

# PrintShop Mail

Objectif Lune Software

## Getting Started

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## 1 The PrintShop Mail technology

PrintShop Mail makes personalized printing quick and easy. It integrates database information into the layout of a document. You can create this document in any layout or design application, and use almost any database format.

By simply dragging and dropping database fields onto the document layout, you create a link between the database field and the document. PrintShop Mail provides onscreen previewing of each record and provides you with a powerful resource checking option.

During the printing process, the static portion of the job is sent to the printer once, and therefore does not need to be re-ripped. Then, the variable information from the database is sent to the printer on the fly. This greatly shortens the printing process and decreases network traffic. PrintShop Mail then allows your PostScript® printer to print at or near rated speed, depending on RIP capability. This makes variable information printing an efficient process.

PrintShop Mail offers several different ways to optimize your output, known as Print Technologies. Because every print technology uses PostScript Level 2, PrintShop Mail requires the use of a PostScript printer driver and a PostScript Level 2 compatible RIP for optimized output. If no optimization is used, PrintShop Mail 7 can print to any Windows printer.

Some technologies are based on the PostScript standard, which means that they will be supported by every type of RIP available. Other technologies are based on extensions of PostScript, which are only supported by specific RIP types. Also, Print Shop Mail 7 can save to an optimized PDF, for easy reprinting for integration with print production systems.

You can find detailed information on these print technologies in the Help provided with your software (In PrintShop Mail, press <F1>).

### **Generic printing technologies:**

- Standard PostScript
- Optimized PostScript
- Adobe PDF
- Windows Printing\*

### **RIP type and vendor dependent technologies:**

- AHT
- Creo VPS
- Fiery FreeForm
- Fiery FreeForm 2
- PDF\*
- PPML
- PPML/VDX\*
- VIPP

\* PrintShop Mail 7 for Windows only



## 2 System Requirements

### PrintShop Mail 7 Windows®:

- 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
- CD-ROM drive
- Internet connection

PrintShop Mail for Windows requires the following system components to be installed on your computer prior to installing the product:

- Microsoft .Net Framework
  - Version 2.0 SP1 (on Windows 2000, XP and 2003 Server)
  - Version 3.5 SP1 (on Windows Vista and 2008 Server)
- MSXML 4.0 SP2 Parser and SDK
- VCRedist (Visual C++ 2008 vanilla)
- Access Database Engine

The PrintShop Mail Suite setup will automatically check these requirements, missing third party software packages will be downloaded from the internet and installed (but of course, not without your permission). The mentioned components can also be downloaded and installed manually. Installers for these packages can be downloaded from the [Microsoft](#) web site.

### Supported Operating Systems

- Microsoft Windows 2000 (32-bit)
- Microsoft Windows XP Professional (32-bit and 64 bit)
- Microsoft Windows Vista (32-bit and 64 bit)
- Microsoft Windows 2003 Server (32-bit and 64 bit)
- Microsoft Windows 2008 Server (32-bit and 64 bit)

### PrintShop Mail 5.4 Macintosh®:

- Power PC® G4, 1GHz
- MacOSX 10.4.11 or higher
- 1GB of RAM
- 50 MB of available hard-disk space
- 1,024 x 768 screen resolution
- CD-ROM drive
- Internet connection

