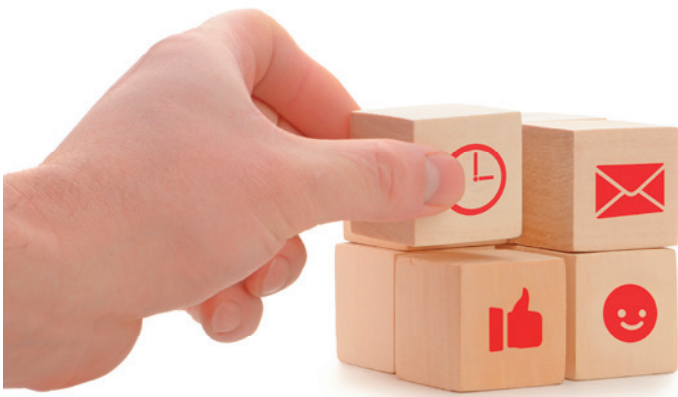




Powerful cross
media marketing and
personalisation software.

Multi-Channel marketing delivers the right message to the right person at exactly the right time.

A fully integrated powerful marketing software solution for data-driven print, PURL, email, SMS, social media, mobile media and image personalisation which is available as either a self-hosted or EFI-hosted solution.



EFI DirectSmile Cross Media

DirectSmile Cross Media offers you an unmatched degree of integration and automation, resulting in fast and cost-effective creation of campaigns and applications. Whether it's the simple design of personalised media, the convenient management of campaigns and processes, or comprehensive response tracking — everything is part of one solution that runs simply in your browser.

Marketing Portal

DirectSmile Cross Media enables you to engage with your customers on a completely new level. The Marketing Portal acts as the single point of entry for your customers and allows you to publish previously created campaigns. You can enable users to customised certain areas within the campaign templates but also lock areas that should not be touched. The Marketing Portal allows customers to login at any time, upload local data files, translate and change text and run the campaign on a local level.



Drive high margin business by offering campaigns to your customers for self-execution!!

Publish campaigns

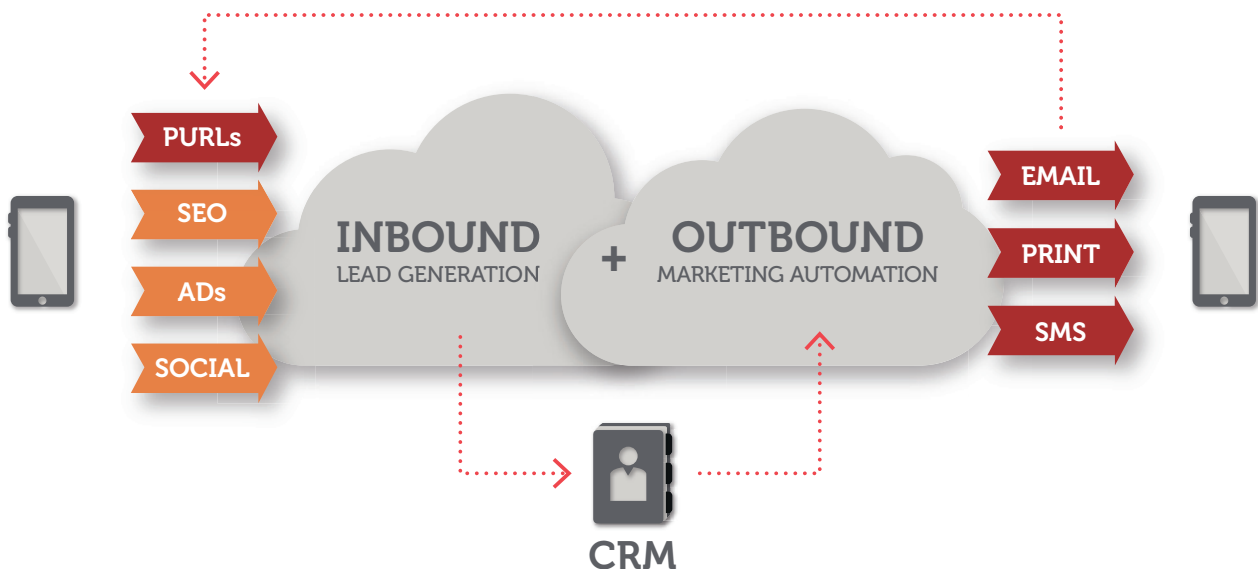
- Single portal to offer Cross Media services
- Reduction of touch points
- Easy and secure campaign customisation
- Faster campaign turnaround
- Regional execution using localised messaging

Drive business

- Premium price opportunity
- Secure digital print volume
- Higher margins through DIY campaigns
- Improved ROI for short-run jobs
- Measurable return on marketing investment

“We can offer our customers true added value for their dialog marketing.”

