

Print On-Demand Solutions Group

P. O. Box 10193
Petach Tikva 49002 Israel
Tel: +972.3.916.7222
Fax: +972.3.928.6000
www.creoservers.com



Internal: 731-01561A-EN
Release date: 7/10/08

Technical bulletin

Personalized Images: Using DirecType and Direct Smile with Darwin

Overview

This document describes how to configure the third party personalized image applications from DirecType[®] and DirectSmile[®] with Darwin for InDesign CS3 version 2.0 (Pro edition).

The following issues are covered:

- What are personalized images
- Versions supported
- Configuring DirectSmile
- Configuring DirecType
- Known issues

What are Personalized Images

Darwin Software works with your design and your client database: you can start with any image and use Adobe Photoshop to design the image with your choice of fonts, effects and actions. Then, merge the image with your customer's data source to create a set of personalized images.

With the capabilities of the Darwin VI Authoring Tool, you can create targeted-marketing campaigns with personalized sales messages, images, layouts—you can even put personalized messages within the images themselves! Readers are more likely to read mail that is completely personalized. As response rates increase, sales revenues grow. The key is Darwin Software—easy-to-use software for creating variable-data publishing (VDP) campaigns with the complete personalization that grabs and holds readers.



Supported Versions of Darwin, DirecType and DirectSmile

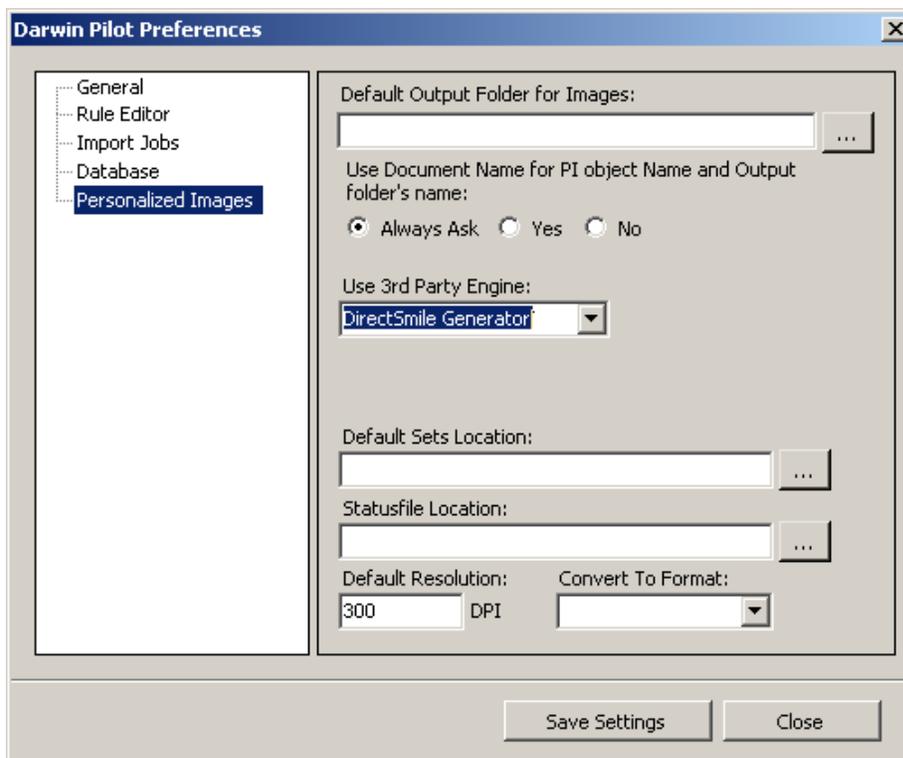
The following table lists the Darwin versions which support using the third party personalized images application. In addition the versions of DirecType and DirectSmile supported with Darwin.

Application	Version number	Info
Darwin for InDesign CS3 Windows – Pro version	2.0 build 43	
Darwin Desktop for InDesign CS3 Windows	2.0 build 43	Generates up to 5 records only
DirectSmile	3.x	Darwin works with the Creator Pro application only
DirecType	2.x	

Configuring DirectSmile

Important: Before setting Darwin to work with DirectSmile, it is recommended that you create and save an image in DirectSmile to ensure that DirectSmile works properly on your computer.

1. Open Darwin.
2. From the **File** menu, select **Preferences**.
3. In the Darwin Pilot Preferences window, select **Personalized Images** and set the following options.



