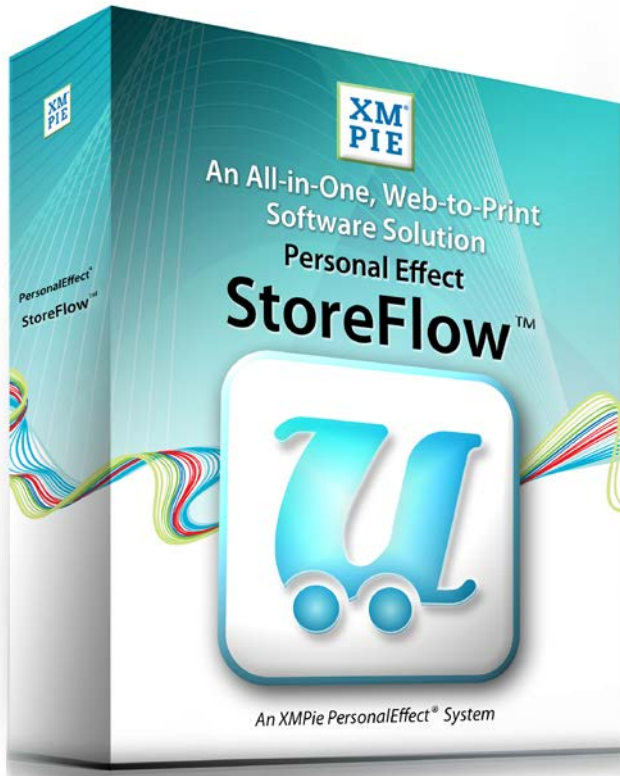# XM PIE

PersonalEffect StoreFlow

An All-in-One Web-to-Print Solution With Built-in Prepress Automation

REDUCE OVERHEAD AND LOWER COSTS ASSOCIATED WITH EVERY PRINT ORDER

XMPie PersonalEffect StoreFlow™ is the best-in-class Web-to-Print software solution for creating and managing online stores and marketing portals. With built-in prepress automation, StoreFlow enables the efficiencies of a truly automated, touchless workflow.

MORE VERSATILITY, MORE CONTROL

StoreFlow enables end-users to easily upload and order their own static documents, or select and order variable documents from a storefront catalog. Customers can also intermix both variable and static pages within the same document, enabling a rich set of products from flyers and brochures, to booklets and more. Adding personalized covers, dynamic tabs, and other customized options allows for unprecedented versatility and added value in fulfilling the production of customer orders.

- COMPLETE WORKFLOW FOR WEB-TO-PRINT
- BUILT-IN PREPRESS AUTOMATION
- MOBILE-FRIENDLY STOREFRONTS
- CONVENIENT STORE SETUP AND MAINTENANCE
- INDUSTRY COMPLIANT JDF/JMF WORKFLOW
- UPGRADABLE TO INCLUDE CROSS-MEDIA

BUILT FOR GROWTH

With the XMPie heritage of robust solutions and innovations in the areas of Web-to-Print, dynamic publishing and cross-media marketing solutions, customers can be assured of a cost-effective path to scale operations as their business grows.

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Efficient, End-to-End Workflow

StoreFlow is a full-featured Web-to-print solution supporting variable documents, static products, and user-submitted Microsoft® Word, PowerPoint and Adobe® PDF documents. Multichannel campaigns can also be sold via StoreFlow with the optional Cross-Media upgrade. For variable documents, StoreFlow leverages XMPie's proven XLIM® document format and composition engine with an easy-to-use creative workflow, using Adobe® InDesign® and XMPie uCreate™. For customers with graphically complex designs who require ultimate creative flexibility, StoreFlow Pro also includes a second composition engine that leverages a built-in Adobe InDesign Server. This allows customers to utilize all the creative functionality InDesign has to offer. StoreFlow automates order acquisition and implements efficient workflow processes without sacrificing key functionality, allowing service providers create and deploy cost effective Web-to-Print storefronts.

HIGHLIGHTS

END-USER E-COMMERCE EXPERIENCE
- Intuitive online shopping experience
- Mobile-friendly storefronts
- B2B corporate branded storefronts
- B2C storefronts with self registration
- Single sign-on using a Facebook account
- Accurate preview of finished product, including covers, tabs, binding and more
- Instant pricing
- LivePerson® integration for proactive engagement with store visitors
- One-click reorders
- Secure

DOCUMENT WORKFLOW
- Advanced document handling leveraging XMPie with Adobe workflow
- Browser-based file submission by end-user (Microsoft Word, PowerPoint and PDF)
- Instant conversion to PDF and preflight
- Customize and personalize from product catalog
- Combine static and personalized documents
- Instant, accurate document preview
- Online WYSIWYG document editor

ADMINISTRATION AND SETUP
- Custom skins to match brand identity
- Unlimited storefronts with unlimited products
- Product Profiles for defining global product properties, pricing, etc.
- Easy setup, simple maintenance
- Promotional codes, coupons and discount support
- Multilingual storefronts out-of-the-box: English, Spanish, French, Italian, German, Portuguese and Dutch
- Adobe InDesign workflow for template creation using XMPie XLIM document format
- Guided, step-by-step storefront setup

STATE-OF-THE-ART, INTUITIVE USER EXPERIENCE

StoreFlow is built to support all the latest browsers and platforms, keeping your storefront up-to-date and accessible from multiple devices - desktops, tablets and smartphones. The easy-to-use, intuitive GUI will provide your customers with a simple and familiar e-commerce experience. Furthermore, adjusting the store skin to control the look and feel or match a brand standard is easy because StoreFlow leverages standard CSS (Cascading Style Sheets). State-of-the-art tools, such as social media sign-on and embedded YouTube videos, will further enhance the user experience and appeal of your storefronts.

