

PRINTSHOP MAIL SUITE



PrintShop Mail Direct Smile Guide



Copyright Information

Copyright © 1994-2010 Objectif Lune Inc. All Rights Reserved.

No part of this publication may be reproduced, transmitted, transcribed, stored in a retrieval system, or translated into any other language or computer language in whole or in part, in any form or by any means, whether it be electronic, mechanical, magnetic, optical, manual or otherwise, without prior written consent of Objectif Lune Inc.

Objectif Lune Inc. disclaims all warranties as to this software, whether expressed or implied, including without limitation any implied warranties of merchantability, fitness for a particular purpose, functionality, data integrity or protection.

PlanetPress and PrintShop Mail are registered trademarks of Objectif Lune Inc.

PostScript and Acrobat are registered trademarks of Adobe Systems Inc.

Pentium is a registered trademark of Intel Corporation.

Windows is a registered trademark of Microsoft Corporation.

Adobe, Adobe PDF Library, Adobe Acrobat, Adobe Distiller, Adobe Reader, Adobe Illustrator, Adobe Photoshop, Optimized Postscript Stream, the Adobe logo, the Adobe PDF logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

Trademarks of other companies mentioned in this documentation appear for identification purposes only and are the property of their respective companies.

Title	PrintShop Mail - Direct Smile Guide
Revision	2010/02/24

1 Add Emotions to Your PrintShop Mail Documents with image personalization.....	1
2 Before you start.....	2
3 Installation	3
4 Design.....	4



1 Add Emotions to Your PrintShop Mail Documents with image personalization

Personalized Images add emotional power to your documents, which make your mailings, invitations, and postcards more attractive and responsive. Objectif Lune, creator of PrintShop Mail, and DirectSmile, leader in personalized imaging software have teamed-up and developed a connector allowing both applications to communicate for a streamlined integration of personalized images.

To allow you to experience the many benefits brought forth by adding personalized images to your promotional print communications, we offer you a free, full-blown DirectSmile promotion version to test the impact yourself! The promotion allows you to produce up to 250 personalized images in PrintShop Mail.



To make things easy, we are also providing 15 pre-designed Image Sets to choose from, but if you wish and have the artistic flair you can use the included DirectSmile design software to turn any existing image into a background image template.

Please take time to familiarize yourself with this promotion with the help of this document, or visit www.objectiflune.com for more information.

To contact us, visit: www.objectiflune.com/contact

Happy Imaging!

Your Objectif Lune team.



2 Before you start

Important Notice

Despite the fact that the integration of DirectSmile with PrintShop Mail benefits from state-of-the-art optimization and speed improvements techniques, the generation of personalized images can still consume considerable amount of computer resources. Therefore, DirectSmile must run on a separate computer than the one where PrintShop Mail is installed in order to spread computer resources.

System responsiveness may be affected dependent upon system specifications and number and complexity of images used.

If the connection between PrintShop Mail and DirectSmile is lost, images can no longer be requested nor received. It is therefore very important to verify the connection settings and make sure the PrintShop Mail document has access to the DirectSmile server. The same holds true when using DirectSmile in a multiple users environment as well as when printing PrintShop Mail documents with PrintShop Mail Web.

PrintShop Mail minimum requirements

- Pentium 4, 1GHz or higher
- 1GB of RAM
- 120 MB of hard disk space
- SVGA monitor resolution 800 x 600 High Color (16-bit)
- Windows 2000, XP, 2003 Server, 2008 Server, Vista

DirectSmile recommended minimum requirements

- Windows XP Pro, Windows 2003 Server
- 3 Ghz Intel CPU
- 1 GB of RAM
- Network and internet connection

Note: The print technologies in PrintShop Mail offer different levels of support for optimization of DirectSmile images. It is therefore recommended to test the optimum setting for your equipment. The optimized PostScript setting is a safe fallback.



3 Installation

PrintShop Mail Installation

Install PrintShop Mail for Windows on your computer using the application CD or by downloading the latest version from www.objectiflune.com. Navigate to Downloads -> Software Upgrade.

Connect the PrintShop Mail dongle.

DirectSmile Installation

Install DirectSmile on a second computer on your local network. If you do choose to install DirectSmile on your PrintShop Mail computer, ensure that you have at least 4 GB of RAM and refrain from using multiple DirectSmile Image Sets in your PrintShop Mail document.