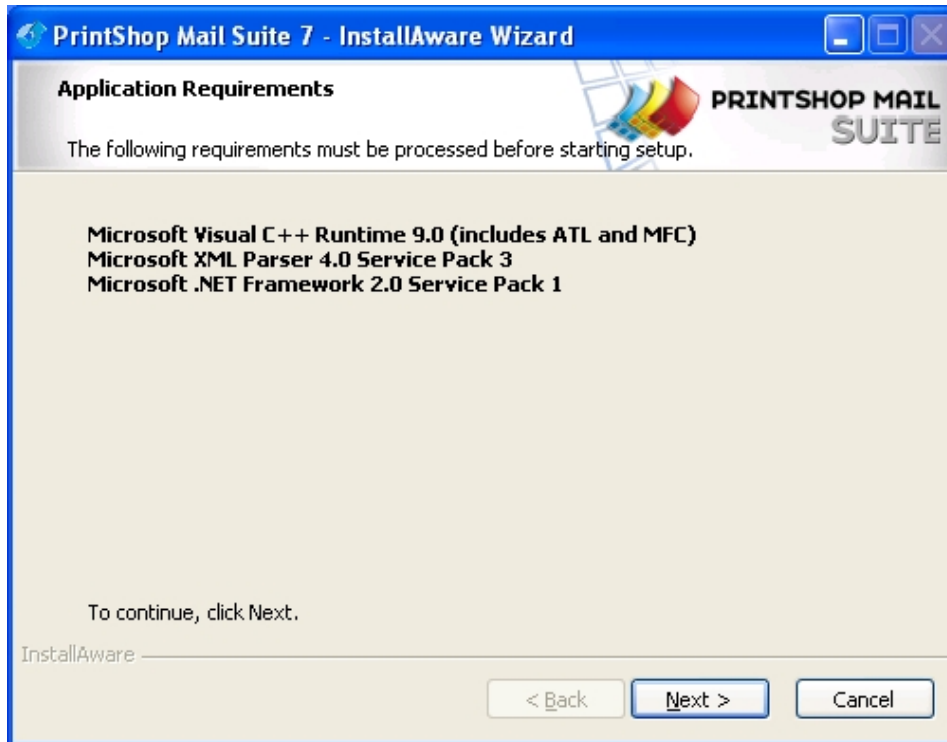


## 3 Installing PrintShop Mail

### 3.1 Windows

1. Navigate to the *PrintShop Mail Suite.exe* file you downloaded from the Internet or locate the file on the PrintShop Mail Suite product CD. Once located double click its icon to launch the installation program. The *Select Setup Language* dialog appears.
2. Select your preferred language and click *OK*.

In case the prerequisites are not met, the following dialog is shown stating the missing items.



**The stated components/libraries are missing.**

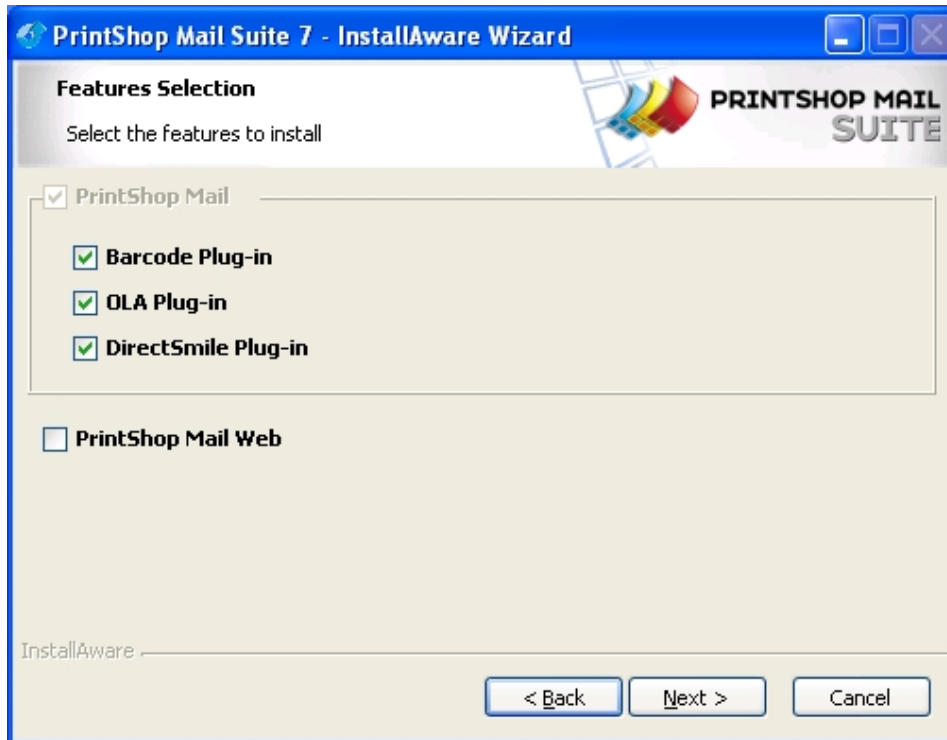
3. Click *Next* to download and install the required components. Once the installation of the components is completed the the installer *Welcome* screen displays.
4. Click *Next*. The *License Agreement* page is shown.
5. Read the license agreement. If the terms of the agreement are acceptable, click on *I accept the terms of the license agreement*.

