



REDTITAN

RedTitan *solutions*

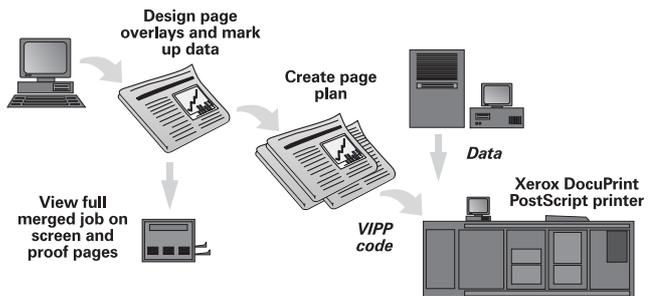
Automatic VIPP generation from a complete WYSIWYG design package

RedTitan's WYSIWYG design package is the leading system for creating and running VIPP documents for high-volume Xerox PostScript printing.

Users create page layouts on the PC and get a perfect view of the design on screen. Simple menus help with building multiple pages, conditional layouts and dynamic barcodes and graphs: no programming skills are needed and no printing code is embedded in the application. Existing Xerox resources can be read in and converted.

All the VIPP print files are created and checked automatically and 'wizards' guide users through running jobs to the VIPP formatter.

The package supports both VIPP line mode and database mode.



The RedTitan Advantage ►

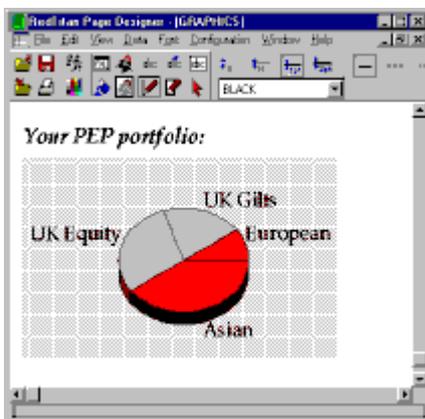
No programming skills required

RedTitan makes everything easy so that any Windows user can create perfect tailor-made VIPP documents on the PC: no programming time is wasted, and training new staff is quick.

A comprehensive design toolbox is used to produce sophisticated dynamic layouts with scalable fonts, shaded areas, lines, boxes, graphics, and full and highlight colour. From a simple graphic interface you can build multiple pages into complete VIPP documents, linking up duplex or simplex pages with page cycles or pages that are conditional on the data. Document finishing, such as tray selection, stapling, etc, can be specified. It means that whole documents, not just text on one page, can vary with the data records for 100% customisation.

WYSIWYG viewing with no 'trial and error'

Unlike other layout software, RedTitan's page designer really does provide a WYSIWYG view of the layout on screen. Data fields are positioned exactly, so there is no 'trial and error'. A sample of the variable object, whether it is text, a barcode or graph, is shown on screen, and when you merge in the data file, you can scroll through the job and get a perfect view of the text or graphic as it will actually look. This even includes the effect of conditions on the layout. Perfect proofs are sampled instantly on a local printer without wasting time on the production printer.



Dynamic graphics communicate better with customers

RedTitan's unique twin-view system means that users can work with the source FDL code alongside the page view for precise editing.

Move beyond 'basic' mailmerge packages

RedTitan's design system is specially tailored to the needs of professional users: it provides an unrivalled set of features for designing variable features into VIPPP documents.

Interact directly with an ODBC database via SQL and use the resulting data file. Or work from a flat data file in all common formats, including raw data from ERP (enterprise resource planning) systems.

Field names can be imported automatically from the data file, then positioned and formatted just like any object. Variable features, whether text or graphics, can be embedded in the text: the lines will be reflowed seamlessly on each variable page, even across pages.

An easy menu sets up 'boolean conditions' for data so that parts or all of the page varies according to the data. Using this you can add special messages, target particular customers, use different logos and addresses, substitute different languages on documents and so on: the possibilities are endless.

Dynamic graphics communicate better

The RedTitan system makes it easy to create barcodes, graphs and charts that are linked to the data. In fact, a unique open-ended mechanism means that any type of graphic object can be added to the library of options. Just select the style of graph or the barcode font, then link it to the data fields, including conditions if required. Adjust the style and labelling for graphs, merge the data and view how the actual variable barcodes and charts look on each page.

Supports VIPPP Line and Database Modes

RedTitan are the world's Xerox VIPPP specialists: our system supports both VIPPP line mode and database mode.

Line Mode users can import line printer or tagged data into the page designer and then use the 'drag and tag' feature to set up fieldnames. A real value-added feature is that users can export line printer data out to comma separated values (CSV) for future use with a standard database. For dynamic merging in Database Mode, CSV or XML

data can be imported directly along with the fieldnames.

No time wasted rewriting legacy jobs

RedTitan are experts in migration from Xerox line printers. Existing forms and resources can be read in and edited in the design system and then output to VIPPP (or PostScript, PCL and almost any other printer or electronic format). Batch changes can be done rapidly and RedTitan will even come and implement conversions for you.

Because the RedTitan form is stored in a printer-independent format, you can still run the job back to Metacode and keep the old printer running. Try doing that from any other design package on the market!

Sophisticated input processing and job automation

The RedTitan system has powerful facilities for processing input data: handling unusual data formats, organising multi-step data processing operations, reprocessing complex data, data routing and constructing HTML views of data for browsing.

It also offers job management services: for example, job identification and ticketing, generating and downloading resource lists, providing a step-by-step guide to job setup, running jobs automatically. Wizards guide users through compiling and checking a document, uploading resources, and then running it to the VIPPP formatter, or to a suitable viewer (e.g. Adobe Acrobat or RedTitan's PCL Viewer).

Value added service

RedTitan's page designer has long been the favourite tool for generating FDL, the language of Xerox line printers, and our software engineers were given privileged access to the Xerox programming team in Switzerland at the development stage of VIPPP. So RedTitan were the world's first company to offer full support for VIPPP printing.

We write our own software so RedTitan can customise software and design complete solutions to any corporate database publishing requirement.