

Getting Started

PrintShop Mail 5
Professional Mailing Software
for Macintosh® and Windows®



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About Atlas Software

Atlas Software B.V. (www.atlassoftware.com) is the creator of the Variable Information Printing (VIP) solution **PrintShop Mail** (www.printshopmail.com). It is a leading developer of software aimed at optimizing and simplifying information flow. Atlas is committed to achieving higher print communication value through personalization. The company was founded in 1989 in The Netherlands, where it has research and development facilities. Atlas maintains offices in North America and the Netherlands, and is represented in Japan.

The ability to take *any* design program, with almost *any* database format, drive *any* PostScript print engine and support *all* major RIP technologies is making a major impact in the field of Digital Printing. Atlas has partnered with most leading players in the printing industry, including AHT, Canon, Creo, Danka, EFI, FujiXerox, Heidelberg, Hewlett-Packard, Infotec, Konica, Minolta, NexPress, NRG, Océ, Xeikon, Xerox and others in enhancing their digital print abilities.

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.

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.

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

RIP type and vendor dependent technologies:

AHT

Creo VPS

Fiery FreeForm

Fiery FreeForm 2

PPML

PPML/VDX

VIPP

System Requirements for PrintShop Mail

PrintShop Mail 5.x Windows® :

- Pentium® II, 300 Mhz or higher
- Microsoft® Windows® 2000, Windows XP or Windows Server 2003
- 128 MB of RAM
- 50 MB of available hard-disk space
- 16 bit color with a 1,024 x 768 screen resolution
- Support for PDF*
- CD-ROM drive

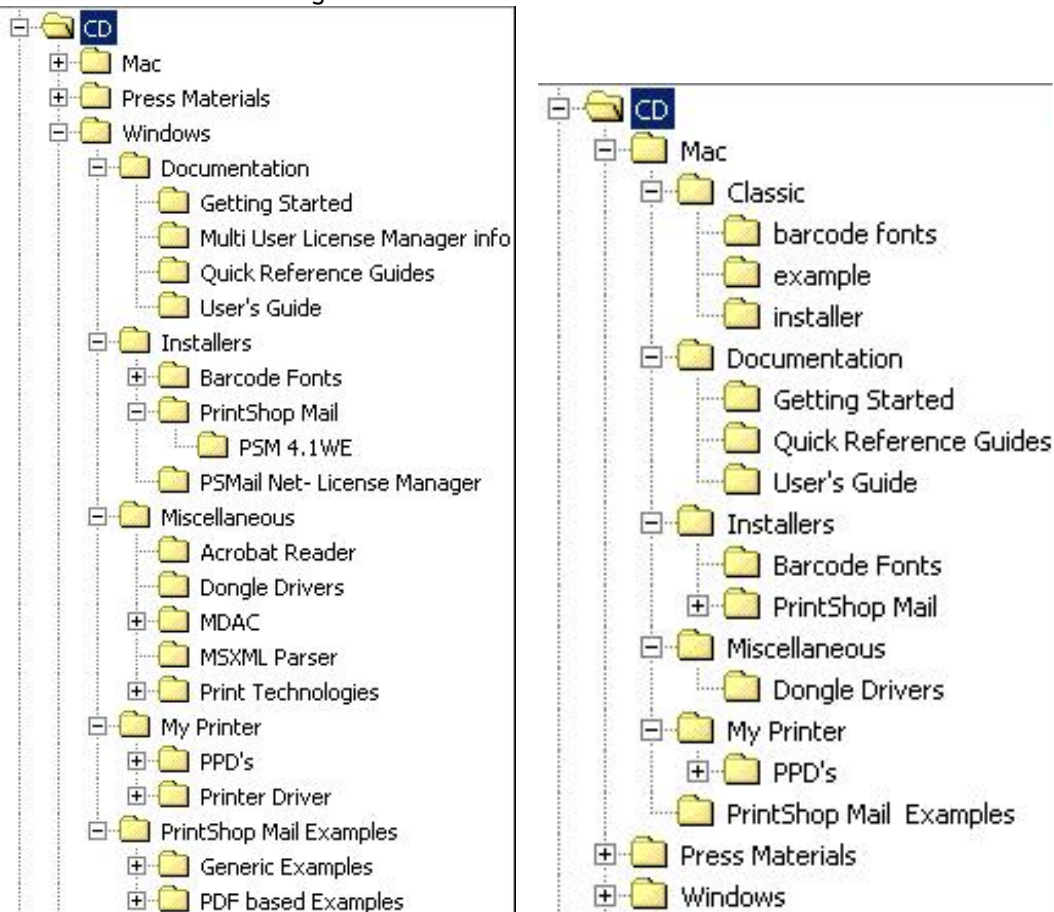
(*)requires Adobe® Acrobat® 5.0 or higher to be installed on your computer.

