



PERSONALIZED DOCUMENT CREATION AND MIGRATION

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2573 Claybank Road Suite 4 • Fairfield, California 94533

PHONE 707/422-9221

FAX 707/429-5179

[www.lytrod.com](http://www.lytrod.com)

[corporate@lytrod.com](mailto:corporate@lytrod.com)

Paula Boyd  
123 Aspen Street  
Fairview, ST 11234

Dear Paula,

With Lytrod Software's Proform Designer and DeskTop Designer you, Paula Boyd, can design data driven documents easily in a Windows GUI. The Designers' easy to use GUI contains multiple drawing tools integrated with a drag and drop interface for variable elements. "Drag and drop" support of both database (delimited) and line data (mainframe) data allow non-programmers to integrate variable and static design elements. Variable data features include support of conditional logic for text and graphic placements, data driven graphics (pie, line & bar charts), integration of variable and static text (even text from word processors), support of design "backgrounds" created in graphics products (Quark, PageMaker, etc.), generates VIPP program commands (JDT, DBM) and supporting files.

Proform Designer has the additional ability to support Xerox legacy forms (FRM & FSL) as well as AFP forms (OSL). The form commands are interpreted into form elements NOT converted into a graphic allowing the form to be easily modified. Fonts, logos and image files (FNT, LGO, IMG, AFP fonts and Page Segments) are converted bit by bit to PostScript compatible formats. The "raw" data can be viewed, mapped and integrated onto the form bridging the legacy world to VIPP. Data can be selectively "cut and pasted" so no need to recreate the datastreams, embedded DJDEs will simply be ignored.

The best part of all is that you can get all of these features at a very reasonable price. Proform Designer is only \$7,420.00, which includes the required first years annual maintenance fee, and DeskTop Designer starts at just \$5,745.00, first year annual maintenance fee included.

Sincerely,

A handwritten signature in cursive script that reads "Martha Martinez".

Martha Martinez  
Customer Care Director



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Chris McCarthy  
345 Oak Drive  
Lawndale, ST 11235

Dear Chris,

With Lytrod Software's Proform Designer and DeskTop Designer you, Chris McCarthy, can design data driven documents easily in a Windows GUI. The Designers' easy to use GUI contains multiple drawing tools integrated with a drag and drop interface for variable elements. "Drag and drop" support of both database (delimited) and line data (mainframe) data allow non-programmers to integrate variable and static design elements. Variable data features include support of conditional logic for text and graphic placements, data driven graphics (pie, line & bar charts), integration of variable and static text (even text from word processors), support of design "backgrounds" created in graphics products (Quark, PageMaker, etc.), generates VIPP program commands (JDT, DBM) and supporting files.

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Sincerely,

A handwritten signature in cursive script that reads "Hans K. Emerson".

Hans Emerson  
Software Marketing



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Somail Chopra  
456 Cottonwood Blvd  
Port Charles, ST 11236

Dear Somail,

With Lytrod Software's Proform Designer and DeskTop Designer you, Somail Chopra, can design data driven documents easily in a Windows GUI. The Designers' easy to use GUI contains multiple drawing tools integrated with a drag and drop interface for variable elements. "Drag and drop" support of both database (delimited) and line data (mainframe) data allow non-programmers to integrate variable and static design elements. Variable data features include support of conditional logic for text and graphic placements, data driven graphics (pie, line & bar charts), integration of variable and static text (even text from word processors), support of design "backgrounds" created in graphics products (Quark, PageMaker, etc.), generates VIPP program commands (JDT, DBM) and supporting files.

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Sincerely,

A handwritten signature in cursive script that reads "Billy Sandels".

