

Established 1985

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Jamie,

Thank you for your interest in Lytrod Software. Lytrod's variable document design tools enable creative marketing campaigns and better business processes using your current data streams. In this demonstration, Lytrod shows the automation of a personalized travel mailer. On the following pages, sent to you by email in a complete "lights out" operation, you will find your travel flyer mailer showing your personally selected travel destination generated from the variable information you entered on the web. Embedded in the document is a QR Code, scan this QR Code on your PC from the PDF or using your camera on your smart phone. (For a PC reader, visit [www.quickmark.com.tw](http://www.quickmark.com.tw); for a mobile phone application, point your mobile phone browser to [www.beetag.com](http://www.beetag.com)).

Lytrod Software's unique ability to fully support the VIPP Dynamic Document Construction (DDC) workflow is the key to this streamlined web- to-print workflow. Here's how it works:

1. Web submission at: [www.lytrod.com/demo](http://www.lytrod.com/demo)
2. A delimited data file is created with the following content  
`email,name,company,travel  
jlytle@lytrod.com,Jamie, Lytrod Software,Scotland`
3. The job created in Lytrod Proform Designer is placed in a VIPP project folder to be processed by the Xerox FreeFlow VI PDF Originator (VIPO)
4. The data file is placed in a "Hot Folder" on the VIPO server
5. VIPO creates the customized PDF from Lytrod's variable template
6. VIPO Dispatcher "watches" the specified folder for the PDF output and launches its rule file to invoke an email client
7. YOU'VE GOT MAIL! In about 3-5 minutes the document you are reading arrived in your mailbox.

Lytrod Proform Designer empowers the VI document designer by offering them flexibility without programming:

- ANY design tool (Adobe InDesign, Quark XPress, Microsoft Word)
- With ANY data (delimited or legacy line data)
- Create ANY variable document (personalized, billing statements, promotional transaction, business forms, migrate from legacy workflows)
- Print on ANY VIPP enabled device: Xerox FreeFlow PrintServer, Creo Spire, EFI Fiery
- Compose for ANY Printer with any compatible VI Interpreters: RSA VPrint or Solimar SOLScript
- Create production PDF in seconds with VIPO (which was used in this demo)

Learn more at [www.lytrod.com](http://www.lytrod.com) or contact us at 1-800-4-LYTROD.

Thank you,  
Lytrod Software



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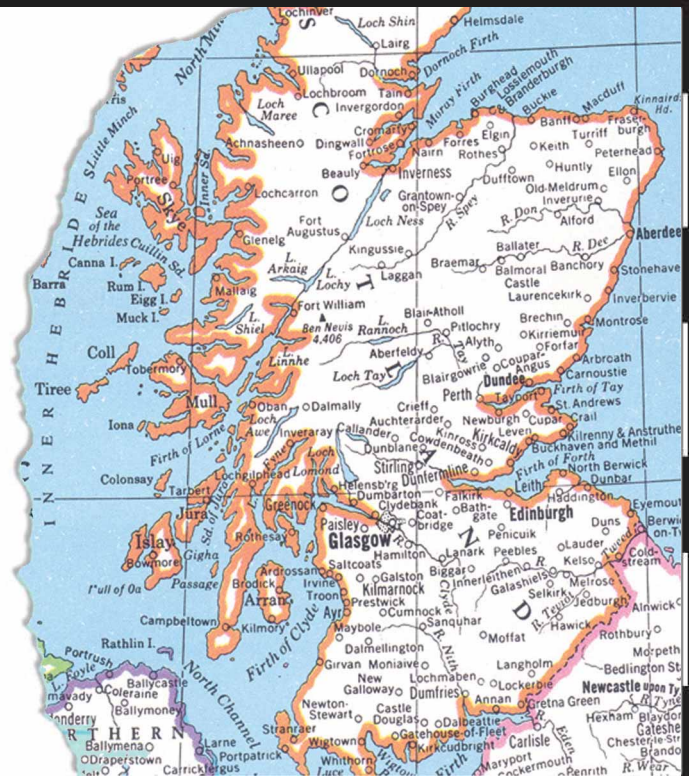
<http://www.lytrod.com/qrcode/scotland.php>

# SCOTLAND

From the rolling hills of Aberdeen, to the foggy heaths of Dundee, the mysterious lochs near Inverness, the bustling metropolis of Glasgow and Edinburgh or the world-famous golf courses, Scotland offers unrivaled scenery, culture and sporting opportunities.

After touring the soaring castles and dramatic coastline of East Lothian, hiking through the rugged peaks of the Scottish Highlands, and taking in traditional music and food at one of Scotland's summer folk festivals, you'll find out why Scotland is fast becoming one of the most popular tourist destinations. For the serious golfer, no career is complete without a pilgrimage to the birthplace of the sport and playing some of the most famous courses in the world. In Scotland quality of the greens is matched only by luxury of the five-star hotels, exquisite cuisine, and attentive staff.

Discover all Scotland has to offer with Global Travel. Scan the QR Code above for more information.





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**Jamie, the magic of Scotland  
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