

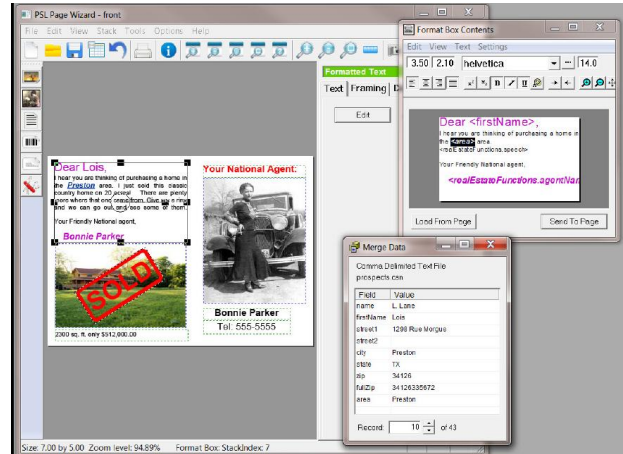
# Jet Letter's PSL PageBuilder Suite

## Variable Data Printing Without Compromise

We haven't compromised, neither should you. With the release of Jet Letter's PSL PageBuilder Variable Data Printing Software Jet Letter has delivered VDP without Compromise! You can now have the best VDP software available and deliver the best VDP features and functionality to grow your business!

PSL PageBuilder is built on top of PSL's underlying core technology, a programming language for VDP that includes over 800 VDP commands. The new Drag & Drop user interface makes using the power of PSL simpler and easier to use. Users can set up simple n-up postcard jobs in a few minutes, yet with the same system, tackle the most difficult transactional work – with NO LIMITS.

Previously, users of VDP software had to make compromises in their selection and use of a VDP application.



- Using a Plug In Application that compromised performance and merge speed for the ability to use the graphic capabilities of the host application such as InDesign™
- Compromise merge speeds and performance for ease of use
- Compromise affordability for features and functions needed for transactional work
- And became locked into a solution that could not grow

PSL PageBuilder has extensive graphic design capabilities found in Plug In applications. These include transparency, versatile typesetting, text and image skewing and wonderful control of color such as 3D shading and perspective. Plus it has features not found in any affordable application such as custom size boxes on the fly or using color as a variable.

All PSL products can merge at speeds up to 30,000 records per MINUTE. With the new Drag & Drop interface PSL PageBuilder delivers ease of use, incredibly quick set ups, along with blinding merge speed.

PSL PageBuilder is attractively priced, starting at \$5,995 but provide the features, functions and capabilities of VDP applications costing as much as \$50,000 or more.

PageBuilder PRO and PageBuilder are built on the underlying core technology of PSL giving our users the most saleable VDP application on the market. From the simplest job to complex transactional/transpromo work, the PSL suite provides VDP without compromise.



## PSL PageBuilder PRO & PSL PageBuilder - Ease of Use – The Power of PSL

Creating personalized communications has never been easier. The PSL PageBuilder Suite delivers the ease of use with its' Drag & Drop User Interface built on top of the underlying power of PSL Variable Data Printing Software.

### Quickly and easily create 1:1 communications including

- Personalized Postcards
- Business letters
- Customized brochures and catalogs
- Serialized Raffle Tickets

### The power of PSL allows PSL PageBuilder PRO to deliver complex financial documents

- Invoices & Statements
- On the fly charting and graphing
- Personalized Transpromotional documents

### Quick Feature Guide

#### Drag & Drop User Interface

- What you see is what you get design and layout

#### Design both static and variable components within PSL PageBuilder

- Powerful graphics capabilities – No need for other graphic design applications to create stunning graphic output
- Dynamic Rendering allows you to create on the fly variable images
- Supports transparency
- Word Processing Commands supported

#### Speed, Speed and more Speed

- Merge up to 20,000 records per minute without errors

#### Supports all 2D Bar Codes

- Bar Codes are generated on the fly and not as embedded fonts

#### Serialization

- Numeric, Alpha Numeric, Random Number Generator

### PSL PageBuilder PRO also provides support for transactional output including

- Complex math functionality
- On the fly variable charting and graphing
- White space management for creating transpromotional documents

### Data Sources Include

- CSV, Tab, Text, DBF, OBDC
- Data sources can be mixed and matched
- There is no file size limitation

### Output

- PDF, PS & PPML
- Automatic batching if required as well as the ability to print to file or Hot Folder
- Individually indexed PDFs can be generated

*"...We really love the new drag & drop layout wizard. We also love it when a client says, WOW, that was fast!..." Bob Ghika, Royco Mailing Services*



*"...We are now able to set up n-up cards and letters in minutes... we have used PageBuilder over the past months to produce incredible output enabling us to bid and win contracts requiring fast turn arounds of hundreds of thousands of records in minutes not days..." Jerome Morgan, Automated Mail*

*"...Thanks for providing the tools to help us impress the hell out of our clients..." – Bob Ghika*

***"...Great product and even greater support!..." – Jerome Morgan***

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