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**Note:** You must accept the terms of the license agreement to continue.

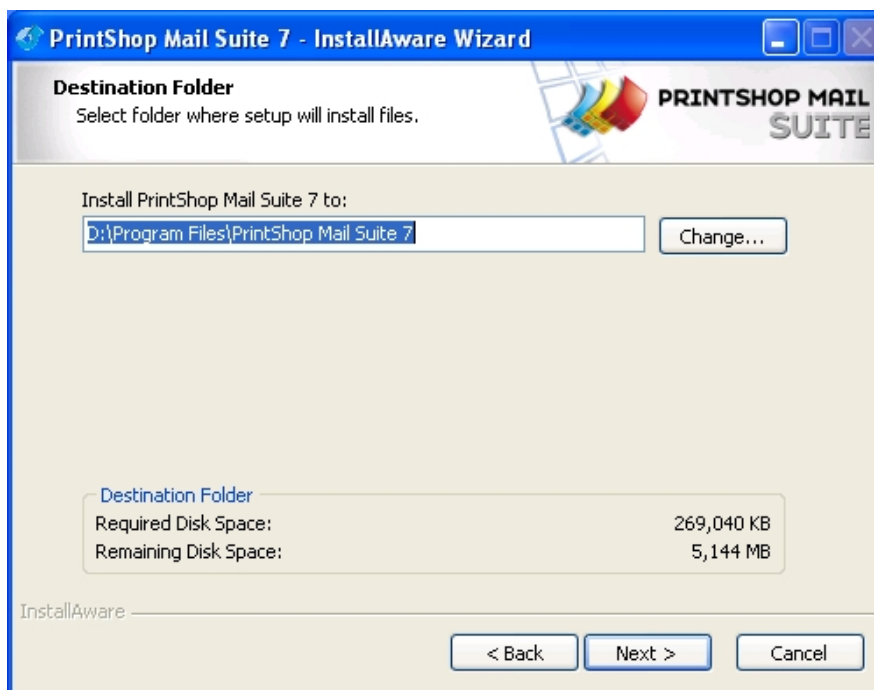
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6. Click *Next* to continue the installation process. The *Features* page displays. The *PrintShop Mail* application and its plug-ins are selected by default. Unless you have specific setup requirements, we recommend using the default options for the PrintShop Mail application.



**The features dialog**

7. Click *Next*. The *Destination Folder* screen displays the drive and folder where PrintShop Mail will be installed. To install the software elsewhere, click *Change...* and navigate to the desired folder.



**Select the destination folder**

8. Click *Next*. The *Program Folder* page is shown.
9. Enter a name for the shortcuts folder in the Start menu.

10. Click *Next*. The *Ready to install* screen appears.
11. Click *Next* to install the program files.  
When the installation has been successful, the following dialog appears:



**Setup completed dialog**

12. Click *Finish* to complete the installation of PrintShop Mail.
  - Select the *Check for Updates* option to launch the Objectif Lune Update Manager service. It contains a list of updates (if available) for the PSM Suite components that are installed on your system. Click the *Install* icon to download and install the new versions.



## 3.2 Macintosh

1. If you downloaded the PrintShop Mail disk image (.dmg) file from the Internet double-click its icon to open it. A Finder window appears, containing the PrintShop Mail application. When using the PrintShop Mail Suite product CD you will need to locate PrintShop Mail application on the CD.
2. Drag the PrintShop Mail icon into the *Applications* folder.

## 4 About the hardware key

Without a hardware key, PrintShop Mail runs in Designer mode. In this mode, all PrintShop Mail functions are available, but you can only print up to 25 records per session and PrintShop Mail is printed over each layout.

### How to install the hardware key

Attach the hardware key to the USB port on your computer.

The following picture shows the hardware key (USB) for PrintShop Mail (though your key may differ slightly in appearance):



*The PSM dongle*

### PrintShop Mail credit limited version:

You can use each credit on your hardware key to print one record.

To view the amount of credits available on the hardware key:

1. Start PrintShop Mail.
2. From the Help menu, select Credit Information.

### PrintShop Mail Production version

This license allows you to print an unlimited amount or records.

Note: You can upgrade from a limited version to a Production version.

### Registration and Activation

If you are new PrintShop Mail Suite user or upgrading your existing license, you will need to activate your Hardware Key using the Voucher provided in your product package or by email.

