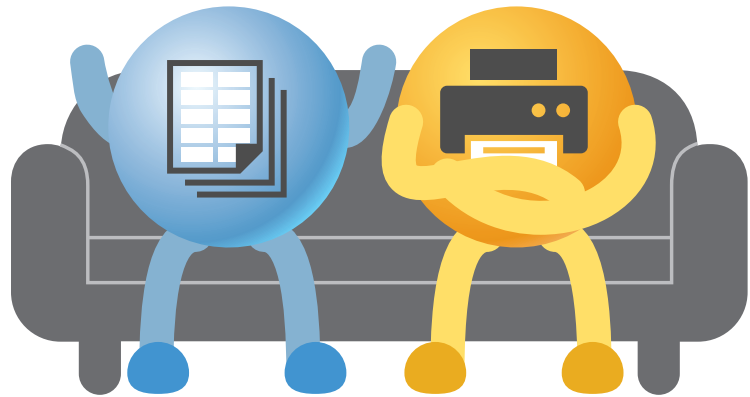# "SOMETIMES WE JUST DON'T COMMUNICATE"

VISIONDIRECT™

Create documents your print and finishing equipment can actually understand

ADDRESSING & DIRECT MAIL MARKETING

VisionDirect supports csv (delimited) data file mail merge for your mailing needs. Place data fields and intelligent mail barcodes directly onto the page for easy document addressing. VisionDirect even allows for personalized marketing with unique features like data driven images and personalized QRCodes.
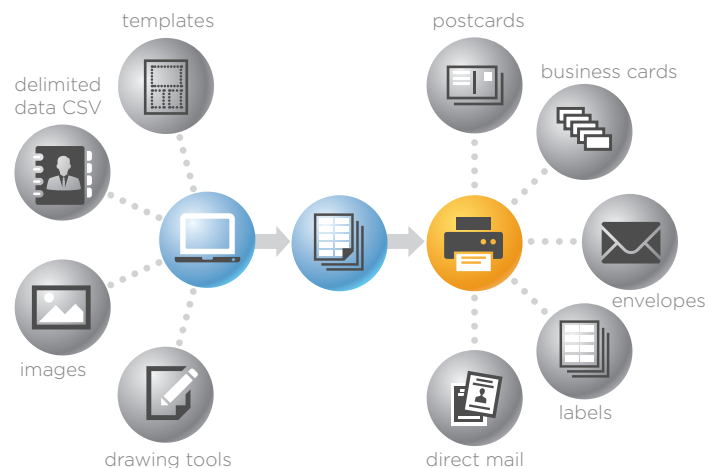
CMYK+1 AND SPOT COLOR WITH EASE

With VisionDirect you don't need to be a Graphic Arts expert to access your printer's CMYK+1 capabilities. Designing documents with spot color is easier than ever, select "5th Color" from the color menu and VisionDirect will create a PDF with a '+1' layer that is compatible with your print device.

NEXT LEVEL ENVELOPE DESIGN

VisionDirect software simplifies the task of accurately formatting and adding personalized information to envelopes. It's easy! Select your envelope size, drop in your images, and place the data fields directly onto the document. With VisionDirect every envelope is a direct marketing opportunity. Elevate your envelope design with targeted images and messaging based on your data.

Easy Imposition: Click and Create

VisionDirect is the essential document formatting tool for any print shop. Select a template and format the perfect document for your print & finishing equipment, the first time and every time! Choose a predefined template from our extensive library including layouts for specific manufacturer products. Don't see what you need? Use our intuitive template wizard to create a custom template: select your document type (letter, card, envelope, etc.), paper size, document size and VisionDirect will do the rest.

templates
postcards
business cards
delimited data CSV
envelopes
images
labels
drawing tools
direct mail

VISIONDIRECT™

VISIONDIRECT™

OPERATING SYSTEM
Microsoft Windows

INTERNET ACCESS
Software activation, licensing and updates
requires internet access.

FEATURES
Customizable Template Manager:
- Labels, Envelopes, Business Cards,
  Postcards, Flyers, Letters

Unlimited Record Output
Import Images
Import Data (.csv)
Line, Box, Circle Drawing
Full Featured Text Editor
Spell Checker
Incremental Counters & Numbering
One Dimensional Barcode Font Library
Two Dimensional Barcode Generator:
- Intelligent Mail Barcode
- QRCodes
  URL, Geographical Coordinates, vCards, Calendar, etc
- DataMatrix

Data Driven Images (image name in data file)
Logic Driven Image Wizard (If, and, then)
CYMK+1 (5th toner/ink)
Reduce Font Size of Data to Fit Designed Area
Customer Success Program Eligibility

LYTROD™ SOFTWARE