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## **“The Wizards of VDP” Offer Free Consulting and Service at Graph Expo 2004 in Chicago.**

“the Wizards of VDP,” an independent group of Variable Data Printing (VDP) experts, is offering a chance for anyone who has a problem with a production VDP job or VDP workflow to have it reviewed by an expert. The opportunity to meet with an expert, free of charge, will be available at this year’s Graph Expo 2004 in Chicago for all who register in advance with the Wizards.

In addition to any discussions that occur on the show floor, each registered visitor present at the show will automatically qualify for a chance to receive a free day of consulting with the Wizards (valued at more than \$2,000.00). One free day of consulting will be awarded to a registered visitor each day the Graph Expo show floor is open. The choice of recipient for each day’s award will be at the sole and arbitrary whim of the Wizards.

Lexigraph, Inc. will handle the registration for Graph Expo 2004. Registration is limited and available only on a first-come-first-serve basis. Automated registration will be available at <http://www.lexigraph.com/lg/wizards.asp> during the week of October 4th, 2004. For advance registration contact [wizards@lexigraph.com](mailto:wizards@lexigraph.com) directly.

### **About “the Wizards of VDP”**

“The Wizards of VDP” is a vendor and platform neutral group of independent VDP industry experts offering support, products and services to the VDP industry. The group was formed to counter the vendor-generated hype and lack of accurate information regarding successful, i.e., profitable, VDP applications. The group is donating the time of its members free of charge to registered visitors to review VDP applications, jobs and

workflows at Graph Expo 2004.

“Our group has experience and success with traditional offset and digital print, database and application design and development, web-to-print applications, finishing, and mailing,” said Todd R. Kueny, a member of the group. “We feel that today’s VDP and press vendors do a tremendous disservice to the print industry by focusing customers on one-job-at-a-time press- or platform-specific solutions. Our group believes that VDP success is measured by profitability and that treating VDP as a manufacturing process provides a far better return on investment. We help customers build cost-effective manufacturing solutions for VDP that generate profits day-in and day-out.”

“Donating our time free-of-charge to actual VDP users sends a message to the other VDP equipment and software vendors. That message is simple – ‘Profitable VDP is manufacturing and success comes from 1) having the right capabilities, capabilities such as high quality, low cost, dependability and flexibility, 2) from having management that understands how to achieve, support and utilize these capabilities, and 3) from accurately measuring the economic outcome of the manufacturing process.’ Today’s vendors inevitably fail their customers by focusing only on a single element or subset of these factors. We have seen, over and over, that unless *all* of these key factors are present VDP as a business proposition fails.”

“Our customer have high-end VDP applications in such diverse markets as supermarket and retail shelf labels, horticultural product labels, id cards, ticketing for major sports and sporting venues at both the college and professional level, cell phone advertising, financial reporting, ad versioning for national newspapers, and casino and cruise-line marketing – industries normally not considered as VDP markets. However, these industries can generate significant profits for the VDP provider because their recurring need for manufactured output directly drives their own ability to generate revenue. We show our customers how to find manufacturing opportunities, build cost-effective manufacturing processes, and use that process to make money,” said Kueny.

## **Why are They Wizards?**

The Wizards have created, built and profitably sold successful VDP marketing companies and tools using the same knowledge and techniques now being offered to the industry free of charge. They have used these techniques to make their living, literally – both in VPD services and product sales – “they eat their own dog food” every day.

The Wizards of VDP have a lifetime of experience in virtually all aspects of graphic art Variable Data Printing workflows including PostScript, PDF, PPML, PPML/VDX, JLayout, and many others. In 1981 the Wizards built and sold products that drove the first “liquid toner” laser printers and the first laser printers ever built, and built and sold the first commercial PostScript printer driver; developed in-RIP caching for PostScript VDP print applications in 1991; created the first public-domain, open source PPML/VDX application, built the first PDF-based high-performance software VDP preflight system for Barco Printstreamers, and released the world’s fastest PDF-based, full color VDP system using their own PDF Library in 2001; released the first vendor neutral, platform independent VDP benchmark in 2003; and in 2004 released VDP support for transparency and spot color separations in PDF.

The Wizards have extensive database experience, not only with database applications as they relate to VDP, but also with database design, database server and application design, data cleansing, and market research and data analysis. They started by delivering automated database publishing applications (what VDP used to be called) to the legal market in 1980 using Unix, database servers and X9700 printers. These techniques have been applied to database publishing and VDP using PC’s and Macs since 1991.

The Wizards have profound knowledge of traditional printing including color management, color correction, and separation in traditional offset and digital workflows including detailed knowledge and understanding of roll-to-roll and cut-sheet finishing in both VDP and traditional print workflows.

The Wizards and their customers have been building automated commercial web sites for

print ordering since 2000. These sites include PDF and JPEG preview capability and printer-ready job downloading on the back end. The Wizards and their customers produce jobs in many languages, on different continents on a regular basis, and use the software developed by the Wizards to manage workflow and exchange job information reliably between plant locations.

The “the Wizards of VDP” exposition at Graph Expo 2004 in Chicago is sponsored by Lexigraph, Inc. If you are interested in sponsoring the Wizards for your event, please contact [wizards@lexigraph.com](mailto:wizards@lexigraph.com) or contact Gregory Pegher at 1-724-275-1230.

### **About Lexigraph**

Lexigraph offers revolutionary technology and integration for creating personalized, integrated print and web communications for an audience of one or one million. The company delivers PDF based automation, variable data technology and services for Internet, laser printer, offset and digital press. The web enabled and data-driven pdfExpress™ technology provides complete variability of text and graphics, supports integration with third-party applications and databases, and automates document assembly.

More information on Lexigraph is available at [www.lexigraph.com](http://www.lexigraph.com) .

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