MANFRED SENN,
MAPRO AG, SWITZERLAND



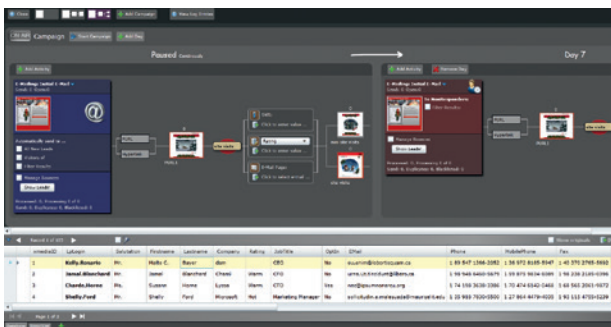
Create and personalise print and web designs

Starting your cross media business, there's no need to employ a web-specialist. By using the built-in design editor you will create personal URLs, emails, even entire corporate websites without any HTML skills. Drag-and-drop your way to creating online forms, surveys and registration pages.

Full personalisation of all media is easy. You will even be able to include impressive personalised images in your designs. To ensure the seamless integration of printed pieces in your campaigns, DirectSmile Cross Media even comes with a fully fledged VDP tool. Print files can be designed, personalised and generated entirely in your web browser.



Layout, database and previews all on one screen.



Set up triggers for automated response.

Automate all multitouch campaigns

Simply use personalised QR codes and URLs to connect media and thus create an effective feedback channel for each of your direct mail campaigns. You will need no help from programmers to provide interactive communication. Whether it's response-boosting reminder emails, automatic messages to customers, or recurring tasks such as birthday greetings, using DirectSmile you are well prepared to build and manage fully automated campaign runs. The graphic campaign display will help you to keep track even of complex activities.

Publish campaigns for self-execution

The world of Marketing is moving fast. Customers not only expect a successful campaign but also a short turnaround time when changes or customisations are required. Why not letting customers made their own changes? It does not matter if customers want to change the messaging, upload new images, translate the text or redesign the campaign workflow, the EFI DirectSmile Marketing Portal allows exactly this customisation to every campaign. Having this centralised Campaign Portal overcomes time zones, different geographies and separated databases. Customers can log in 24/7, change the template the way they prefer and simply run the campaign again. This does not only reduce the turnaround time for campaign changes, but also increases your margins as no-one from your team has to touch the campaign again but yet you can still charge for offering this service.



Offer different campaigns your customer can select and run

Advantages

- **Secure customisation:** Locking certain design elements ensures brand consistency.
- **Zero touch:** Once the campaign template has been created, the campaign can be executed without anybody from your staff touching the job.
- **Customer stickiness:** Hosting your customers campaigns will bind the customer to your business.
- **Sales tool:** The Marketing Portal can be used to demonstrate the concept of multi-channel campaigns. Seeing is believing.



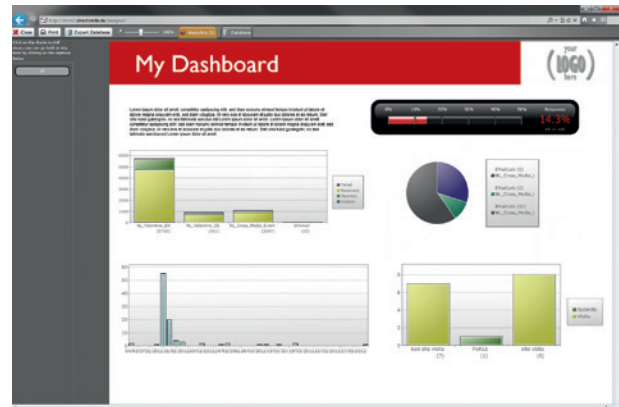
"We've been with DirectSmile since the start. They are an integral part of our workflow. They make us successful."

FRANK DEFINO, JR.,
TUKAIZ, USA

Measureable marketing

Prove and demonstrate campaign success

Marketing Managers have to deal with every declining budgets that requires them to justify every dollar they spend. Web-based media such as personalised websites and e-mails offer a unique advantage: they allow you to track exactly how your customers are reacting. Measure the success of your campaigns and provide clear data that justify the Marketing investment. EFI DirectSmile offers full dashboard functionality that graphically illustrates every interaction in relation to your campaign.



