



Progressive Profitable Printing



HP SmartStream Designer

Innovate. Create. Individualise. Connect.

Innovate. Create. Produce High-Value Pages with HP SmartStream Designer

HP SmartStream Designer helps to create prepare and collate innovative personalised campaigns for peak output from your HP Indigo digital press.

HP SmartStream Designer is available as a Free and Desktop edition allowing you to create jobs from within Adobe InDesign CS4. Add personalised elements; images, text, and colours to your InDesign creations. The Desktop configuration is also available as an XTension™ software package to QuarkXPress® 8.

HP SmartStream Designer allows you to create, integrate, and preview all personalization jobs—whether they contain fixed data or variable text and image elements. HP SmartStream Designer is also an easy-to-use imposition tool for the HP Indigo digital press, whether the job includes personalization or not.

Increase efficiency with easy-to-use, integrated design tools – all in one

- Plug-in tools for Adobe InDesign
- XTension™ software for QuarkXPress®
- Imposition for the HP Indigo digital press
- Merge variable data



Increase creativity and effectiveness

- Image manipulation based on Adobe Photoshop
- Enables variable 3D text and images
- Embedded into Adobe InDesign QuarkXPress

Accelerate variable data print production with HP Indigo SNAP

- Swift Native Accelerated Personalization (SNAP) is proprietary technology embedded in HP Indigo digital presses
- Reduce production time
- RIPless data assembly and re-use of pre-RIPped elements
- Assembles thousands of database records in seconds

Increase creativity and functionality

HP SmartStream Designer seamlessly integrates with HP SmartStream components and partners.

Enhance page value

- Improve photo quality with HP SmartStream Photo Enhancement Server
- Personalised images by DirectSmile
- Barcodes, charts, and graphs by BlitzTools, Tech-IT Barcode Studio, ID Automation, UtilityWarrior
- Personalised URLs by MindFire LookWho'sClicking® for managing and analysing marketing campaigns using personalised landing pages

Available for over-the-web production

- Integrated with HP SmartStream Director (with Adobe InDesign only)
- Intuitive interfaces allows new users to create personalised products without training
- Includes API's for integration to third-party applications;

VDP imposition right from design

- Available as integral part of the HP SmartStream Designer
- Using flexible templates – one template imposes different page sizes
- Optimised for short-run and on-the-fly personalization jobs

Individualise. Connect.

Personalization is more than a name. It's about the content you deliver.



Features and benefits

HP SmartStream Designer 4.0 for Adobe InDesign CS4

HP SmartStream Designer 4.0 for Adobe InDesign CS4 opens up new opportunities to create complex and sophisticated designs containing fixed data or variable text and image elements on the HP Indigo digital press. Designers have the power to create jobs or templates that can be merged with data lists and job assets with a feature set that includes:

- Design-level personalization plug-in to Adobe InDesign
- Easy-to-use interface
- Access to full design functionality of Adobe InDesign
- Accelerated variable printing using HP Indigo SNAP technology
- Support for Optimised PDF, JLYT and PPML output formats
- Step & repeat of any signature
- Multiple layout imposition
- Enhanced rules for personalisation
- Personalised images using variable content with Photoshop
- Connectivity to third-party VDP tools
- Import and impose PDF jobs
- Integrated third-party personalised images
- Automation
- Scalability
- Supports Macintosh® and Windows platforms