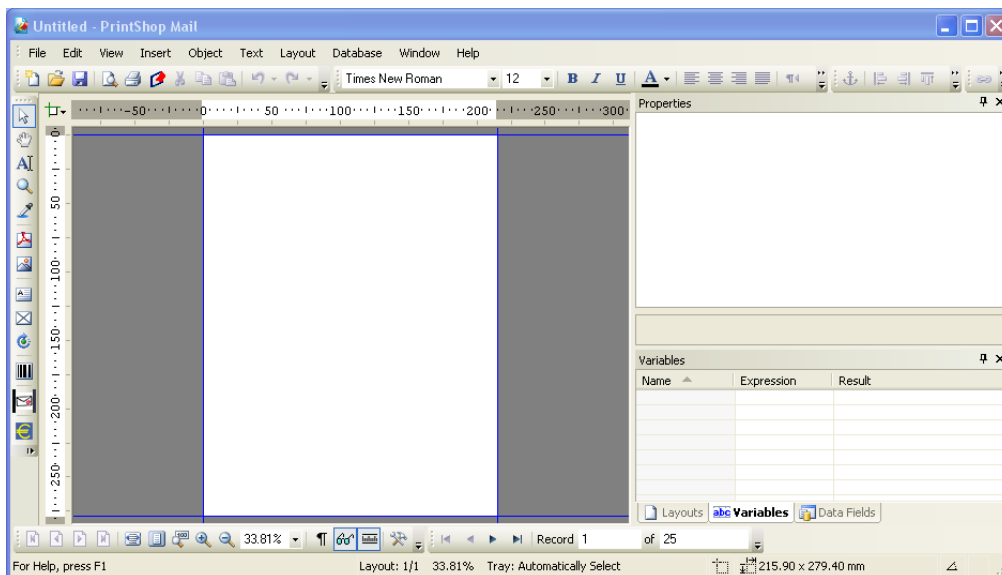
To install DirectSmile, use the software from the DirectSmile application CD or download a fully functional demo version from our website: www.objectiflune.com/demo.

Activate DirectSmile

Connect your DirectSmile dongle, open the DirectSmile generator and follow the instructions provided on the screen.

Open PrintShop Mail

Open PrintShop Mail and check if the DirectSmile icon is visible as shown in the capture below to ensure the plug-in is successfully installed and loaded. If this is not the case, please re-install PrintShop Mail and ensure that the DirectSmile plug-in option is ticked.

