



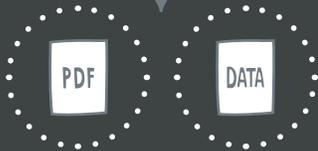
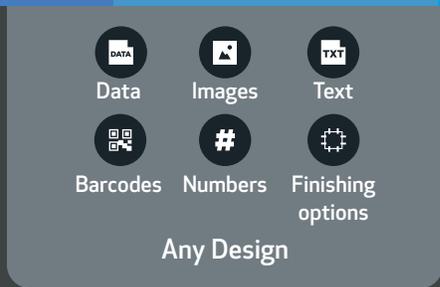
CANON SOLUTIONS AMERICA

PrintShop Mail Connect

OL™ Software

BECAUSE PERSONALIZATION SELLS

Create, print, and email data-driven promotional communications



Drag & Drop



THE CALL-YOUR-CUSTOMERS-BY-NAME SOFTWARE

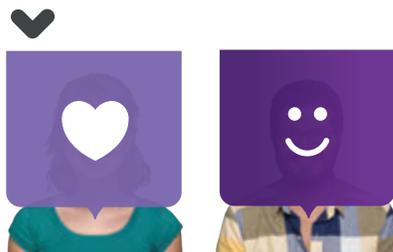
PrintShop Mail Connect is a standalone multichannel communications tool for personalization, easy to use for beginners with advanced capabilities for experts.



Build your promotional communications for print and email within the same tool, without having to do the work twice.

With PrintShop Mail Connect, merge any design with any database and create fully personalized direct mail pieces along with rich HTML emails targeted to your recipient's profile.

Personalized messages, images, and color make the communication more relevant and thus increase the lifetime value of customers.



CANON SEE IMPOSSIBLE

Features

Intuitive drag-and-drop interface.

Wizards for easy document creation.

High speed optimized output generation:

- Email
- VIPP
- Optimized PostScript®
- PDF/VT
- VPS
- PPML
- AFP (optional)
- PPML/VDX
- PDF

N-up, step-and-repeat and print through-the-stack.

Subset finishing with access to all printer functionalities.

HTML / CSS / JavaScript® multichannel designer with print and email output.

Wide variety of options available at time of printing:

- Tray selection
- Finishing options
- Inserter controls
- Imposition
- Grouping, splitting, and slip sheets
- Booklet

Effective personalization evokes emotional triggers that are more likely to drive recipients to act upon a specified call to action.

Turn your marketing goals into reality!

- ✓ Increase response rates.
- ✓ Increase email open and click rate.
- ✓ Drive loyalty.
- ✓ Boost productivity.
- ✓ Take advantage of market opportunities.

Combine ease of use and advanced personalization capabilities with high performance.

- **Continue working with your inserter;** PrintShop Mail is compatible with most of them.
- **Gain full control over formatting** Solve complex integrity challenges and produce high volumes of VDP, at high speed.

TYPICAL APPLICATIONS



Multichannel 1:1 campaigns



Email blasts



Promotional direct mail



Small and high volume print optimization



Postcards



Gift certificates



Tickets



Business cards

Extensive Maintenance Plan

OL™ Care

- Online training
- Updates and upgrades
- Technical support

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For more information, call or visit
1-800-815-4000 CSA.CANON.COM