HP SmartStream Designer 8.0 for QuarkXPress 8

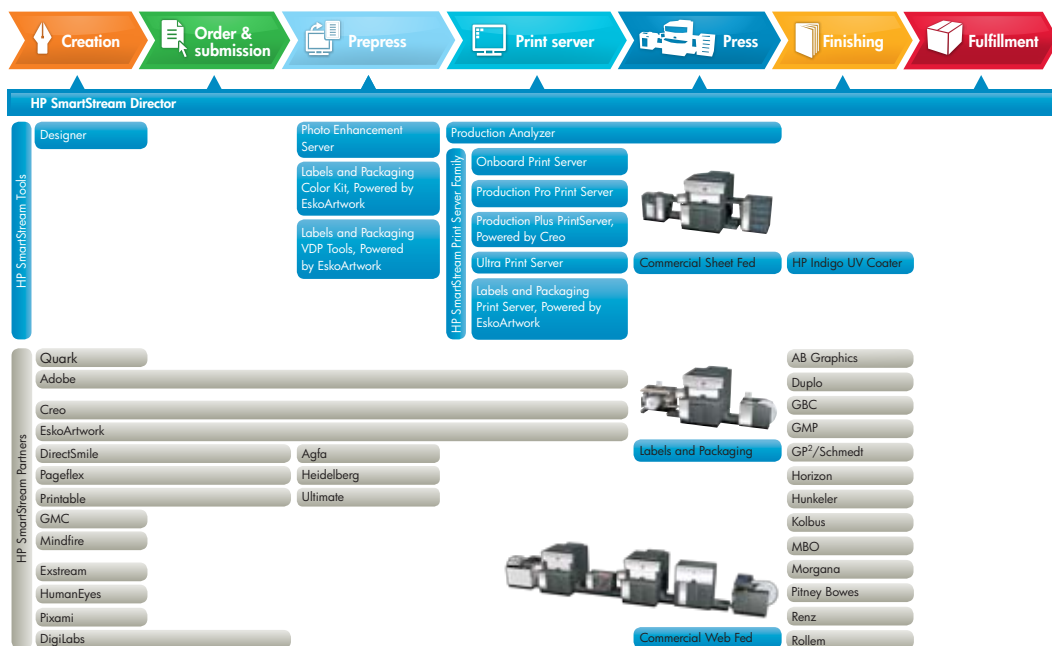
With HP SmartStream Designer 8.0 for QuarkXPress 8 you can create, integrate, and preview all personalisation jobs containing fixed data or variable text and image elements. You can also produce intricate page impositions to fit any job type—simple, static, or personalised, step and repeat, or imposed books. Key features include:

- Design-level personalization using QuarkXPress 8
- Easy-to-use interface
- Access to full design functionality of QuarkXPress 8
- Accelerated variable printing using HP Indigo SNAP technology
- Support for PDF, JLYT, and PPML/T output formats
- Creation of imposition templates for the HP Indigo digital press
- Step & repeat of any signature
- Multiple layout imposition
- Supports QuarkXPress 8 layering features
- CMYK, HP IndiChrome, grayscale, and spot colour support
- Greyscale output with one colour
- Enhanced rules for personalization
- Management of variable text attributes from a database file
- Supports Macintosh® platform only

HP SmartStream Designer—a powerful workflow component in the HP SmartStream family

HP SmartStream is a graphic arts portfolio of components which helps customers create production workflow solutions to meet a broad range of market segments and application needs. The HP SmartStream portfolio provides end-to-end workflow management, from job creation to fulfilment. When combining best-in-class HP SmartStream and partner components, the result is greater flexibility, with specific solutions to address key market segments that are customisable and scalable to your unique business needs.

HP SmartStream Enabled Workflow Solutions



System requirements

HP SmartStream Designer for Adobe InDesign CS4 For Macintosh:

- Macintosh Power PC G5 or Intel® based Mac, with at least 2GB memory
- Operating system version 10.4.11 or greater

HP SmartStream Designer for Adobe InDesign CS4 For Windows:

- Windows XP SP3 or Windows Vista SP1, with at least 2GB memory

HP SmartStream Designer 8.0 for QuarkXPress 8:

- Macintosh Power PC G5 or Intel® based Mac, with 2GB memory
- Operating system version 10.4.11 or greater

Print servers:

- HP SmartStream Production Pro
- HP SmartStream Production Plus
- HP SmartStream Labels and Packaging
- HP SmartStream Ultra Print Server

Output devices:

- HP Indigo digital presses
- HP Scitex Industrial wide-format printers

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To learn more, visit www.hp.com/go/SmartStreamDesigner

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