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PlanetPress Image

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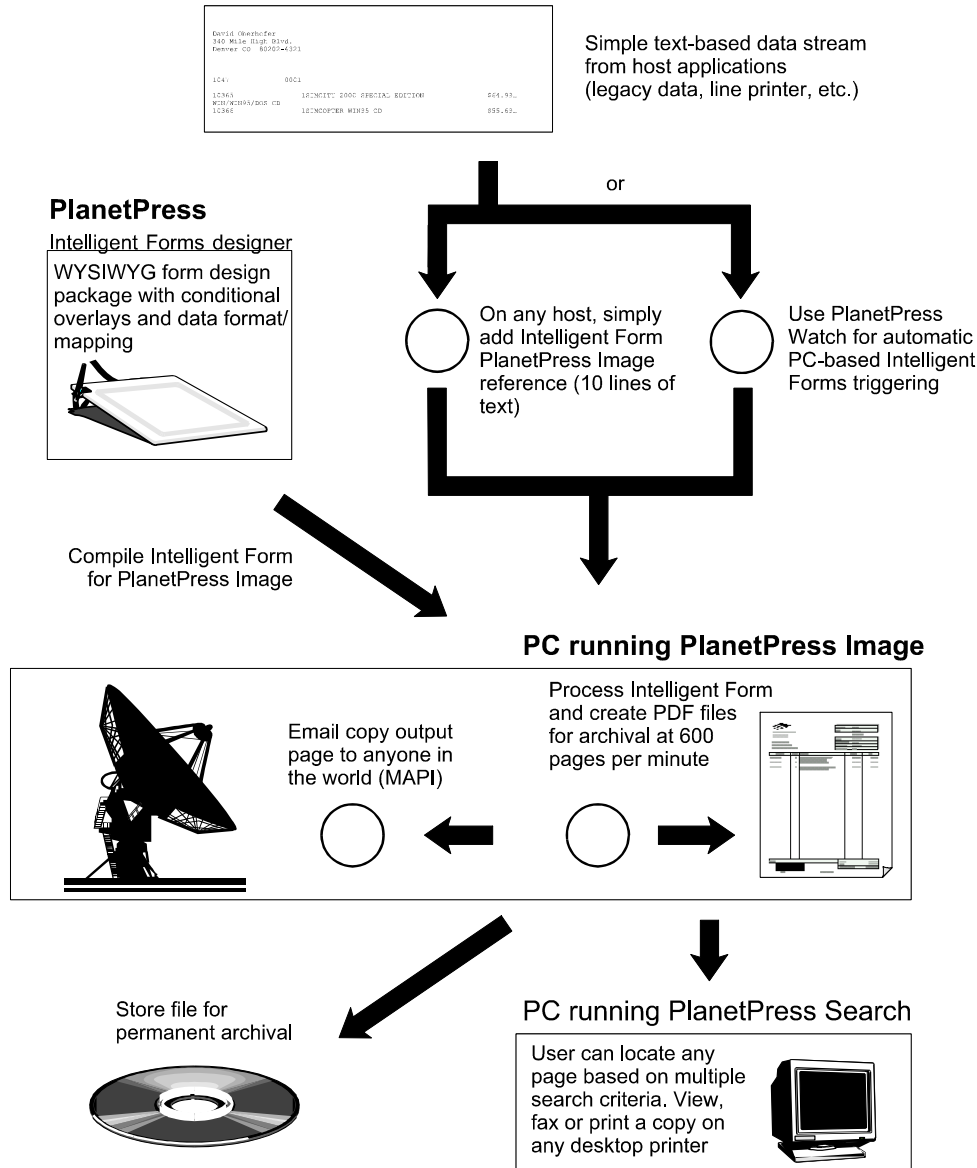
OVERVIEW

PlanetPress Image is an add-on module to PlanetPress Watch that produces PDF, print and fax output simultaneously. Variable data documents are delivered by e-mail or archived with multiple custom user-defined indexes. The process is completely automated and requires no user intervention.

PDF documents produced by PlanetPress Image are very small, as low as 1.5KB per page. Small page size means archiving and distribution by e-mail are easy and practical.

ABOUT PLANETPRESS IMAGE

PlanetPress Image automates the process of generating electronic archive copies of business forms, reports and all the other documents that PlanetPress can create. It also distributes these documents through MAPI compliant e-mail. The electronic archive is an exact copy of the printed version (if applicable). You can browse or search through the electronic version of a document. You can also cut and paste, or print archived documents from your desktop computer.