StoreFlow Cloud keeps your storefront up-to-date and accessible from multiple devices - desktops, tablets and smartphones

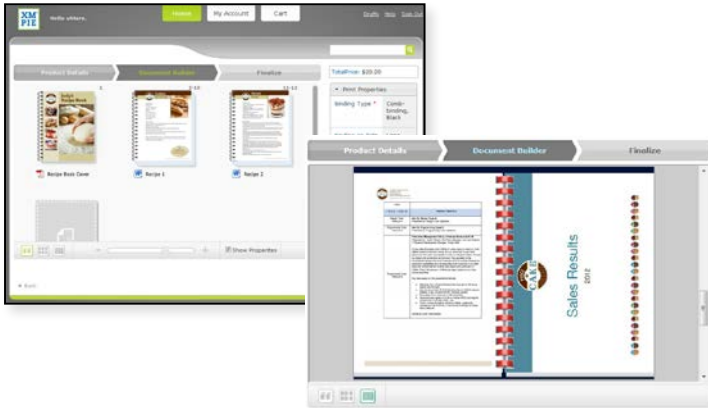## CONVENIENT STORE SETUP AND MAINTENANCE

The StoreFlow administration dashboard allows operators to set up and manage each store. Step through a few set-up tabs to define basic store information and get your store online quickly. Product catalogs are easily created from document templates built using XMPie uCreate, which runs natively inside Adobe InDesign. Simply select a template, specify which variables a customer can modify, and define production and fulfillment parameters.

To accelerate the setup of similar products, StoreFlow uses Product Profiles, allowing administrators to define global product properties, including pricing and production

parameters, that will apply to a group of products. Those properties automatically cascade to all products sharing that profile, saving time and avoiding errors. To maintain flexibility, administrators can selectively decide what parameters are inherited, and which are overridden on a product-by-product basis.

LIGHTS-OUT PRODUCTION AUTOMATION

StoreFlow includes Xerox® FreeFlow® Core, which enables store administrators to define multi-step workflows that preflight documents, automate imposition, and either submit jobs directly to your digital press or drop in a hot folder - everything that is needed to efficiently prepare and process Web-to-print jobs for production.
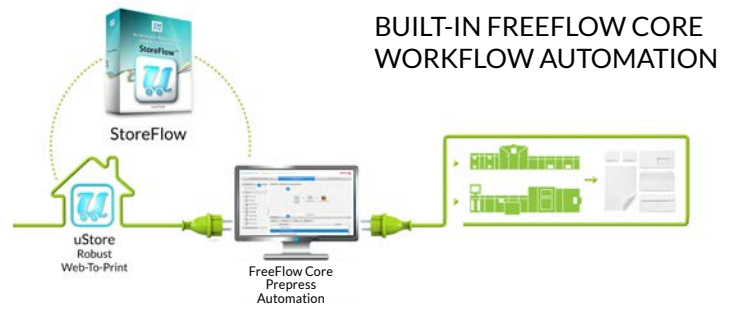

End-users can immediately see accurate previews of finished products, including bindings, covers and tabs.

JDF COMPLIANCE AND JOB TICKETING

Every print job created in StoreFlow is accompanied with an automatically-generated JDF job ticket, which makes processing the jobs through JDF-compliant devices a straightforward task. With these JDF capabilities, customers can gain the benefits of greater automation, increased speed, cost-efficiency and ease-of-use. StoreFlow's JDF scheme has been validated with Xerox FreeFlow Process Manager®. Therefore, customers who already work with FreeFlow Process Manager can now seamlessly integrate with StoreFlow.

> *XMPie StoreFlow continues to take giant leaps ahead, becoming one of the most intuitive, flexible, and extensible solutions out there for expanding a print business and improving operational efficiencies...*
>
> Will Furphy, Managing Director at Technique, Melbourne, Australia

BUILT-IN FREEFLOW CORE WORKFLOW AUTOMATION

StoreFlow combines XMPie's proven uStore and uProduce technologies with Xerox FreeFlow Core to achieve a truly touchless workflow.