Billy Sandels  
Customer Support



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Scott Lichter  
2 Main Street  
Port Charles, ST 11237

Dear Scott,

With Lytrod Software's Proform Designer and DeskTop Designer you, Scott Lichter, can design data driven documents easily in a Windows GUI. The Designers' easy to use GUI contains multiple drawing tools integrated with a drag and drop interface for variable elements. "Drag and drop" support of both database (delimited) and line data (mainframe) data allow non-programmers to integrate variable and static design elements. Variable data features include support of conditional logic for text and graphic placements, data driven graphics (pie, line & bar charts), integration of variable and static text (even text from word processors), support of design "backgrounds" created in graphics products (Quark, PageMaker, etc.), generates VIPP program commands (JDT, DBM) and supporting files.

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Sincerely,

A handwritten signature in cursive script that reads "Linda Lytrod".

Linda Lytrod  
Vice President Sales  
Operations



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Greg Hodge  
7880 Washington St  
Port Charles, ST 11238

Dear Greg,

With Lytrod Software's Proform Designer and DeskTop Designer you, Greg Hodge, can design data driven documents easily in a Windows GUI. The Designers' easy to use GUI contains multiple drawing tools integrated with a drag and drop interface for variable elements. "Drag and drop" support of both database (delimited) and line data (mainframe) data allow non-programmers to integrate variable and static design elements. Variable data features include support of conditional logic for text and graphic placements, data driven graphics (pie, line & bar charts), integration of variable and static text (even text from word processors), support of design "backgrounds" created in graphics products (Quark, PageMaker, etc.), generates VIPP program commands (JDT, DBM) and supporting files.

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Sincerely,

A handwritten signature in cursive script that reads "Hans K. Emerson".

Hans Emerson  
Software Marketing



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Mike Rickard  
2349 9th St  
Port Charles, ST 11239

Dear Mike,

With Lytrod Software's Proform Designer and DeskTop Designer you, Mike Rickard, can design data driven documents easily in a Windows GUI. The Designers' easy to use GUI contains multiple drawing tools integrated with a drag and drop interface for variable elements. "Drag and drop" support of both database (delimited) and line data (mainframe) data allow non-programmers to integrate variable and static design elements. Variable data features include support of conditional logic for text and graphic placements, data driven graphics (pie, line & bar charts), integration of variable and static text (even text from word processors), support of design "backgrounds" created in graphics products (Quark, PageMaker, etc.), generates VIPP program commands (JDT, DBM) and supporting files.

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Sincerely,

A handwritten signature in cursive script that reads "Billy Sandels".

Billy Sandels  
Customer Support



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Leslie Nussel  
782A Markel Ave  
Port Charles, ST 11240

Dear Leslie,

With Lytrod Software's Proform Designer and DeskTop Designer you, Leslie Nussel, can design data driven documents easily in a Windows GUI. The Designers' easy to use GUI contains multiple drawing tools integrated with a drag and drop interface for variable elements. "Drag and drop" support of both database (delimited) and line data (mainframe) data allow non-programmers to integrate variable and static design elements. Variable data features include support of conditional logic for text and graphic placements, data driven graphics (pie, line & bar charts), integration of variable and static text (even text from word processors), support of design "backgrounds" created in graphics products (Quark, PageMaker, etc.), generates VIPP program commands (JDT, DBM) and supporting files.

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Sincerely,

A handwritten signature in cursive script that reads "Linda Lytrod".

Linda Lytrod  
Vice President Sales  
Operations



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Alyce Brown  
8886 Superior Ave  
Lanview, ST 11241

Dear Alyce,

With Lytrod Software's Proform Designer and DeskTop Designer you, Alyce Brown, can design data driven documents easily in a Windows GUI. The Designers' easy to use GUI contains multiple drawing tools integrated with a drag and drop interface for variable elements. "Drag and drop" support of both database (delimited) and line data (mainframe) data allow non-programmers to integrate variable and static design elements. Variable data features include support of conditional logic for text and graphic placements, data driven graphics (pie, line & bar charts), integration of variable and static text (even text from word processors), support of design "backgrounds" created in graphics products (Quark, PageMaker, etc.), generates VIPP program commands (JDT, DBM) and supporting files.