PrintShop Mail 5.x Macintosh® :

- Power PC® G3, 350MHz
- MacOSX 10.3.0 or higher
- 256 MB RAM
- 50 MB of available hard-disk space
- 1,024 x 768 screen resolution
- Native support for PDF
- CD-ROM drive

Contents of the CD-ROM

The PrintShop Mail CD-ROM can be used both on a Mac and a Windows operating system. It contains the following items:



Note: the WINDOWS folder contains files specifically for the Windows Edition of PrintShop and the MAC folder contains all the files specifically for the Macintosh Edition. The (MAC) CLASSIC folder contains PrintShopMail vs. 4.3.6 for Mac OS 9.x.

- **DOCUMENTATION**
Here you will find various information about PrintShop Mail and how to use it.
- **INSTALLERS**
This is where the Installer for **PrintShop Mail** is located !
Additionally, PrintShop Mail offers several bar code generating functions and an accompanying bar code font library; these are ready-made font files which you can either simply drag&drop into your system's font folder or automatically install using the installer wizard. NOTE: These fonts can be 'installed' separately and are not installed with the PrintShop Mail installer.

- MISCELLANEOUS
This folder contains several items for your convenience.
 - Acrobat Reader is a free application which allows you to open and read documents in PDF format (**P**ortable **D**ocument **F**ormat). Do not install it if you already have Adobe Acrobat installed on your system. (Win)
 - Dongle Driver: in order for PrintShop Mail's hardware key to be recognized by your computer, it must have this driver installed. Please refer the ReadMe in this folder for instructions on how to install the driver.
 - Print Technologies: info and tools related to specific print technologies (Win).
- MY PRINTER
In this folder you will find a collection of PPD's from various printer manufacturers (**P**ostScript **P**rinter **D**escription files that PostScript printer drivers use to print to PostScript devices – Please read the Readme.wri file included in the folder for installation instructions) and the Adobe Universal PostScript Driver Installer (Win).
- PRINTSHOP MAIL EXAMPLES
A selection of PrintShop Mail example documents to show some of the diverse features and possibilities which PrintShop Mail has on offer.

How to install PrintShop Mail?

Windows

1. Locate the Setup.exe file on the CD-ROM.
2. Double-click this file to start the installation wizard.
3. Click **Next**.
4. Read the license agreement and select **I accept the terms in the license agreement**. (If you select **I do not accept the terms in the license agreement**, the installation stops.)
5. Click **Next**.
6. Specify whether you want PrintShop Mail to be available for all users on the computer, or just for the current user.
7. Click **Next**.
8. Choose between a **Complete** or **Custom** setup.
 - If you select **Complete**, all necessary program features will be installed. This option automatically installs all other languages.
 - If you select **Custom**, use the next screen to select or clear program features.

To create a custom installation

1. Click the hard disk icon to view your choices for the selected feature:
 - This feature will be installed on local hard drive.
 - This feature, and all subfeatures, will be installed on local hard drive.
 - This feature will be installed when required.
 - This feature will not be available.
2. Select the options you want.
3. To change the default installation directory, click the **Change** button and select the directory for the PrintShop Mail installation.

With either selection you have the option to verify your installation settings.

10. After you have set the option you want, click **Next** to begin the installation.
11. Click **Finish**.

(How to install PrintShop Mail?)

Mac

1. Locate the PSMail 5.0 installer on the CD-ROM.
2. Double-click this file to start the installation wizard. You will see the Atlas Software start-up screen
3. Click **Continue**.
4. Read the license agreement and select **I accept the terms in the license agreement**. (If you select **I do not accept the terms in the license agreement**, the installation stops.)
5. Choose between a **Default** and **Custom** setup.
6. If you select **Default**, all necessary program features will be installed.
7. If you select **Custom**, you can choose specific features.
 - 'PrintShop Mail Application' will only install the PrintShop Mail application
 - 'PrintShop Mail Example' will install the examples and not the application or drivers
 - 'Hardware Key' will install the drivers for the hardware key, necessary to run PrintShop Mail
8. Press **Install** to continue the installation wizard.
9. By default PrintShop Mail will be installed in the application folder. You can also select the place where you want to install PrintShop Mail.
10. Press **Choose** to begin the installation.
11. Click **OK** to close the installer.