To redeem your voucher,

- Insert the Hardware Key to the USB port on your computer
- Start PrintShop Mail
- From the Help menu, select Voucher...
- Select "I would like to redeem my voucher"
- Enter the Voucher Code provided and click on **Redeem my voucher** and follow instructions to receive activation code.

To activate your license once the activation code is received:

- Start PrintShop Mail
- From the Help menu, select Activate Upgrade
- Copy and Paste the Activation code received in the Activation Code window.

**Note:** Make sure there are no blank spaces.

The Upgrade Code is valid for the license for which the upgrade was requested for. Update the Hardware key accordingly.

### **Upgrading your license**

PrinShop Mail Suite users can upgrade their license (License Upgrade, add options or renew the OL Care) by using the Upgrade Page found under Help/Upgrade Request.

You may contact your reseller or local Sales Office to find out more about our available upgrades!

### **OL Care**

OL Care subscribers can access the abavailable services with their contract:

- Telephone Support
- [Web Support](#)
- e-Learning
- Upgrades- major version
- Updates- minor version

More details found on the OL Care contract provided with your order.

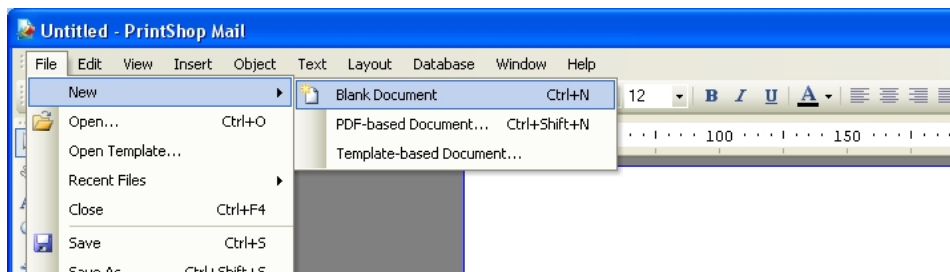


## 5 How to set up a simple PrintShop Mail print job

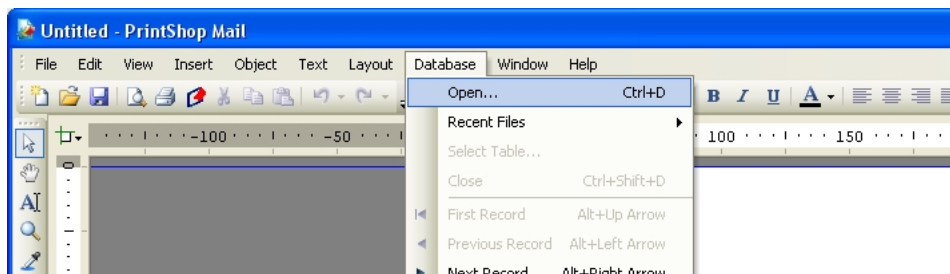
Below you will find an explanation on how you can set up a simple PrintShop Mail print job in a few easy steps.

**Note:** Screenshots are taken from the Windows Edition; the steps taken are the same for the Mac Edition.

1. After installation of the software and the hardware key you can start working immediately:
  - (Mac) Double-click the PrintShop Mail icon to start the application
  - (Win) Go to Start > Programs > PrintShop Mail Suite 7 > PrintShop Mail 7
2. Go to the *File* menu and select *New...*



3. Go to the *Database* menu and select *Open*.



4. In the appearing browser window, navigate to the location of your database file, select it and click on *Open*.
5. In the database window in PrintShop Mail you will see the database field names, contents, and datatype appearing:

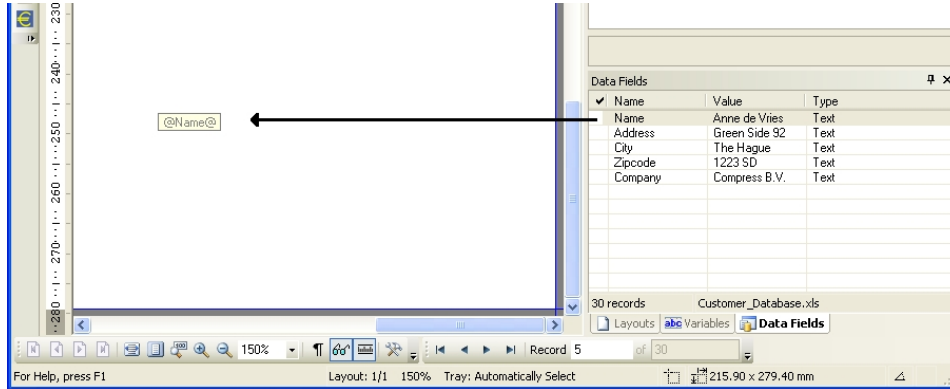
Name	Value	Type
Name	Anne de Vries	Text
Address	Green Side 92	Text
City	The Hague	Text
Zipcode	1223 SD	Text
Company	Compress B.V.	Text