HIGHLIGHTS

BUSINESS INTERACTION
- Role-based user privileges
- Multi-level order approval
- Supports split shipments and multiple delivery addresses
- Worldwide currency support
- Instant pricing from UPS and FedEx
- Automatic shipping slip
- Billing methods: PO, credit card, invoice and PayPal
- Customizable receipts and email notifications
- Bill-to/Ship-to tax calculations

JOB MANAGEMENT
- Bird's-eye view on business and production activities
- Dashboard for complete control and tracking
- Activity reports with pivot tables and graphs
- Excel sheet pricing tables along with a built-in pricing engine
- External pricing engine plug-in for integration with MIS systems

AUTOMATION
- JDF / JMF Compliant
- Bundled with Xerox FreeFlow Core for prepress automation
- Imposition, barcodes, pressmarks and other pre-press processes
- Integration with Xerox FreeFlow Process Manager

EXTENSIBILITY
- Optional Adobe InDesign composition engine
- XML Export
- Optional SDK with extensive APIs
- Scalable architecture supports fault tolerant configurations via optional upgrades
- Cross-Media upgrade
- FreeFlow Core Advanced Prepress and Advanced Automation add-on modules

RECOMMENDED HARDWARE/SOFTWARE REQUIREMENTS

SYSTEM REQUIREMENTS FOR SERVER:
uProduce Server with uStore

CPU
- Two (2) Physical Intel Xeon Quad Core
- 12 GB for PersonalEffect StoreFlow
- 20 GB for PersonalEffect StoreFlow Pro

Hard Drive Storage
- Two 500 GB hard drives in RAID1 (mirroring) configuration with two partitions:
  - Partition C: Operating system (80 GB)
  - Partition D: XMPie Applications and Job Storage

General Requirements
- Gigabit Ethernet Adapter

Software requirements:
- Windows Server® 2008 R2 (64-bit), Windows Server 2012 or Windows Server 2012 R2
- Microsoft SQL Server 2014 Express Edition with SP1, Microsoft SQL Server 2012 Express Edition with SP2 or Microsoft SQL Server 2008 R2 Express Edition with SP2

SYSTEM REQUIREMENTS FOR DESKTOP TOOLS:
uCreate Designer / uCreate Print

Windows
- Intel® Core™ 2 Duo or higher
- Windows 10 Pro Edition and higher
- Windows 8 or 8.1 Pro Edition and higher

Macintosh
- MacIntel 2.0 GHz
- MAC OS X 10.9, 10.10 or 10.11

General Requirements
- 4 GB RAM
- 250 GB Serial ATA Hard Disk
- Gigabit Ethernet Adapter
- uCreate Designer / uCreate Print require Adobe InDesign CS6 or Creative Cloud
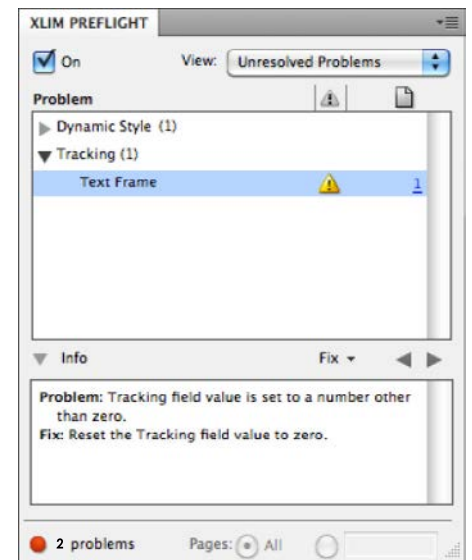
uPlan (Pro Configuration Only)
- Intel® Core™ 2 Duo or higher
- Windows 10 Pro Edition and higher
- Windows 8 or 8.1 Pro Edition and higher
- 4 GB RAM
- 250 GB Serial ATA Hard Disk
- Gigabit Ethernet Adapter

STOREFLOW CONFIGURATION

	StoreFlow	StoreFlow Pro
uStore	Yes	Yes
uProduce	Yes	Yes
uCreate Designer	Yes	Yes
uCreate Print	optional	Yes
uProduce Connectivity	1 license	3 licenses
uPlan	optional	Yes
uEdit HD	Yes	Yes
XLIM Production Engine	single instance	4 parallel instances
Adobe InDesign Server Production Engine	optional	4 parallel instances
Xerox FreeFlow Core	Yes	Yes
FreeFlow Core Advanced Prepress	optional	Yes
FreeFlow Core Advanced Prepress + Automation	optional	optional
FreeFlow Core Output Management	optional	optional
uStore APIs	optional	optional
uProduce APIs	optional	optional

XLIM - Key Supported Features
- Variable Object Types – text, text files, images and layer and page visibility
- Basic shapes and lines
- Output formats – PS, VIPP, PPML, VPS, PDF and PDF/VT
- Dynamic image formats – EPS, JPG, TIF and PDF
- Open Type, True Type and Type 1 fonts
- Basic typography and paragraph properties including leading, kerning, insetting and paragraph spacing
- Automatic text autoflow handling
- Barcodes and 2D barcodes
- Supports Tables

Designers can use the familiar InDesign workflow to build dynamic document templates and simply export them to XLIM format.
A handy XLIM preflight window enables a compact view of issues and suggested fixes.

Learn more about the full line of XMPie products.
Visit www.xmpie.com or email: info@xmpie.com

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