KEY FEATURES OF PLANETPRESS IMAGE

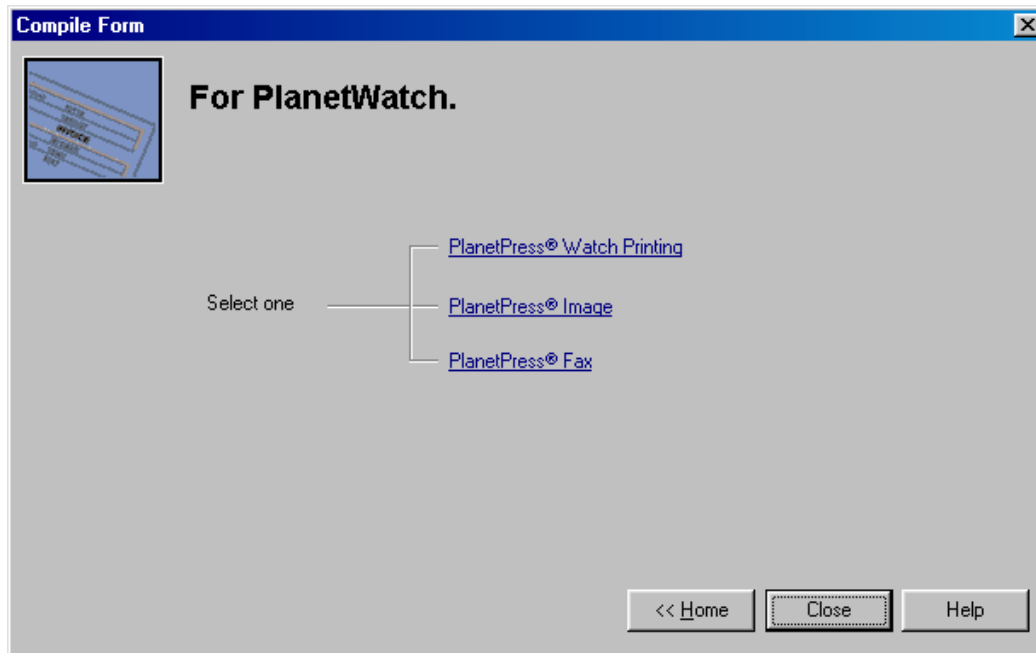
PlanetPress Image's rendering engine has been enhanced to use 32-bit technology and the powerful Intelligent Forms generated by PlanetPress 3. PlanetPress Image is more reliable and efficient than ever.

- Automatically generates PDF files with any data from any platform.
- Complete integration with PlanetPress Watch data capture and distribution.
- Same text and graphic appearance as PlanetPress Intelligent Forms.
- Conditional printing of text and graphics.
- Electronic distribution through MAPI compliant e-mail.
- Small file format (as low as 1.5k per page for 40-page documents) allows efficient storage and transfer through PlanetPress optimized PostScript.

USING PLANETPRESS IMAGE

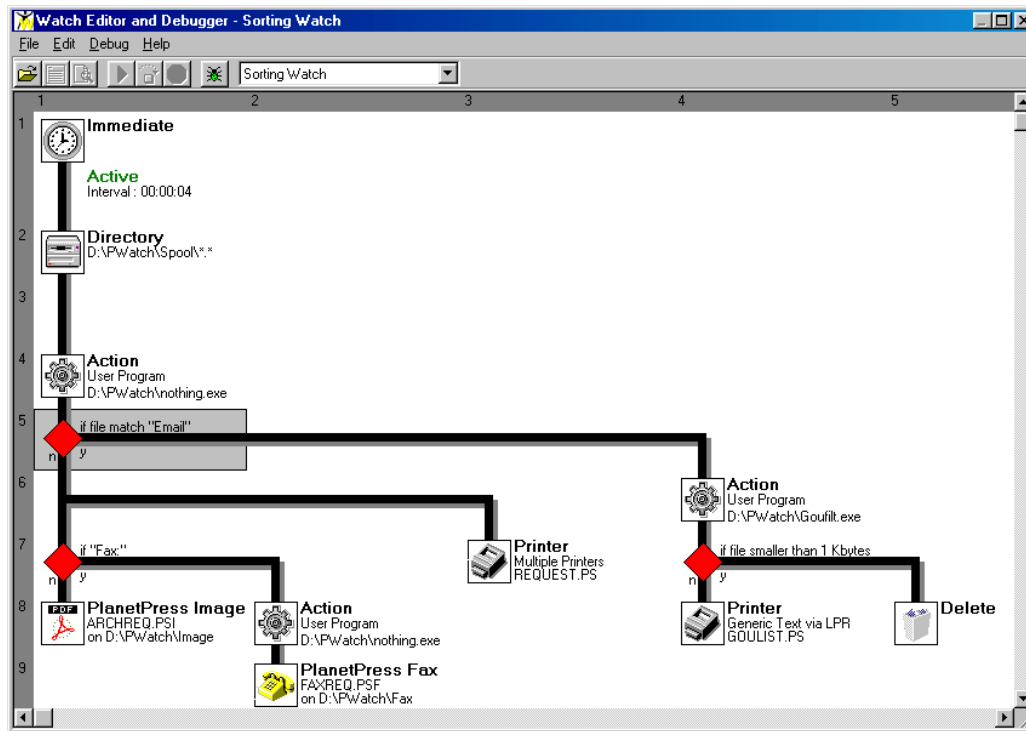
COMPILING A FORM FOR PLANETPRESS IMAGE

Because PlanetPress Image helps automate the process of generating electronic archive copies of business forms, invoices, etc. you must compile the desired form for PlanetPress Image. The **Compile Form** dialog box in PlanetPress lets you perform this task by simply selecting **PlanetPress Image** in a list.