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 parallel port or USB port on your computer.

Note: If the parallel port is not free, first unplug the device currently connected to the port. After you install the hardware key, reattach this device on the back of the hardware key.

These are pictures of the hardware key (USB and parallel) for PrintShop Mail (though your key may differ slightly in appearance):



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**.

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 (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 5.0 > PrintShop Mail 5.0

2] Go to the menu item File, select New...



(* the option 'Blank Document' is specific for the Windows Edition)

3] Go to the menu item Database, select Open.



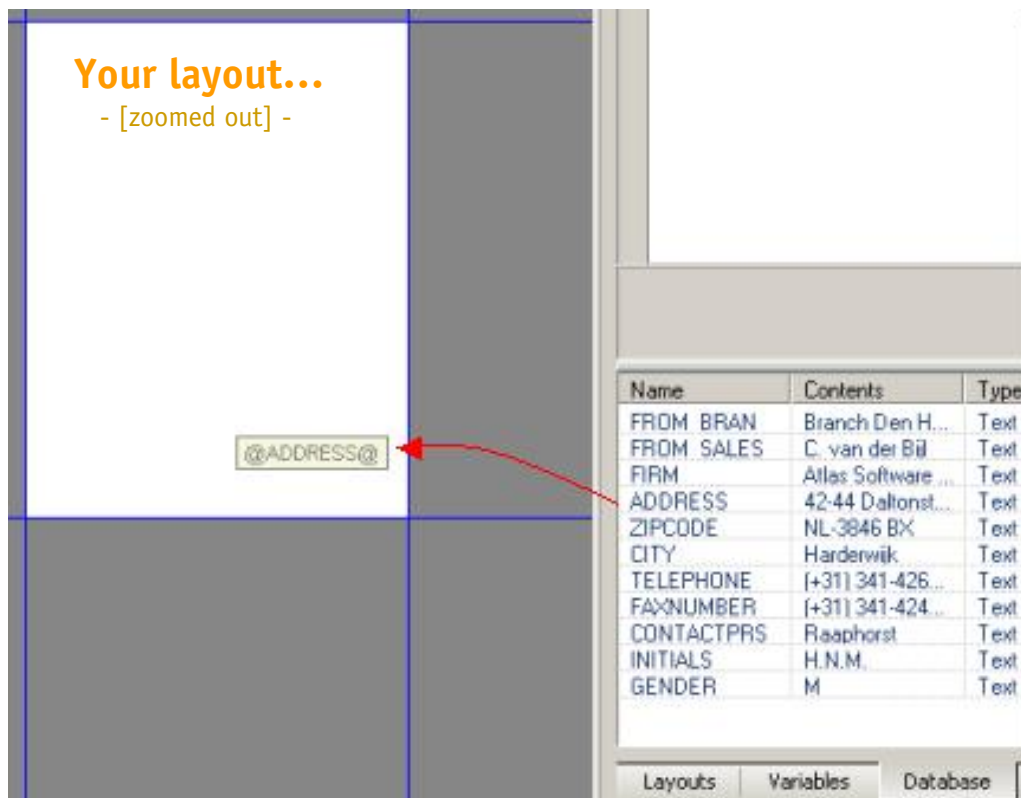
4] In the appearing browser window, navigate to the location of your database file, select it and click on 'Open'.

5] In the database window in PrintShop Mail you will see the database field names, contents, and datatype appearing:

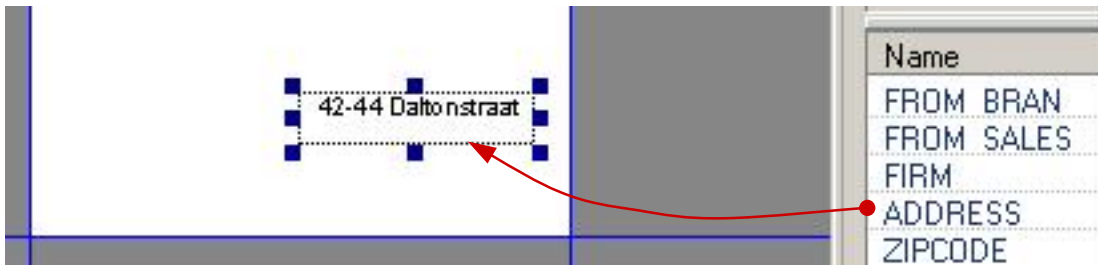
Name	Contents	Type
FROM BRAN	Branch Den Helder	Text
FROM SALES	C. van der Bijl	Text
FIRM	Atlas Software BV	Text
ADDRESS	42-44 Daltonstraat	Text
ZIPCODE	NL-3846 BX	Text
CITY	Harderwijk	Text
TELEPHONE	(+31) 341-426700	Text
FAXNUMBER	(+31) 341-424608	Text
CONTACTPRS	Raaphorst	Text
INITIALS	H.N.M.	Text
GENDER	M	Text

Layouts Variables Database Warnings

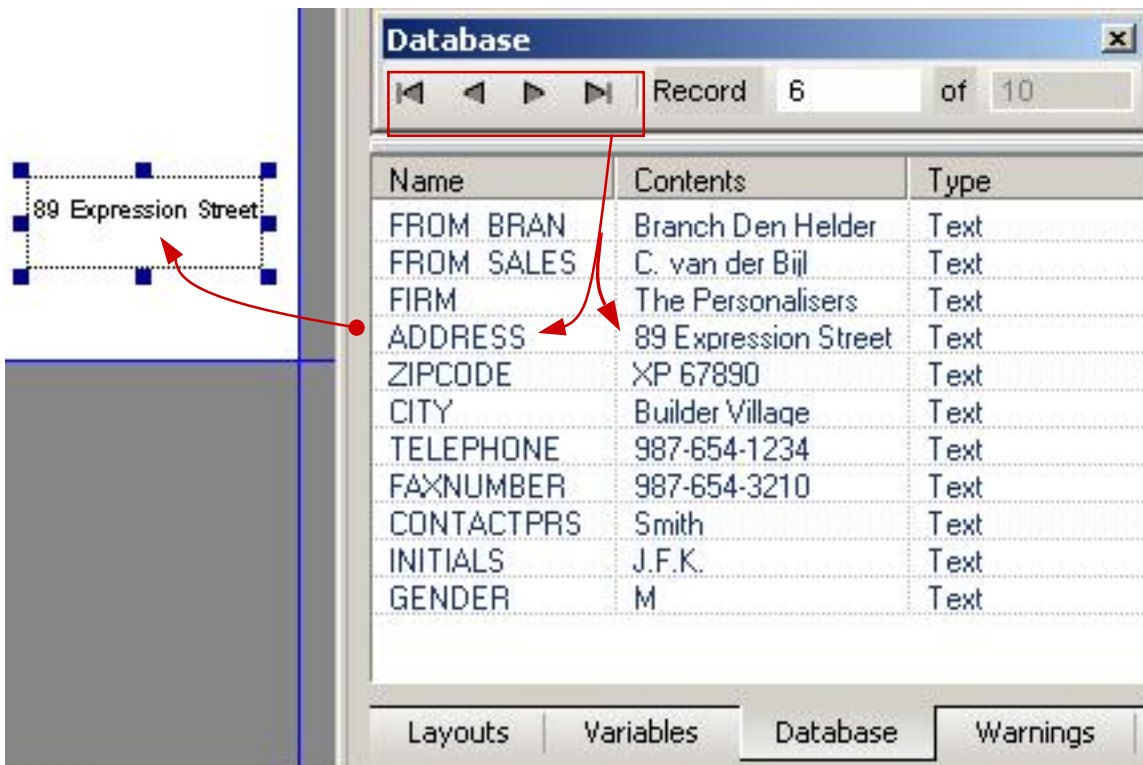
6] Select a database field in this database window and drag & drop it onto the layout:



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 menu item File, select Print...

10] Done.

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

The PrintShop Mail CD-ROM also contains “Quick Reference Guides” in PDF format, that discuss several topics in detail, including:

- Managing Variable Data Jobs
- Bar Code Setup
- Layout Conditioning

If you need additional help, feel free to contact the Atlas Software Technical Support department.

Contact Information

Please contact us if we can be of any assistance to you.

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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