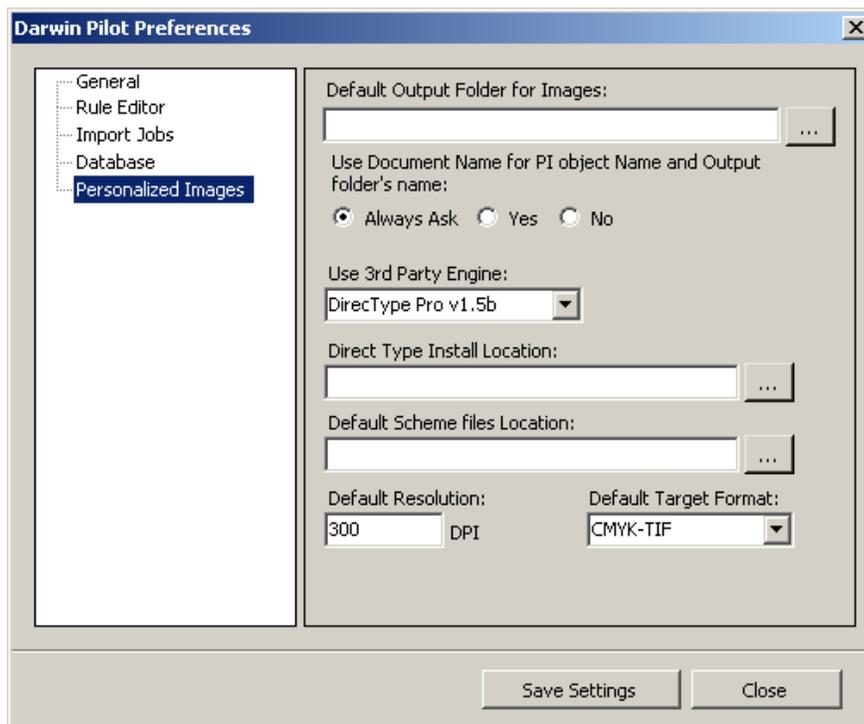
- In the **Default Sets Location** box, type the path where the DirectSmile Sets folder is located on your computer, or click the browse button and locate the required folder.
- In the **Statusfile Location** box, type the path where you want to save the status files during your workflow, or click the browse button to locate the required path.
- In the **Default Resolution** box, type the default resolution for your personalized images.
- In the **Convert to Format** box, select the default color target for your personalized images.

Configuring DirecType

Important: Before setting Darwin to work with DirecType, it is recommended that you create and save an image in DirecType to ensure that DirecType works properly on your computer.

To setup Darwin to work with DirecType:

1. Open Darwin.
2. From the File menu, select **Preferences**.
3. In the **Darwin Pilot Preferences** window, select **Personalized Images** and set the following options:



- In the **DirecType Install Location** box, type the path where the DirecType program is installed on your computer, or click the browse button to locate the required path.
- In the **Default Scheme files Location** box, type the path where your schemas are located, or click the browse button to locate the required path.
- In the **Default Resolution** box, type the default resolution for your personalized images.
- In the **Default Target Format** box, select the default format target for your personalized images.

Known Issues

Application	Symptom	Solution/Workaround
DirecType	Error message: Cannot start process because a file name has not been provided	Verify that the executable file named DirecTypeCreator.exe exists under Direct Type installation folder, e.g. c:\Program Files\...").
DirectSmile	If the Direct Smile Authoring Tool is installed on the same computer as Darwin, then the Print dialog box in Darwin will not open.	There is no workaround for this, once you work with the Authoring tool, you will need to uninstall Darwin and then reinstall it. The main issue is to avoid using this application with Darwin.

About Print On-Demand Solutions Group

The Print On-Demand Solutions Group develops and supports high-performance CREO Color Servers and key workflow solutions for a range of digital production printers and presses. It also develops advanced on-demand applications to enable the creation of personalized direct mail, targeted catalogs and other powerful one-to-one marketing communications tools.

This independent unit of Kodak's Graphic Communications Group will continue to help its customers leverage their investment in digital printing.

For more information about CREO Color Servers, visit www.creoservers.com

(c) Kodak, 2008. All rights reserved. Creo is a trademark of Eastman Kodak Company. Adobe, Acrobat, Adobe Illustrator, Distiller, Photoshop, PostScript, and PageMaker are trademarks of Adobe Systems Incorporated. Apple, AppleShare, AppleTalk, iMac, ImageWriter, LaserWriter, Mac OS, Power Macintosh, and TrueType are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc., registered in the U.S.A. and other countries. PANTONE, Hexachrome, PANTONE Goe, PANTONE Hexachrome, and PANTONE MATCHING SYSTEM are the property of Pantone, Inc. PEARL, PEARLsetter, PEARLhdp, PEARLdry, and PEARLgold are registered trademarks of Presstek, Inc. Technical data subject to change without notice.