of printed matter with text and images which is tailored to individuals and individual interests.

### **Just-in-time production.**

The production of printed matter at the desired time.

### **Personalizer-X.**

A QuarkXpress-Xtension for integrating variable data into a layout program.

### **Personalised printing.**

Database-supported printing of a unique copy or of individually composed printing products.

### **PPML (Personalised Printing Markup Language).**

PPML is an open, flexible and equipment-independent programming language based on XML for describing variable documents.

### **Printing-on-Demand (PoD).**

Printing of the exact length of the print run without any short-fall or surplus, according to actual requirement.

### **Short-Run-Colour.**

Full-colour short print run.

### **Substrate.**

Synonym for material that is printed on e.g. paper, carton, foil.

### **Variable printing.**

A defined part of the subject or the whole subject can be changed with each revolution.

### **Distributed printing. (Distribute and print)**

Digital data can be sent worldwide and printed out anywhere in the same quality.

### **Xtension.**

An Xtension is a small additional program which extends the layout program QuarkXpress to include new functions.





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We continuously improve the DICOpaper, DICOpres and DICOpack systems and adapt them to the results of research and experiences gained in practical application. We therefore reserve the right to modify any design features and technical specifications. Only the confirmation of order is binding.

Printed using DICOpres technology.