



Impact Through Design with  
**HP SMARTSTREAM  
DESIGNER**

# How can I wow my customers?

What can I do to stand out in the marketplace? How can I boost profits through high-value jobs?

## HP SmartStream Designer is your answer.

HP SmartStream Designer is a simple and powerful variable data printing (VDP) tool that enables HP Indigo digital press owners to provide sophisticated high-value jobs and personalized campaigns. More than 2000 HP Indigo customers are using HP SmartStream Designer to harness the HP Indigo digital advantage for their business.

A software plug-in for Adobe® Illustrator® or Adobe InDesign®, 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 image applications. It also features rich database rules and preflight capabilities.

Save time with fast, cloud-based processing that frees up your computer resources and enables parallel creation and composition of multiple templates. Simply upload your files to HP PrintOS Composer to process variable files of any size, with any number of records.

Learn how HP SmartStream Designer can help you create high-value, high impact applications and open new opportunities with HP Indigo.





# Personal design

So simple, so effective

With **HP SmartStream Designer**, you can combine variable images and variable text with fixed data, and create a flexible imposition template.



## All in few easy steps

1. Design an Adobe InDesign or Illustrator document.
2. Select a database file.
3. Define text/image personalization channels.
4. Add fixed/variable data.
5. Optionally – add Designer rules to the channel to generate a more personalized result.





Share a *Diet Coke* with

**Bestie**

Share a *Coke* with

**Mate**

Share a *Coke zero* with

**Dude**

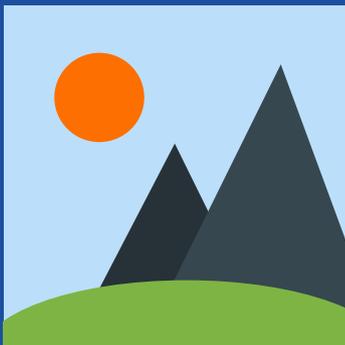
# Rules

for advanced control

**HP SmartStream Designer** enables you to define, preview, and create variable data - text, images, and graphic elements - using Personalization Channels.

- **Text rule**  
Controls the content of the variable text.
- **Style rule**  
Controls the appearance of the text (size, length, color, font, and more).
- **Image rule**  
Controls the image selection, either from a database field or a specific image by its name.
- **Layer rule**  
Controls the appearance of the InDesign/ Illustrator layers for each database record including text overflow.

A





0m

n

iključek



Move your customers with

# Personalized maps

Geolocalization and direct mail features enable your customers to create greater engagement with prospects.

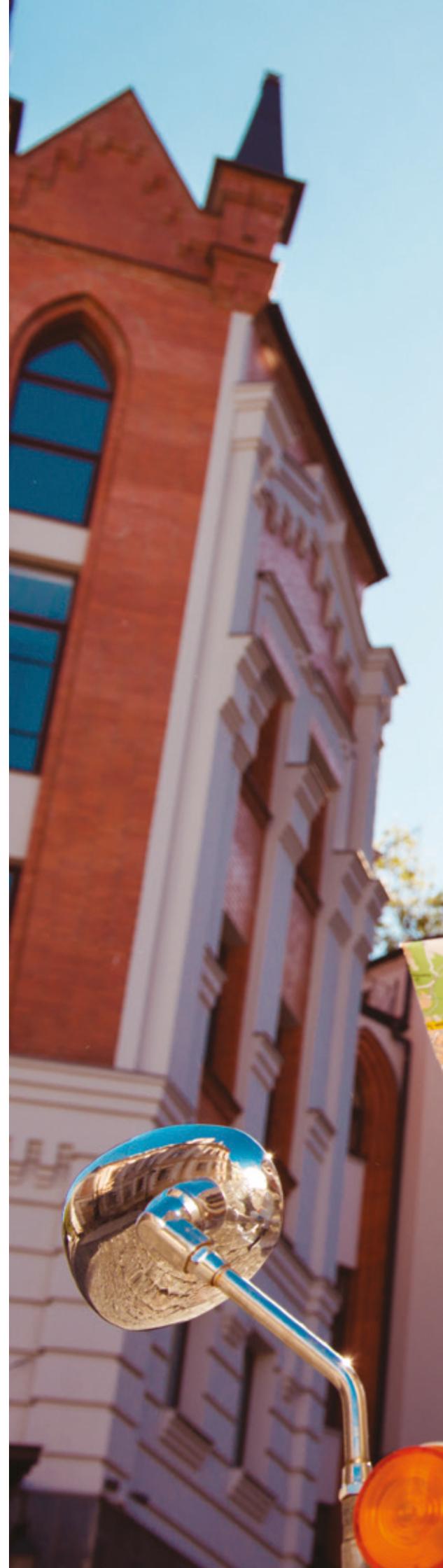
**HP SmartStream Designer** allows you to integrate with third-party solutions. One of them, locr maps, enables the creation of personalized maps in the vicinity of a specific address or coordinates, or to create a map that includes a route between two addresses.