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Sincerely,

A handwritten signature in cursive script that reads "Hans K. Emerson".

Hans Emerson  
Software Marketing



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[corporate@lytrod.com](mailto:corporate@lytrod.com)

Manuel Rodriguez  
8906 Huron Drive  
Lanview, ST 11242

Dear Manuel,

With Lytrod Software's Proform Designer and DeskTop Designer you, Manuel Rodriguez, can design data driven documents easily in a Windows GUI. The Designers' easy to use GUI contains multiple drawing tools integrated with a drag and drop interface for variable elements. "Drag and drop" support of both database (delimited) and line data (mainframe) data allow non-programmers to integrate variable and static design elements. Variable data features include support of conditional logic for text and graphic placements, data driven graphics (pie, line & bar charts), integration of variable and static text (even text from word processors), support of design "backgrounds" created in graphics products (Quark, PageMaker, etc.), generates VIPP program commands (JDT, DBM) and supporting files.

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Sincerely,

A handwritten signature in cursive script that reads "Martha Martinez".

Martha Martinez  
Customer Care Director



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[corporate@lytrod.com](mailto:corporate@lytrod.com)

Richard Chen  
33 Erie Lake Lane  
Lanview, ST 11243

Dear Richard,

With Lytrod Software's Proform Designer and DeskTop Designer you, Richard Chen, can design data driven documents easily in a Windows GUI. The Designers' easy to use GUI contains multiple drawing tools integrated with a drag and drop interface for variable elements. "Drag and drop" support of both database (delimited) and line data (mainframe) data allow non-programmers to integrate variable and static design elements. Variable data features include support of conditional logic for text and graphic placements, data driven graphics (pie, line & bar charts), integration of variable and static text (even text from word processors), support of design "backgrounds" created in graphics products (Quark, PageMaker, etc.), generates VIPP program commands (JDT, DBM) and supporting files.

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Sincerely,

A handwritten signature in cursive script that reads "Linda Lytrod".

Linda Lytrod  
Vice President Sales  
Operations



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[corporate@lytrod.com](mailto:corporate@lytrod.com)

Kevin Walker  
305 Ontario Drive  
Lanview, ST 11244

Dear Kevin,

With Lytrod Software's Proform Designer and DeskTop Designer you, Kevin Walker, can design data driven documents easily in a Windows GUI. The Designers' easy to use GUI contains multiple drawing tools integrated with a drag and drop interface for variable elements. "Drag and drop" support of both database (delimited) and line data (mainframe) data allow non-programmers to integrate variable and static design elements. Variable data features include support of conditional logic for text and graphic placements, data driven graphics (pie, line & bar charts), integration of variable and static text (even text from word processors), support of design "backgrounds" created in graphics products (Quark, PageMaker, etc.), generates VIPP program commands (JDT, DBM) and supporting files.

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Sincerely,

A handwritten signature in cursive script that reads "Billy Sandels".

Billy Sandels  
Customer Support



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Monica Scira  
222 Michigan Parkway  
Lawndale, ST 11245

Dear Monica,

With Lytrod Software's Proform Designer and DeskTop Designer you, Monica Scira, can design data driven documents easily in a Windows GUI. The Designers' easy to use GUI contains multiple drawing tools integrated with a drag and drop interface for variable elements. "Drag and drop" support of both database (delimited) and line data (mainframe) data allow non-programmers to integrate variable and static design elements. Variable data features include support of conditional logic for text and graphic placements, data driven graphics (pie, line & bar charts), integration of variable and static text (even text from word processors), support of design "backgrounds" created in graphics products (Quark, PageMaker, etc.), generates VIPP program commands (JDT, DBM) and supporting files.

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Sincerely,

A handwritten signature in cursive script that reads "Hans K. Emerson".