30 records Customer\_Database.xls

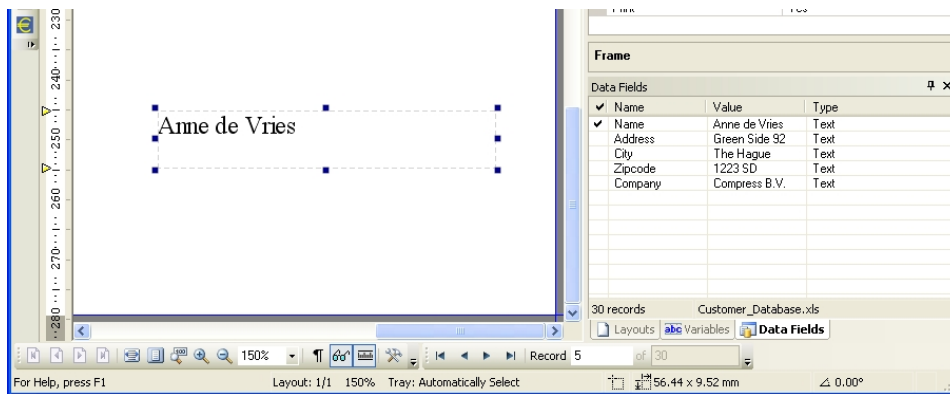
Layouts Variables Data Fields

## How to set up a simple PrintShop Mail print job - Macintosh

6. Select a database field in this database window and drag & drop it onto the layout.



7. PrintShop Mail will automatically draw a placeholder for your variable text and immediately show you the result in a preview.



8. Use the Database scroll buttons to verify the results for other records in the database.
9. To print your just created PrintShop Mail document: go to the *File* menu and select Print.



## 6 Help and Support

Your PrintShop Mail software includes a Help file. To view this Help, press <F1>. Among other topics, the Help provides information on:

- Preference settings
- How to use variable images
- How to rotate text and images
- Layout repetition / Multi-up printing
- Subset finishing
- Page picking
- Through-the-stack numbering
- Paper tray selection
- How to use expressions
- Document verification
- How to save PrintShop Mail documents
- How to automate your PrintShop Mail print jobs
- The multi-user version of PrintShop Mail

If you need additional help, feel free to contact the Objectif Lune Technical Support department.

## 7 Contact Information

### **General:**

To find an Objectif Lune office near you and for more information on our products and services, please visit [www.objectiflune.com](http://www.objectiflune.com).

### **Support:**

OL Care subscribers can contact their local support department via our website at [www.objectiflune.com/support](http://www.objectiflune.com/support)



## 8 PrintShop Mail makes Personalized printing quick and easy!

PrintShop Mail allows you to:

- Be more effective with your printing
- Create personalized printing by "dragging-and-dropping"
- Produce personalized print jobs without network congestion
- Use any design application
- Use database information from almost any database program
- Use any PostScript RIP
- Output to any PostScript printing device
- Customize variable text, and use any font color and font size
- Use variable images or signatures
- Create bar codes (fonts are included for free!)
- Use variable images in all major file formats
- Preview results instantly
- Pick pages out of multi-page designs
- Preflight check on variable data before printing
- Select paper trays per database record
- Include subset finishing
- Serialize and crash number your prints
- Use layout repetition for multi-up designs.
- Print through the stack
- Automate your variable data print work flow

 **Document imaging**  
by Charles Kieffer Group

**Tél.** +352 26 380 1   **Fax** +352 26 380 380  
sales@ck-group.lu  
2, rue Léon Laval - Z.A. Am Bann  
L-3372 Leudelange  
**ck-documentimaging.lu**