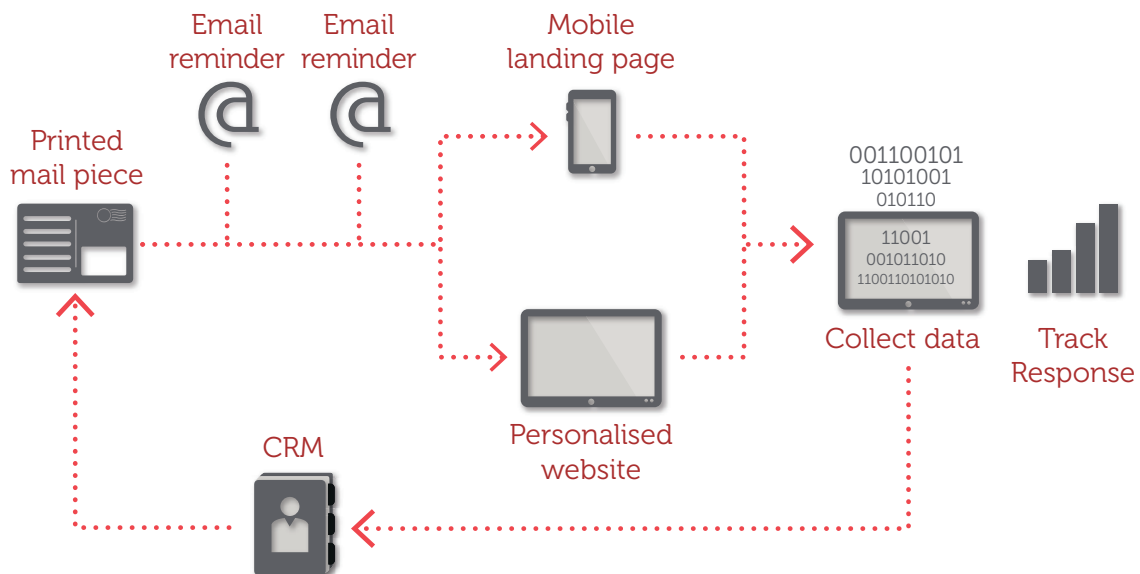
Design your Dashboard according to your needs.

Applications

- **Direct marketing:** print mailings, email campaigns, PURLs, SMS
- **Web:** corporate websites, microsites, mobile web pages
- **Customer loyalty:** newsletters, feedback, surveys, greetings
- **Sales support:** lead management, automated sales processes
- **Market analysis:** response tracking, segmentation, user behavior
- **Event marketing:** invitation campaigns, user management

"DirectSmile dramatically increases the speed with which we can complete and distribute a customer campaign."

EMMA BAKER-SMITH,
CESTRIAN, UK



EFI DirectSmile Integration Server

Backend technology serving the top print portals every day

Take VDP Studio to the web. DirectSmile Integration Server is the scalable high-performance server backend for image and document generation that drives many of the leading web-to-print portals. With easy-to-implement APIs and a powerful production workflow connecting directly to all digital presses, print service providers will set up and reliably run their personalised greeting cards or gifts business on the web and offer their customers high-speed previews and online configuration of personalised documents.

Easy-to-implement web APIs

Developers are always excited once they see how easy it is to integrate with our server backend. You will either use the simple URL interface or you go for the comprehensive Soap API.

Powerful production workflow

Our Digiprint Workflow connects to any digital press. Thanks to a broad variety of supported formats and sophisticated image handling, production will always run at full speed.

Flexible product previews

Create and integrate high-speed live product previews on your eCommerce websites.

Scale your solution to your needs

Start now and grow your system as your business requires. Our server solutions are fully scalable. This means you can easily add more image-generating power whenever you need more speed and volume.