Hans Emerson  
Software Marketing



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Ann Harvey  
10 First Street  
Lawndale, ST 11246

Dear Ann,

With Lytrod Software's Proform Designer and DeskTop Designer you, Ann Harvey, can design data driven documents easily in a Windows GUI. The Designers' easy to use GUI contains multiple drawing tools integrated with a drag and drop interface for variable elements. "Drag and drop" support of both database (delimited) and line data (mainframe) data allow non-programmers to integrate variable and static design elements. Variable data features include support of conditional logic for text and graphic placements, data driven graphics (pie, line & bar charts), integration of variable and static text (even text from word processors), support of design "backgrounds" created in graphics products (Quark, PageMaker, etc.), generates VIPP program commands (JDT, DBM) and supporting files.

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Billy Sandels  
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Karen Gibson  
20 Second Street  
Lawndale, ST 11247

Dear Karen,

With Lytrod Software's Proform Designer and DeskTop Designer you, Karen Gibson, can design data driven documents easily in a Windows GUI. The Designers' easy to use GUI contains multiple drawing tools integrated with a drag and drop interface for variable elements. "Drag and drop" support of both database (delimited) and line data (mainframe) data allow non-programmers to integrate variable and static design elements. Variable data features include support of conditional logic for text and graphic placements, data driven graphics (pie, line & bar charts), integration of variable and static text (even text from word processors), support of design "backgrounds" created in graphics products (Quark, PageMaker, etc.), generates VIPP program commands (JDT, DBM) and supporting files.

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Sincerely,

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Martha Martinez  
Customer Care Director



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Katheryn Reynolds  
30 Primera Ave  
Fairview, ST 11248

Dear Katheryn,

With Lytrod Software's Proform Designer and DeskTop Designer you, Katheryn Reynolds, can design data driven documents easily in a Windows GUI. The Designers' easy to use GUI contains multiple drawing tools integrated with a drag and drop interface for variable elements. "Drag and drop" support of both database (delimited) and line data (mainframe) data allow non-programmers to integrate variable and static design elements. Variable data features include support of conditional logic for text and graphic placements, data driven graphics (pie, line & bar charts), integration of variable and static text (even text from word processors), support of design "backgrounds" created in graphics products (Quark, PageMaker, etc.), generates VIPP program commands (JDT, DBM) and supporting files.

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Linda Lytrod  
Vice President Sales  
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[corporate@lytrod.com](mailto:corporate@lytrod.com)

Jaime Sanchez  
40 Segundo Blvd  
Fairview, ST 11249

Dear Jaime,

With Lytrod Software's Proform Designer and DeskTop Designer you, Jaime Sanchez, can design data driven documents easily in a Windows GUI. The Designers' easy to use GUI contains multiple drawing tools integrated with a drag and drop interface for variable elements. "Drag and drop" support of both database (delimited) and line data (mainframe) data allow non-programmers to integrate variable and static design elements. Variable data features include support of conditional logic for text and graphic placements, data driven graphics (pie, line & bar charts), integration of variable and static text (even text from word processors), support of design "backgrounds" created in graphics products (Quark, PageMaker, etc.), generates VIPP program commands (JDT, DBM) and supporting files.

Proform Designer has the additional ability to support Xerox legacy forms (FRM & FSL) as well as AFP forms (OSL). The form commands are interpreted into form elements NOT converted into a graphic allowing the form to be easily modified. Fonts, logos and image files (FNT, LGO, IMG, AFP fonts and Page Segments) are converted bit by bit to PostScript compatible formats. The "raw" data can be viewed, mapped and integrated onto the form bridging the legacy world to VIPP. Data can be selectively "cut and pasted" so no need to recreate the datastreams, embedded DJDEs will simply be ignored.

The best part of all is that you can get all of these features at a very reasonable price. Proform Designer is only \$7,420.00, which includes the required first years annual maintenance fee, and DeskTop Designer starts at just \$5,745.00, first year annual maintenance fee included.

Sincerely,

A handwritten signature in cursive script that reads "Hans K. Emerson".