## All in few easy steps

1. Design the document with InDesign or Illustrator.
2. Select a database file.
3. Define an image channel as: locr maps dynamic image\*.
4. Define map parameters as specific address, coordinates or best route between two addresses.

\* Dynamic software applications are not included in HP SmartStream Designer. They should be purchased from their vendors.







# HP Mosaic

HP SmartStream Mosaic brings mass customization to the world of design. Its patent-pending technology allows you to create virtually endless numbers of one-of-a-kind applications. Mosaic uses seed patterns as a basis for families of design, and then uses transposition, rotation, and scaling to create variations of that same family.



Create hundreds, thousands or even millions of unique designs, quickly and easily, for a unique customer experience.

## All in few easy steps

1. Design the document with Adobe Illustrator and InDesign.
2. Design a few seed images that will be the base for the image variations.
3. Define an image channel as: HP Mosaic dynamic image.
4. With the HP Mosaic edit tool, define how you want the Mosaic application to create millions of variations from your seed images



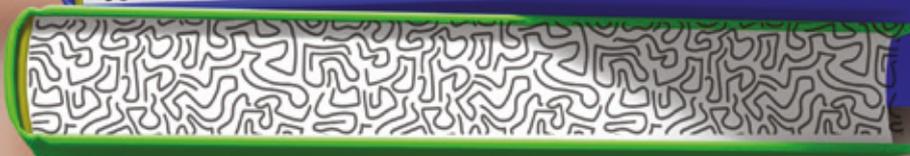
# HP Collage

HP SmartStream Collage is the newest addition to the toolset of Designer. Like Mosaic, it uses patent-pending technology to create large numbers of unique items, each with its one-of-a-kind artwork. In Collage, users begin the creative process by defining the basic components, or seed elements, that will be part of each variation.



Users can control for variables like repetition, rotation, and size, as well as the overlap and overall scattering of the element.

Create hundreds, thousands, or even millions of unique designs quickly and easily, with maximum control over the brand's visual identity, and deliver an extraordinary customer experience.



# Edge and Spine Printing

Traditionally, the edges of books were also used for information and decoration. With the **Edge Printing** capabilities included in SmartStream Designer, you can decorate or personalize the edges of a book for a stunning effect.

In addition, with SmartStream Designer's **Spine Printing** capabilities, you can add designs, photographs or text across volumes of magazine covers, books and other publications, for a unique display on shelf. You can also use these capabilities to break down images and create a unique display across the labels, sleeves, or packages on shelves or in-store decoration.



589298 R

100

*W. B. Ewing*  
Secretary of the Treasury.



# Security and brand protection

The need for brand protection solutions is on the rise.

HP Indigo offers a broad portfolio of security and brand protection solutions that includes variable data elements available in SmartStream Designer, such as:

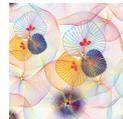
- Microtext
- Micro QR codes
- Security fonts
- Variable data guilloche
- Invisible inks

HP SmartStream Designer also integrates with a wide variety of partners including track and trace, digital watermarks, authentication services, barcode creators and more.

Barcode



Guilloche



QR and Micro QR Codes



## All in few easy steps

1. Design an InDesign or Illustrator document.
2. In the Data Fields panel, select the Barcodes icon, and select QR.
3. Set font size to 1.42, for best micro output with your HP Indigo digital press.



# Easy imposition

HP SmartStream Designer's imposition tool optimizes printing layout.

Use the Auto Arrange option to impose a complete project of different page sizes into a single InDesign document.

Key features:

- Smart step & repeats
- Flexible spread elements
- Multiple page document
- Imposed sheet: different pages are distributed
- Special variable data distribution within the imposition
- Web ganging



To find out more, visit  
[hp.com/go/smartstreamdesigner](https://hp.com/go/smartstreamdesigner)



Share with colleagues

© Copyright 2018 HP Development Company, L.P. The information contained herein is subject to change without notice.  
The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

4AA7-4013EEW, December 2018