COPYING A FORM

In the **Watch Editor and Debugger – Setting Watch** window, right-click the desired path. Select **Insert...** and **Copy**. In the **Output Task Configuration**, it is possible to determine where the selected form is copied.



ADVANTAGES OF PLANETPRESS PDF SUPPORT

PDF is quickly becoming the industry standard for viewing online documentation. Why use it as an archival format?

In the past, a highly compressed bitmap format like CCITT group 4 (fax format) was used to save archived documents. This format is still a standard in the graphic industry and was incorporated in the TIFF specification. Using this format, it is possible to archive internally produced reports and business forms as well as externally produced documents such as purchase orders, delivery slips, etc.

A graphic software application is required to view archived documents in this format. This ability can be built-in to the archiving software. Although you can easily view the archived document, it is difficult to extract textual information from it because it is pixel-based instead of in ASCII text format. Therefore an OCR (optical character recognition) process is required to convert text information on the page into plain text. Unfortunately, OCR is less than perfect and cannot be trusted to process large amounts of data.

Finally, bitmap images are difficult to print because they require that large amounts of data be sent to the printer. Consequently, office printers are very slow at printing bitmap images. The archiving industry has addressed this problem by creating expensive dedicated TIFF image printers.

To avoid these pitfalls, Objectif Lune uses the Adobe PDF format for archiving purposes. The following list the advantages of PDF for archiving documents:

- The format supports multiple pages. A complete report can be contained inside a single file.
- It stores graphics efficiently.
- PlanetPress optimizations can yield pages as small as 1.5 KB for a 40-page document including all data, graphics and formatting information. At this size, you can store up to 400,000 pages of business forms, reports, or any other printed document on a single CD-ROM or 7,000,000 pages on a 10 GB drive.
- Text is stored as text. Easy copy and paste from Acrobat Reader lets you import data in popular office automation software formats such as spreadsheets and word processors.
- Line art such as logos and boxes are stored efficiently as compressed line art. There is no loss of information due to previous conversion, resolution, etc.
- All page elements and images are compressed with the most efficient algorithm.
- PDF format supports color.
- Due to file size and portability, PDF is perfect for e-mail, even on 56K connections.
- Creating PDF files is very fast; more than 600 pages per minute on a Pentium 150Mhz. Note that speed depends on page complexity and processor speed.
- Chances are you already have Acrobat PDF Reader on your machine. Most online software documentation is in PDF format. PDF is also prevalent on the web. This means that you can send documents, or parts of a

document to anyone in the world and be reasonably certain that they can view, search and print the document. Acrobat Reader is free and available for all major computing platforms including DOS, Windows 3.11, 95, 98, NT 4.0, and 2000, Apple Macintosh and most UNIX flavors.

- Printing speed is increased because most of the information is stored in raster or text format. With PlanetPress optimization documents print at full speed on any PostScript level 2 printer. You can print a PDF on any printer since it prints through drivers available through the operating system.
- Platform independence. PlanetPress lets you print documents from your mainframe, mini or personal computer in a universal format. Yes, you can view invoices printed on an AS400 using your PC!
- The PDF format has numerous other advantages that are beyond the scope of this document. Please refer to Adobe's home page for a full description of PDF at www.adobe.com.

APPLICATION EXAMPLES

Here are a few typical applications of the PlanetPress PDF archiving system:

SALES FORCE REPORT DISTRIBUTION

A company has hundreds of sales representatives throughout the world. Every month, each representative receives a 100 page sales report. Often, sales representatives skim the reports and promptly throw them in the recycling bin. The company needs a way to distribute the reports in a way that is more efficient.

With PlanetPress, you can create the same reports in PDF format. The resulting files can be distributed directly to the representatives by e-mail or posted on a web page. Transfer costs are minimized since the file is small. Representatives can keep a copy on their laptops to search through prior orders. When required, they can reprint any of the pages. Thousands of printed pages are saved and no money is wasted on courier and handling costs. The creation and distribution of electronic documents can be totally automated.

CUSTOMER SUPPORT ARCHIVING SYSTEM

In any customer service organization, many calls are made because of lost invoices that have not been received by the customer. This has traditionally meant that company representatives had to go to the customer file and make a copy of the invoice and fax it to the customer.

With electronic documents, they can perform an on-screen search for the invoice, copy and paste the invoice into a word-processing document, type in comments and fax it through a fax server. The whole process is carried out without leaving your desk!

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