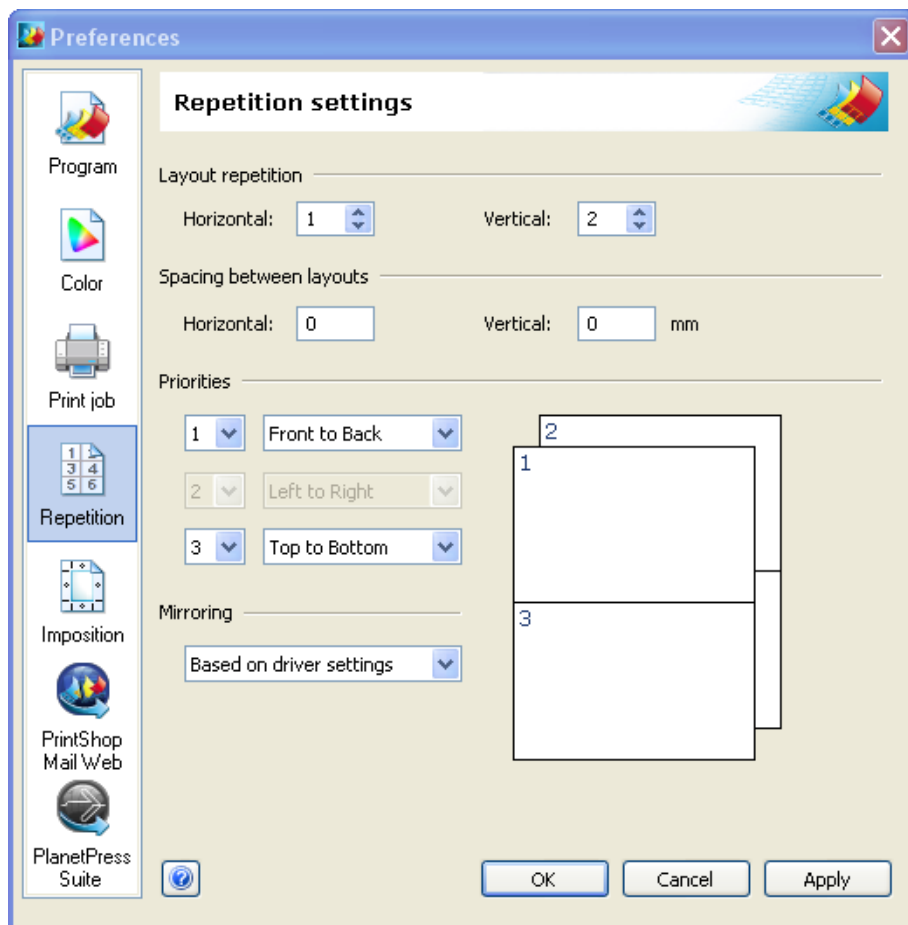


DirectSmile plug-in should be installed by default. If not, please re-install PrintShop Mail and tick the DirectSmile plug-in option.

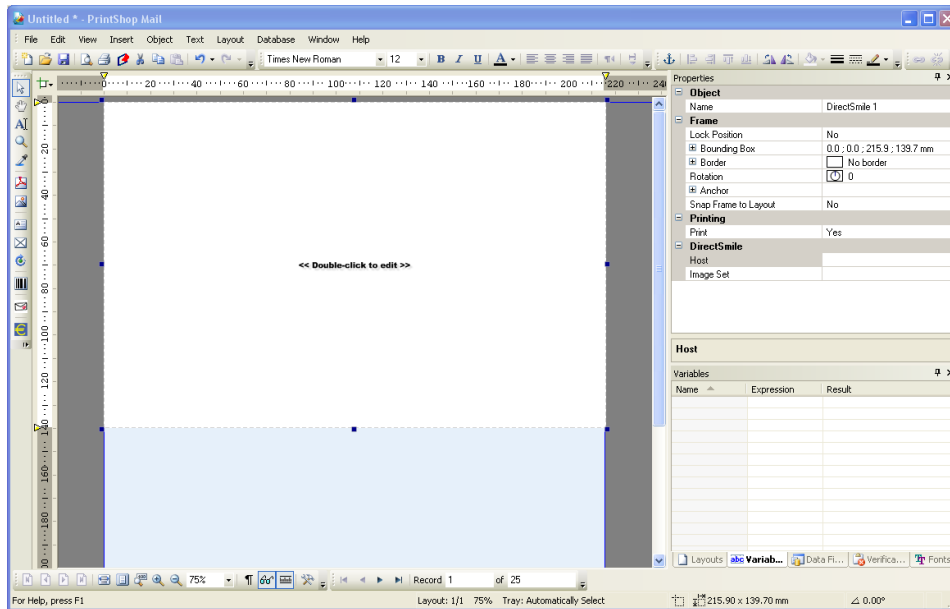
4 Design

We will now design a simple, 2-up duplex, postcard application to demonstrate the power of PrintShop Mail and DirectSmile.

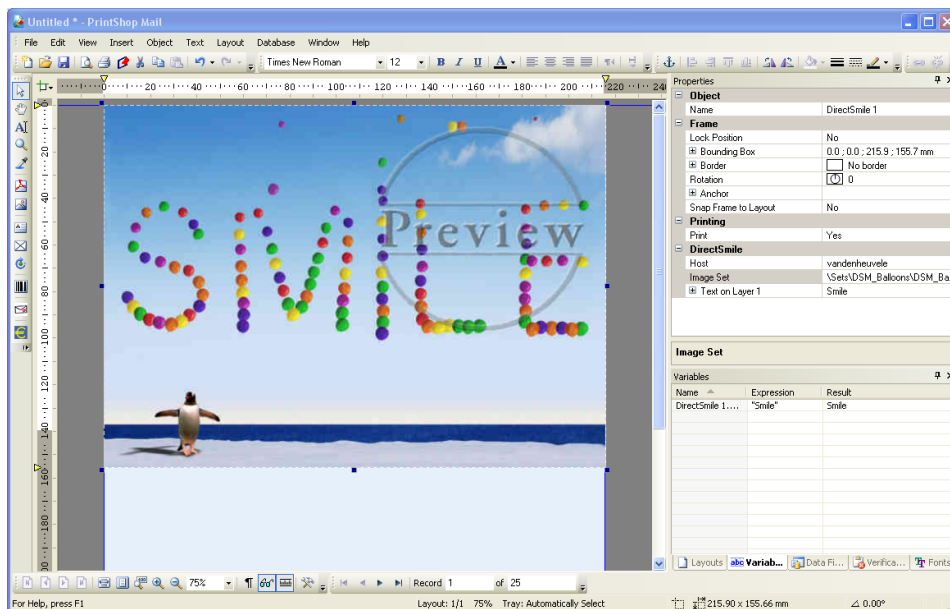
1. Go to Menu Edit > Preferences (or press Ctrl-K), select Repetition, and set the Vertical Layout Repetition to 2. Click OK.



