



Hosted
e-Media Express™

A hosted solution that enables you to create personalized websites and email with the ability to connect to variable data print

Your **on-ramp** to creative, integrated *cross-media* campaigns



Hosted e-Media Express™ allows you to add e-mail and personalized Response URLs™ to your print campaigns and gives you the ability to track campaign performance across all touchpoints with uProduce Marketing Console Express™.

XMPie®, the trusted leader in one-to-one variable data, cross-media communication solutions, is providing an entry-level version of PersonalEffect e-Media, delivered as a subscription-based SaaS solution. XMPie Hosted e-Media Express Edition™ is XMPie's initial entry into cloud-based services, based on Amazon cloud technology. This offering marks the first time users have access to an easy-to-use, cost-effective, hosted e-communication solution that provides integration with print capabilities and a proven migration path to a fully-licensed cross-media solution.

With XMPie Hosted e-Media Express, users can create targeted e-mail messages and Response URLs™ (RURLs) that drive recipients to fully personalized websites all through XMPie's uProduce™ server, using Adobe® Creative Suite design tools and a basic Excel® recipient list.

With XMPie Hosted e-Media Express, users can create personalized e-communications or, true to XMPie's one-to-one-in-one philosophy, leverage XMPie's unique Interactive Content Port (ICP) technology to digitally integrate Hosted e-Media Express to uDirect, XMPie's desktop-based variable data print solution. Together, uDirect and Hosted eMedia Express can share the same data and business rules, regardless of where the data originates.

**Learn more about the full line of XMPie products.
Visit www.xmpie.com or call (212) 479-5166.**



one to one in one™

A **xerox**  Company



Hosted e-Media Express™

Hosted e-Media Express can also act as a data and logic hub allowing remote, desktop locations to link to it via an open port. For example, if a remote creative agency is developing a campaign design, they can easily link to Hosted e-Media Express from the desktop to see how their design looks with the data incorporated. This makes it simple to make any necessary edits or adjustments based on live data.

As a hosted, subscription-based offering, Hosted e-Media Express also provides several other advantages including:

Low Risk Entrance to the World of Cross-Media

XMPie Hosted e-Media Express eliminates the IT infrastructure investments required when offering cross-media. It features a low-risk, subscription-based model, which makes it perfect for users interested in testing the waters of cross-media. Pricing includes a set-up fee and pre-paid usage plan. The usage plan comes in three levels—small, medium and large—depending on your anticipated e-mail and RURL volume.

Ease-of-Use

XMPie Hosted e-Media Express features unique XMPie Wizards and templates for creating campaigns and RURLs right from the desktop, reducing the time and expertise required to create a campaign workflow from scratch.

Integration with XMPie Solutions

XMPie Hosted e-Media Express is fully compatible with the entire XMPie family, from desktop to server. It follows the same

XMPie philosophy and architecture, making it easy to create, deploy and manage RURLs, e-mail and cross-media campaigns within a new or existing XMPie print-focused operation, as well as providing a starter solution that can be seamlessly upgraded to a more powerful workflow as your business grows.

It includes XMPie's uProduce Marketing Console, which allows for the tracking, analysis and refinement of live e-communication campaigns for optimal results and maximum return-on-investment. It is also consistent with the unique value XMPie's licensed solutions deliver, including its Automatic Dynamic Object Replacement (ADOR) technology and parallel workflows.

XMPie Hosted e-Media Express features integrated support through the same organization providing support for XMPie's licensed software solutions. It also takes advantage of XMPie e-Mail Service for industrial strength e-mail capabilities.

So, if you're looking to get started with the leading e-media software on the market, or to simply add compatible e-media to your existing XMPie VDP software, XMPie Hosted e-Media Express is the right solution for you.



Quickly and easily upgrade a print campaign into a cross-media campaign using Wizard-based tools.

System requirements for Hosted e-Media Express desktop tools:

uDirect Professional, uCreate XM and uPlan Editor

Windows

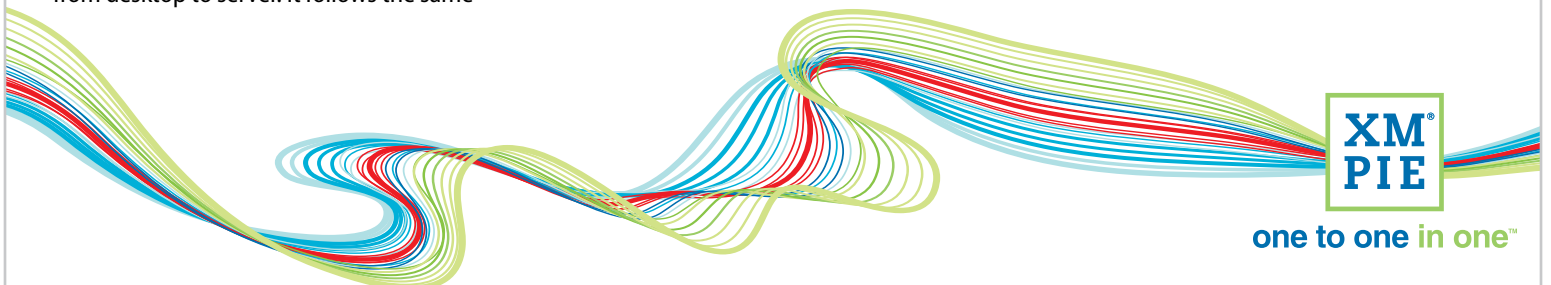
- Intel Core Duo
- Windows XP Professional SP 3 or Windows Vista (Business Edition) SP 2 or Windows 7 (Professional Edition)
- (All OS certified for 32-bit Windows. Windows 7 is also certified for 64-bit Windows)

Macintosh

- PowerPC® G4 800 MHz or MacIntel 2.0 GHz
- MAC OS X 10.5 or 10.6

General Requirements

- 2 GB RAM
- 250 GB Serial ATA Hard Disk
- CD/DVD-ROM Drive
- Gigabit Ethernet Adapter
- uDirect Pro requires Adobe InDesign CS3, CS4 or CS5
- uCreate XM requires Adobe Dreamweaver CS3, CS4 or CS5
- Optional ulmage requires Adobe Photoshop and Illustrator CS3, CS4 or CS5



one to one in one™

XMPie Inc. 767 Third Ave New York, NY 10017 Tel: 212-479-5166 Fax: 212-479-5177

A **xerox** Company