

# Press Release

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**From:**

**Datalogics® Incorporated**

**Re:****Datalogics Introduces DL Formatter DL-100 and DL-1000 Variable Composition Systems for Adobe Acrobat**

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**Chicago, IL, January 20, 2003**—Datalogics, Inc. is pleased to announce the launch of DL-100™ and DL-1000™ variable data composition software product line. This extension of the current DL Formatter products was established to meet the growing needs of the print-on-demand market. Building upon accepted Adobe® Acrobat® technology, this solution allows users to create 1-to-1 marketing pieces with ease. As a cross-platform product for Mac® and Windows®, this solution is targeted to the graphic arts market. DL-100 and DL-1000 allow users to create award-winning marketing pieces from static templates made in the design tool of choice and personalized in Acrobat.

**The Workflow**

Either a QuarkXPress document or any type of PDF® document can be used as the template to begin document creation. Variable images, text and data-driven graphics are added to produce documents used for print or electronic distribution. Industry-standard output formats of PDF, PPML/VDX, Creo VPS, HP/Indigo PPML and PostScript® are supported by this product. Building on the principle of scalability, DL-1000 is a high-speed batch engine perfect for web2print environments.

Highlights of this new solution include a collect function, a user friendly GUI for creation of conditional logic, previewing capabilities including interactive proofing, as well as improved interfaces for chart creation.

“We expect this new version of the product to be a large success due to how easy the product is to use. Many graphic artists are apprehensive to attempt creation of variable data documents with existing technology because current solutions are not intuitive or workflow friendly. This product was created with these things in mind and has the look and feel of the design tools that they already know and love,” quoted Product Manager, Jamie Stoerp.

**Availability to the Market**

DL Formatter DL-100 and DL-1000 for Mac and PC are currently available for purchase and an evaluation version of DL-100 is available for download at [www.datalogics.com](http://www.datalogics.com). For additional information about this and other Datalogics solutions, please visit [www.datalogics.com](http://www.datalogics.com)

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## **About Datalogics ([www.datalogics.com](http://www.datalogics.com))**

Datalogics, a leading provider of innovative publishing solutions, has dedicated over 30 years to delivering the highest quality software products and services, which meet the most demanding publishing needs. With versatile applications and exceptional services, Datalogics offers flexible options for web publishing, electronic document delivery, and high-speed variable print. At the forefront of variable data publishing, Datalogics is recognized for providing solutions that easily generate 1-to-1 communications and XML-to-PDF transformation documents. A solid background, partnerships with key firms, and a loyal customer base ensures that Datalogics is positioned to meet customer requirements in the future.

## **About DL Formatter**

DL Formatter is an advanced, yet easy-to-use variable data application, which offers firms an exceptional means for creating 1-to-1, personalized communications. Design a template in Adobe InDesign, QuarkX-Press or your favorite design tool and define variable fields using DL Formatter's WYSIWYG interface. Using its own advanced composition engine, DL Formatter then merges the variable content with the template, in either interactive or batch mode. The result is highly customized output in PDF, PostScript, HP/Indigo PPML, PPML/VDX, or Creo VPS. Advanced features, including the ability to flow content, insert pages, and create charts/tables "on-the-fly," render DL Formatter ideal for print delivery, web2print applications, and XML-to-PDF transformation.