2. Click on the DirectSmile icon located on the Tool Panel at the left hand side. This will insert a DirectSmile object. Double click on the object to start the DirectSmile wizard.

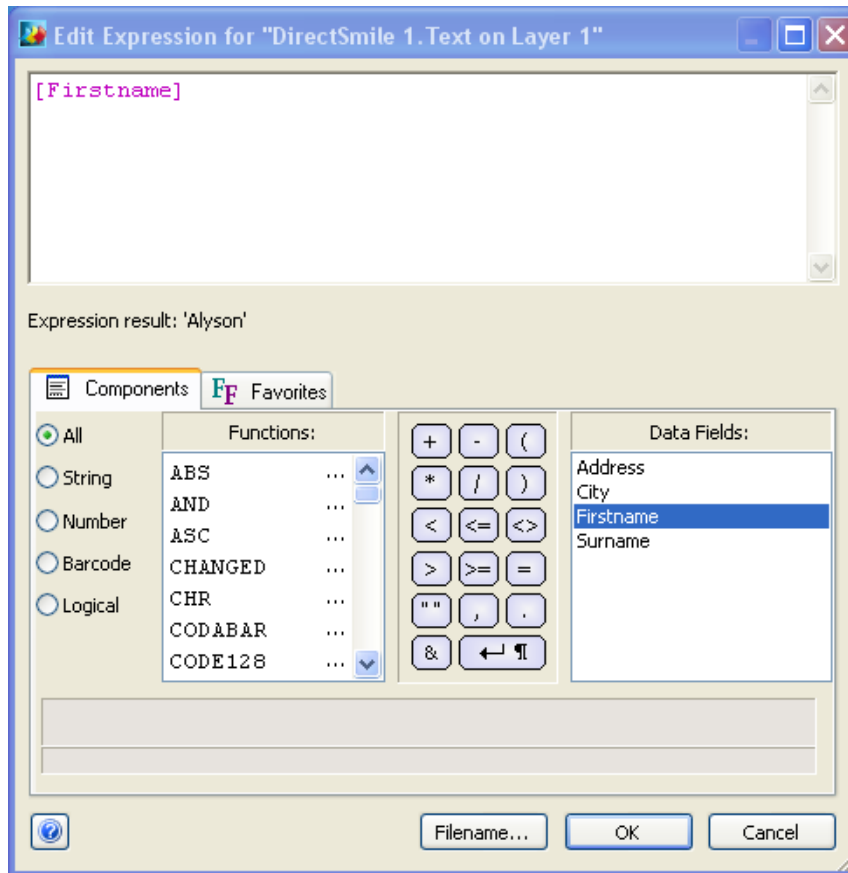


3. A connection is made to the DirectSmile computer. It should be found on the network automatically. If this is not the case, please contact your system or network administrator. It needs to be ensured that DirectSmile is running and port 5000 is not in use or blocked by a firewall. If the host is not found automatically, the host name can be entered manually. Note that when printing the document with PrintShop Mail Web, the PrintShop Mail Web server **must** have access to the DirectSmile server in order to output the images.
4. Select the image set you want to use. For this example, we will use the DSM_Balloons_A.dset
5. Open a database file in PrintShop Mail (Menu Database -> Open, or Ctrl-D). We will use the file 'sample names.xls'. This file can be found on the PrintShop Mail CD and contains a list of 200 randomly generated names and addresses.
6. Setup a link between the database and DirectSmile. Click on DirectSmile's text property in PrintShop Mail's Property Panel.