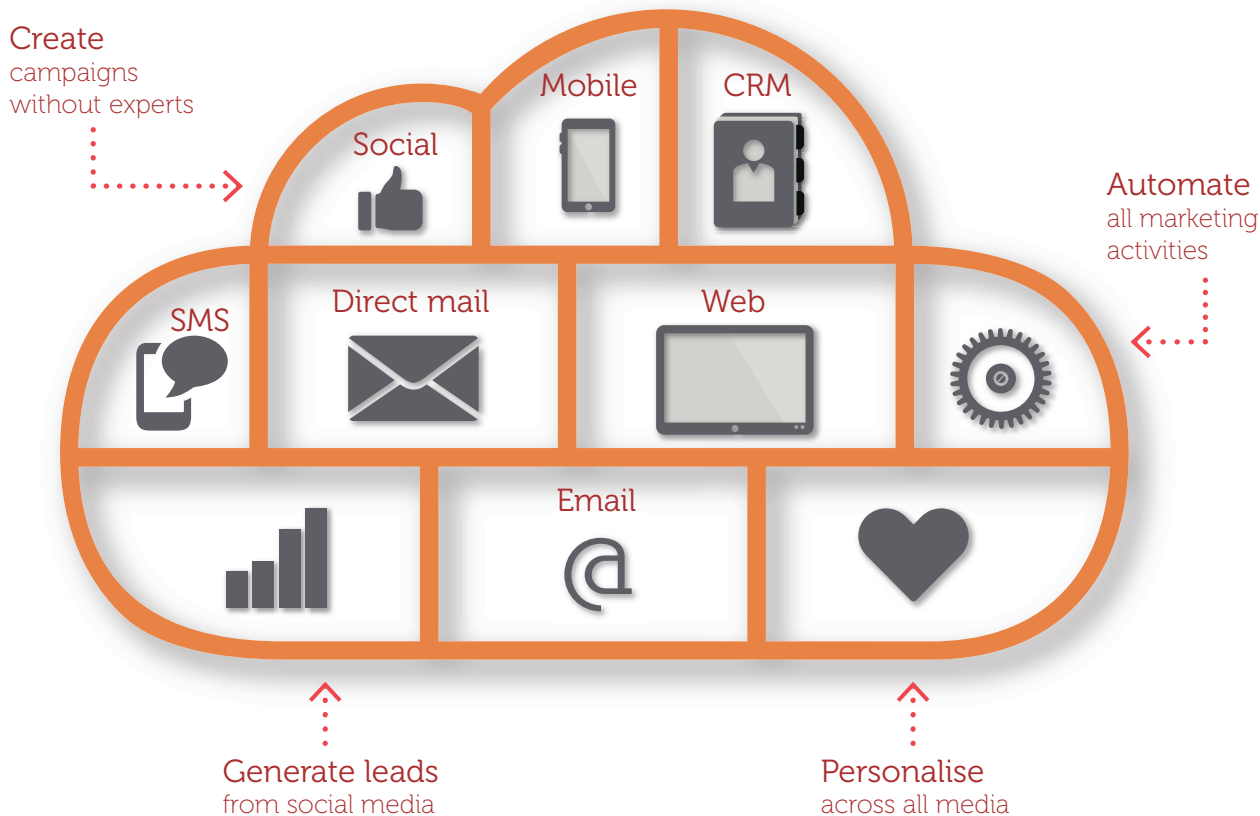
Personalised
images

Personalised
videos

Personalised
documents



Cross media made easy



EFI fuels success.

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalised documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process, increasing your competitiveness and boosting productivity. Visit www.efi.com or call 0808 101 3484 (UK only) or +44 (0)1246 298000 for more information.



Nothing herein should be construed as a warranty in addition to the express warranty statement provided with EFI products and services.

The APPS logo, AutoCal, Auto-Count, Balance, Best, the Best logo, BESTColor, BioVu, BioWare, ColorPASS, Colorproof, ColorWise, Command WorkStation, CopyNet, Cretachrom, Cretaprint, the Cretaprint logo, Cretaprinter, Cretaroller, DockNet, Digital StoreFront, DirectSmile, DocBuilder, DocBuilder Pro, DocStream, DSDesign Studio, Dynamic Wedge, EDOX, EFI, the EFI logo, Electronics For Imaging, Entrac, EPCount, EPPPhoto, EPRegister, EPStatus, Estimate, ExpressPay, Fabrivu, Fast-4, Fiery, the Fiery logo, Fiery Driven, the Fiery Driven logo, Fiery JobFlow, Fiery JobMaster, Fiery Link, Fiery Prints, the Fiery Prints logo, Fiery Spark, FreeForm, Hagen, Inkintensity, Inkware, Jettrion, the Jettrion logo, LapNet, Logic, MiniNet, Monarch, MicroPress, OneFlow, Pace, PhotoXposure, Printcafe, PressVu, PrinterSite, PrintFlow, PrintMe, the PrintMe logo, PrintSmith, PrintSmith Site, PrintStream, Print to Win, Prograph, PSI, PSI Flexo, Radius, Rastek, the Rastek logo, Remoteproof, RIPChips, RIP-While-Print, Screenproof, SendMe, Sincolor, Splash, Spot-On, TrackNet, UltraPress, UltraTex, UltraVu, UV Series 50, VisualCal, VUTEK, the VUTEK logo, and WebTools are trademarks of Electronics For Imaging, Inc. and/or its wholly owned subsidiaries in the U.S. and/or certain other countries.