Hans Emerson  
Software Marketing



PERSONALIZED DOCUMENT CREATION AND MIGRATION

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2573 Claybank Road Suite 4 • Fairfield, California 94533

PHONE 707/422-9221

FAX 707/429-5179

[www.lytrod.com](http://www.lytrod.com)

[corporate@lytrod.com](mailto:corporate@lytrod.com)

Harriett Benson  
6776 Napoleon Ave  
Fairview, ST 11250

Dear Harriett,

With Lytrod Software's Proform Designer and DeskTop Designer you, Harriett Benson, can design data driven documents easily in a Windows GUI. The Designers' easy to use GUI contains multiple drawing tools integrated with a drag and drop interface for variable elements. "Drag and drop" support of both database (delimited) and line data (mainframe) data allow non-programmers to integrate variable and static design elements. Variable data features include support of conditional logic for text and graphic placements, data driven graphics (pie, line & bar charts), integration of variable and static text (even text from word processors), support of design "backgrounds" created in graphics products (Quark, PageMaker, etc.), generates VIPP program commands (JDT, DBM) and supporting files.

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Sincerely,

A handwritten signature in cursive script that reads "Martha Martinez".

Martha Martinez  
Customer Care Director



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[corporate@lytrod.com](mailto:corporate@lytrod.com)

Gary Dupre  
589 DeGaul Blvd  
Fairview, ST 11251

Dear Gary,

With Lytrod Software's Proform Designer and DeskTop Designer you, Gary Dupre, can design data driven documents easily in a Windows GUI. The Designers' easy to use GUI contains multiple drawing tools integrated with a drag and drop interface for variable elements. "Drag and drop" support of both database (delimited) and line data (mainframe) data allow non-programmers to integrate variable and static design elements. Variable data features include support of conditional logic for text and graphic placements, data driven graphics (pie, line & bar charts), integration of variable and static text (even text from word processors), support of design "backgrounds" created in graphics products (Quark, PageMaker, etc.), generates VIPP program commands (JDT, DBM) and supporting files.

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Sincerely,

A handwritten signature in cursive script that reads "Billy Sandels".

Billy Sandels  
Customer Support



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PHONE 707/422-9221

FAX 707/429-5179

www.lytrod.com

corporate@lytrod.com

Jim Bass  
56722 Patton Lane  
Madison, ST 11252

Dear Jim,

With Lytrod Software's Proform Designer and DeskTop Designer you, Jim Bass, can design data driven documents easily in a Windows GUI. The Designers' easy to use GUI contains multiple drawing tools integrated with a drag and drop interface for variable elements. "Drag and drop" support of both database (delimited) and line data (mainframe) data allow non-programmers to integrate variable and static design elements. Variable data features include support of conditional logic for text and graphic placements, data driven graphics (pie, line & bar charts), integration of variable and static text (even text from word processors), support of design "backgrounds" created in graphics products (Quark, PageMaker, etc.), generates VIPP program commands (JDT, DBM) and supporting files.

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Sincerely,

A handwritten signature in cursive script that reads "Hans K. Emerson".

Hans Emerson  
Software Marketing



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[corporate@lytrod.com](mailto:corporate@lytrod.com)

Cheryl Stephens  
8696 Custer Ave  
Madison, ST 11253

Dear Cheryl,

With Lytrod Software's Proform Designer and DeskTop Designer you, Cheryl Stephens, can design data driven documents easily in a Windows GUI. The Designers' easy to use GUI contains multiple drawing tools integrated with a drag and drop interface for variable elements. "Drag and drop" support of both database (delimited) and line data (mainframe) data allow non-programmers to integrate variable and static design elements. Variable data features include support of conditional logic for text and graphic placements, data driven graphics (pie, line & bar charts), integration of variable and static text (even text from word processors), support of design "backgrounds" created in graphics products (Quark, PageMaker, etc.), generates VIPP program commands (JDT, DBM) and supporting files.

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Sincerely,

A handwritten signature in cursive script that reads "Linda Lytrod".

Linda Lytrod  
Vice President Sales  
Operations