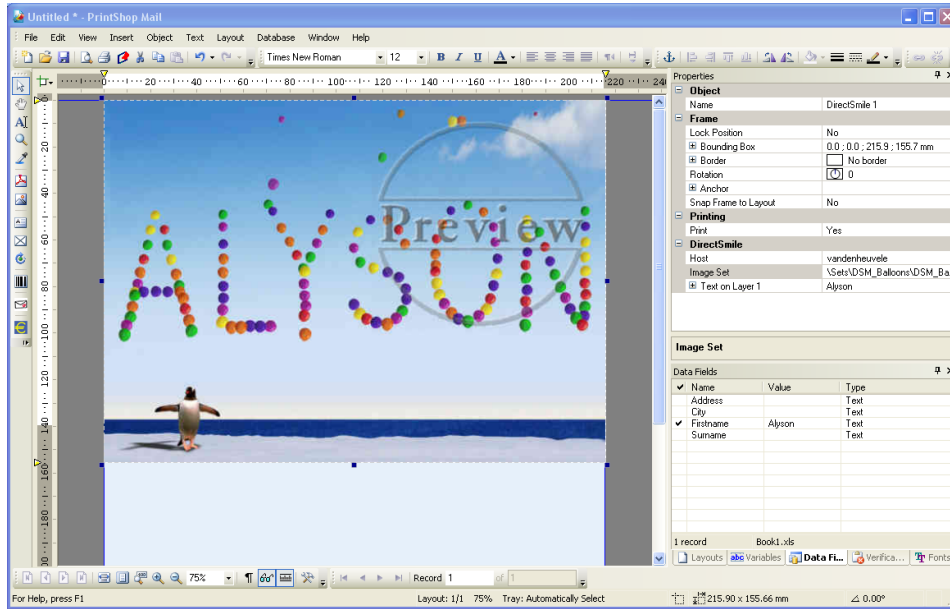
This will open the Expression Builder. Data can be selected, formatted and manipulated by using straightforward scripting commands.

Note regarding data sent to DirectSmile. DirectSmile templates may not be designed to support all characters. In this case, a warning may pop up, or the generated image contains no personalization.

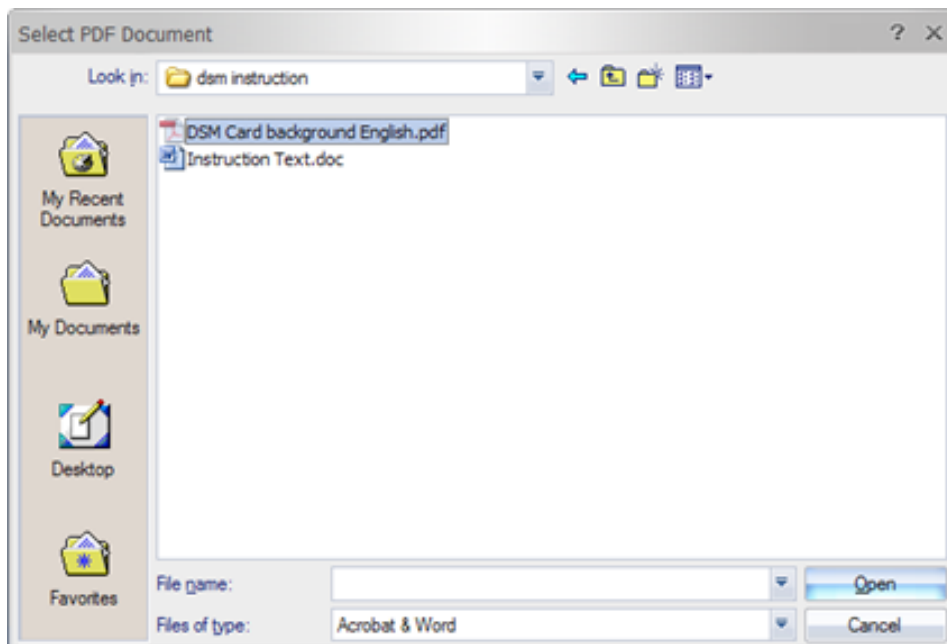


By double-clicking on Firstname, a reference to the firstname Field has been created. Click on OK.

