

# HP SmartStream Designer

The art of personalization



## Key benefits

- Integrate with third-party solutions to create greater engagement with prospects
- Create one-of-a-kind products for a memorable customer experience
- Personalize and individualize collaterals in large quantities
- Offer a high-end, high-quality brand protection solution
- Create compelling and engaging marketing experiences to manage and track your inventory and your products
- Impose a complete project of different page sizes into a single InDesign document

**HP SmartStream Designer is an easy-to-use and powerful variable data printing (VDP) tool enabling HP Indigo digital press owners to provide sophisticated high-value jobs and personalized campaigns. More than 2000 HP Indigo customers use HP SmartStream Designer to harness the HP Indigo digital advantage for their business.**

A software plug-in for Adobe® InDesign® or Adobe Illustrator®, HP SmartStream Designer makes it possible to personalize any job with images, text and designs for maximum impact. It has an easy-to-use interface and can be easily integrated with over a dozen third-party dynamic applications. It also features rich database logic and preflight capabilities.

## HP SmartStream Mosaic

HP SmartStream Mosaic is variable design technology software provided with HP SmartStream Designer that enables the creation of one-of-a-kind products for a memorable customer experience. It automatically generates hundreds, thousands and even millions of unique graphics for variable data jobs, from a fixed number of base patterns, using scaling, transposition and rotation. Create endless versions of the same seed with Mosaic 3.0 color shuffle.

Mosaic is available for latest versions of HP SmartStream Designer for InDesign and Illustrator. It can also be used with HP SmartStream Designer 6.3 for Adobe InDesign CS6.



## Technical Specifications

### HP SmartStream Designer for Adobe InDesign

- Mac OS X versions 10.11 or 10.12, Java JDK 8
- Microsoft Windows 7 with Service Pack 1 or Windows 10, Java JRE 8
- Minimum 8GB memory
- Adobe InDesign CS6 or CC 2017 64bit

### HP SmartStream Designer for Adobe Illustrator

- Mac OS X versions 10.11 or 10.12, Java JDK 8
- Microsoft Windows 7 with Service Pack 1 or Windows 10, Java JRE 8
- Minimum 8GB memory
- Adobe Illustrator CC 2017 64bit

## Key capabilities of HP SmartStream Designer

- Combine variable images and variable text with fixed data and define flexible imposition
- Rules-based variable data applications
- Leverage InDesign/Illustrator unique text effects such as drop shadows, glow and more, for personalization
- Security solutions as micro-text, micro QR, void pantographs, security fonts, Guilloché
- Support HP IndiChrome, spot colors and new special effects including textured effects, raised print and sandwich printing
- Advanced image enhancement on all variable images
- Edge Printing and Spine Printing
- Support for PDF/VT and HP's JLYT for optimal variable data processing
- Includes a built-in imposition tool that provides optimal layout for both variable data and static files
- Includes ID Automation fonts and encoders, for easy generation of fast barcodes
- Enable packing HPD for fast expansion on PrintOS Composer, Production Pro, Composer-Lite or Composer Server

## Advanced capabilities by integration with third-party solutions

- Personalized images with Adobe Photoshop and DirectSmile
- Maps with locr maps
- Personalized URLs with MindFire
- Barcodes: TEC-IT Barcode Studio, IDAutomation
- Dynamic charts and graphs: Adobe Illustrator
- Image Enhancement: with Organic Imaging and HP Photo Enhancement
- Security by HP Link, GPAS, Haiyaa, Advance Track and Trace, Visualead

### Learn more at

[www.hp.com/go/SmartStreamDesigner](http://www.hp.com/go/SmartStreamDesigner)

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