

# HP SmartStream Designer



Innovate, create, individualize, connect



**HP SmartStream Designer is a plug-in for your favorite design software for creating, preparing, and collating innovative personalized campaigns from your HP Scitex press. Available as Free and Desktop editions for creating jobs in Adobe® InDesign and Illustrator, HP SmartStream Designer adds personalized elements, images, text, and colors to your creations.**

## HP SmartStream Designer for Adobe InDesign

Open new opportunities with Designer for Adobe InDesign to create complex and sophisticated designs containing fixed data or variable text and image elements on your HP Scitex press. This plug-in empowers designers to create jobs or templates that can be merged with data lists and job assets with a feature set that includes:

- Easy-to-use interface
- Design-level personalizations plug-in to Adobe InDesign CS6 and InDesign CC 2015
- Access to full design functionality
- Support for optimized PDF and PDF/VT output formats
- Step and repeat
- Multiple layout imposition
- Automated imposition of multiple size pages
- HP Photo Smart Fit of variable images
- HP Photo Enhancement software for automated correction of variable images
- Simplified or Enhanced rules for personalization
- Connectivity to third-party solutions:
  - Personalized images: DirectSmile and Adobe Photoshop®
  - Personalized URLs: MindFire
  - Barcodes, 1D and 2D: TEC-IT Barcode Studio and ID Automation
  - Dynamic charts and graphs: Adobe Illustrator and Chartz
- Import and impose PDF jobs
- Supports Macintosh® and Windows platforms
- HP SmartStream Mosaic that enables one-of-a-kind signage. The feature has been used by Coca-Cola to produce hundreds of one-of-a-kind striking and creative signage displays



**HP SmartStream Designer— a powerful workflow component in the HP SmartStream family**

HP SmartStream is a graphic arts portfolio of components that helps customers create production workflow solutions to meet a broad range of market segments and application needs. The HP SmartStream portfolio provides end-to-end workflow management, from job creation to fulfillment. When combining best-in-class HP SmartStream and partner components, the result is greater flexibility, with specific solutions to address key market segments that are customizable and scalable to your unique business needs.

**HP SmartStream Designer for Adobe Illustrator**

Designed as a plug-in for Adobe Illustrator you can create, integrate, and preview all personalization jobs containing fixed data or variable text and image elements.

HP SmartStream Designer includes the HP SmartStream Mosaic feature, that enables one-of-a-kind products, creating a memorable customer experience for a wide range of corrugated packaging applications. Consider the “wow!” factor of customers each getting their own, unique product. Automatically generate a high number of unique graphics for embedding into a variable data job, all from a fixed number of seed patterns, using scaling, transposition, and rotation.

Key features include:

- Easy-to-use interface
- Access to full design functionality of Adobe Illustrator
- Support for PDF output format
- Simplified rules for personalization
- Connectivity to third-party solutions:
  - Personalized URLs: MindFire
  - Barcodes, 1D and 2D: TEC-IT Barcode Studio and IDAutomation
- Supports MacIntosh® and Windows platforms

**Enhance your productivity with HP Services**

HP Services offers you the broadest portfolio of proven service programs to keep your business running productively. Our certified service teams are committed to meeting your end-to-end needs, driving your business productivity and sustainability for a profitable printing operation.

**Technical Specifications**

**HP SmartStream Designer for Adobe InDesign**

- Intel® based Mac, Operating system version 10.9 or higher
- Microsoft Windows 7 with SP1, Windows 8, or Windows 8.1
- Minimum 8GB memory
- Adobe InDesign CS6 or CC 2015

**HP SmartStream Designer for Adobe Illustrator**

- Intel® based Mac, Operating system version 10.9 or higher
- Microsoft Windows 7 with SP1, Windows 8, or Windows 8.1
- Minimum 8GB memory
- Adobe Illustrator CC 2015


**Ordering Information**

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