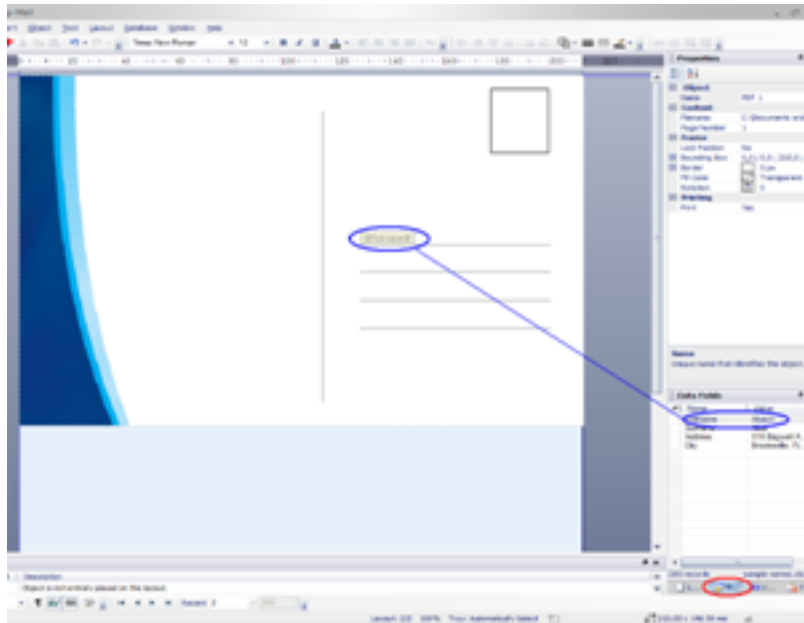
7. PrintShop Mail will now send a request to DirectSmile to generate an image for the first record of the database. By clicking through (Alt + Right Arrow) the records, previews are generated. Note that DirectSmile will only generate the part of the image that contains the variable information. PrintShop Mail will merge these 'sliced' images with the rest of the background image.
8. We will now add a background. Click on the Layout Tab at the bottom right, and then Menu Layouts -> Insert. Insert the layout at the end of the document.



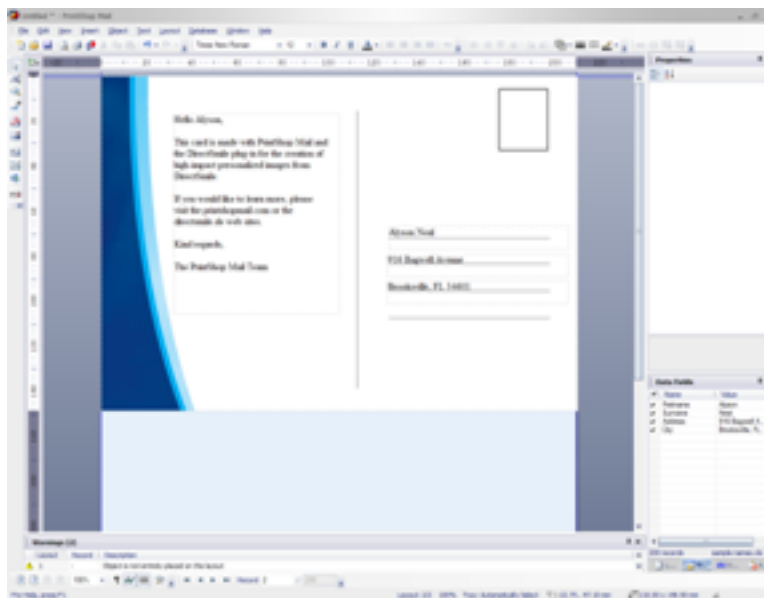
9. We will now insert a background image of a postcard. Menu Insert -> PDF and select 'DSM Card Background English.pdf'



10. Select the Data Layout at the right hand screen and drag and drop the variable contents to the card.



11. Complete the card and hit Menu File -> Print Preview (Ctrl + F2)
This preview shows 4x3=12 pages, each preview is 2-up.



Congratulations! You have successfully created your first promotional print run integrating personalized images!