



KONICA MINOLTA

A powerful desktop tool that enables you to create and produce personalized, customized documents with the click of a button.

Compatibility with any design or layout application, and almost any image format, allows for easy creation of customized documents.

Create separate layout and database designs before they are integrated together.

Compatible with both Mac and PC computers and with any black & white or color PostScript® printer.

Print at the rated speed of any Konica Minolta PostScript® printer/copier.

By storing information and images on the printer's RAM, then merging with the variable data, the need to RIP each graphic and layout is eliminated, maximizing throughput and saving time and money.

Efficiently customize your form letters, direct mail, sales flyers and price lists for a consistent look and feel to all your communications and marketing materials.



PrintShop Mail by Atlas Software BV. Create customized documents for less. Integrate personalized information from any database into any document quickly and simply. Add a consistent identity to letters, brochures, order forms, direct mail and more. It's never been this easy.

PrintShop Mail



The essentials of imaging

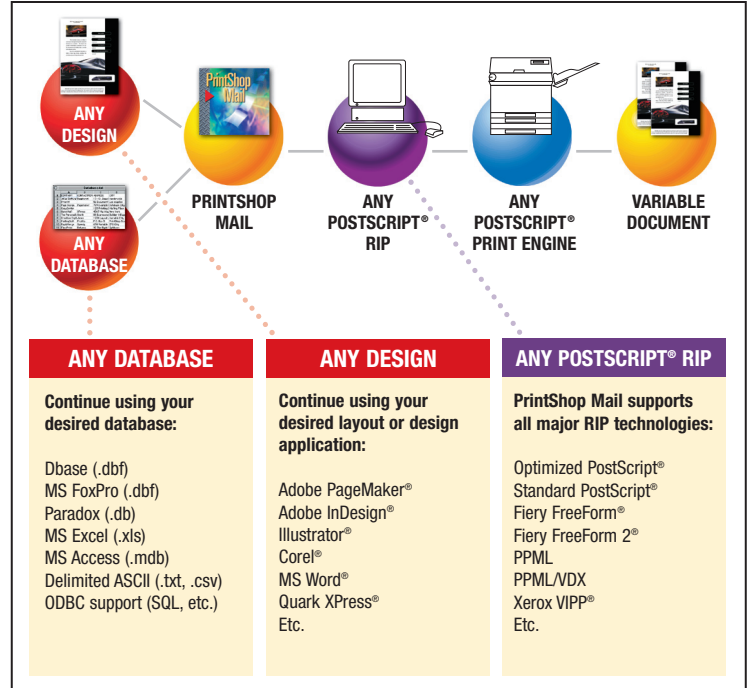


PrintShop Mail



How PrintShop Mail Works

The key is simplicity. PrintShop Mail acts as a bridge between database and document. Users simply drag and drop variable database information, including names, addresses, images, bar codes and more into their documents, placing it wherever they want it. PrintShop Mail then creates a link between the database fields and the document. The document is sent to the printer to be ripped only once while the variable data is sent to the printer through the database link, in a continuous stream, greatly improving workflow and minimizing network traffic. PrintShop Mail even provides an instant preview and a powerful resource-checking option.



Make a difference with better communications

- Increase response rates with targeted messages
- Customize mailings with personal greetings, addresses and signatures
- Improve customer response with pre-addressed business reply cards
- Increase customer information with response tracking
- Improve time efficiency with PrintShop Mail's user-friendly interface
- Reduce print costs and waste with print-on-demand capabilities

Make it easy with improved functionality

- Requires no programming experience
- Utilizes drag and drop functionality
- Offers a comprehensive set of database manipulation functions
- Creates documents and databases independently
- Provides an instant preview of completed document before printing
- Allows for reprinting or remote printing
- Offers serialization and crash numbering
- Paper tray selection provides for customized letterhead, stock, etc.

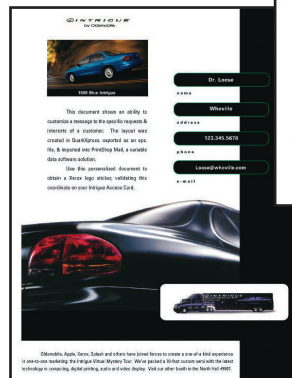
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