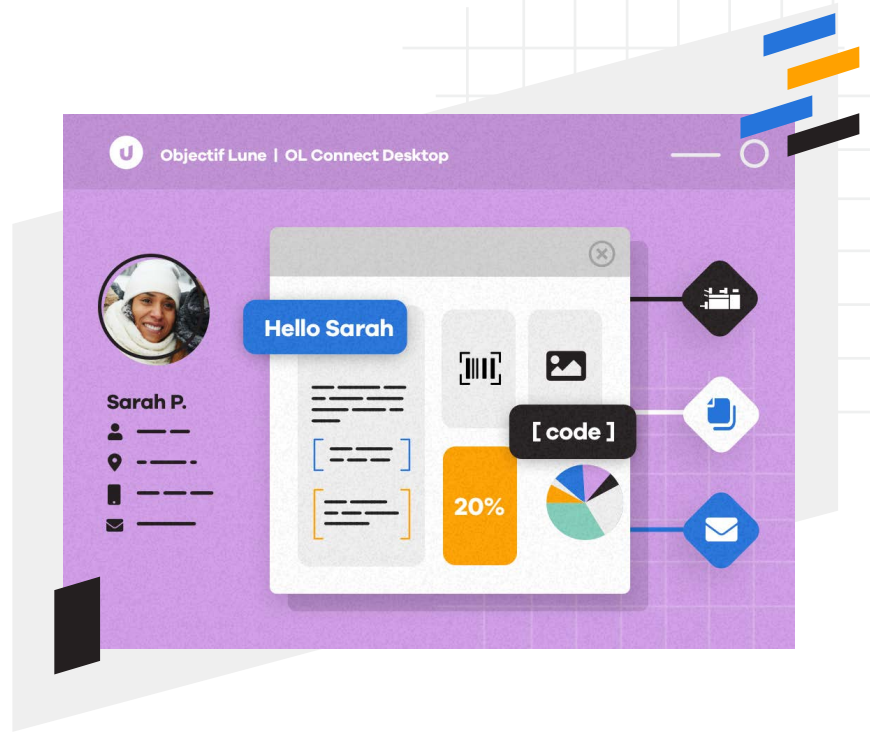![Objectif Lune]

OL® Connect Desktop

Enhance print production and create highly personalized promotional communications with a standalone solution.

Improve print services and engage your customers with tailored and relevant communications.

One-to-one personal communications

OL Connect Desktop is a variable data printing (VDP) solution that enables businesses to design and deliver print communications personalized to each recipient.

- Leverage customer data to provide compelling communications that include customized messaging, offers, and graphics

- Increase response rates, revenues, brand awareness, and customer loyalty with targeted promotional communications

Elevate productivity and optimize outputs

OL Connect Desktop helps accelerate VDP production and increase efficiency.

- Streamline processes from document design, revisions, submissions, and production

- Minimize set-up time and maximize printing speeds

- Improve print operations for quick turnaround times and reduced costs

Leverage robust personalization and print production features

OL® Connect Desktop provides the tools you need to create custom promotional communications.
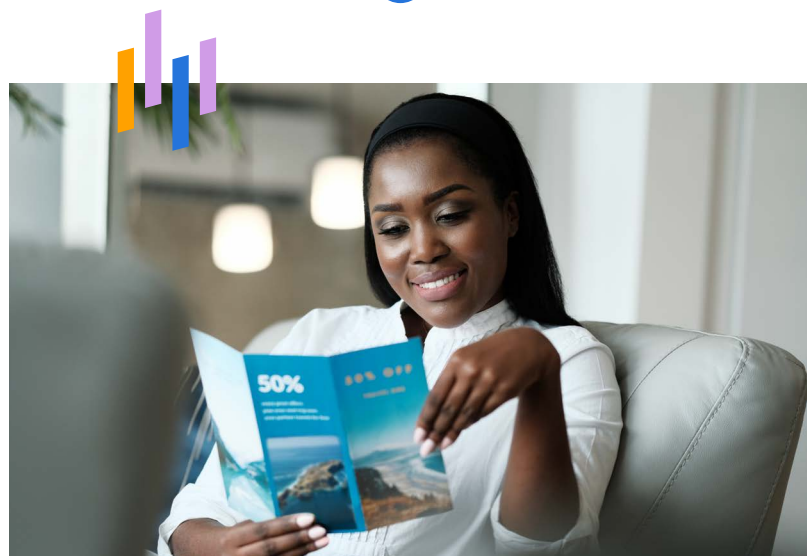
Data input

- Load and use data from various formats including CSV and Excel
- Apply data import settings from previous sessions

Document composition

- Simply design VDP print jobs with an easy-to-use drag-and-drop interface
- Create templates using Microsoft Word documents and PDF files
- Produce personalized templates with variable text, conditional content, dynamic images, and more

Modern print production and output

- Control and run targeted direct mail and print campaigns independently
- Expand output through optimized print formats and batch printing
- Order and arrange multiple pages on sheets via N-up printing
- Insert control marks and barcodes to manage finishing processes on production machines and folder inserters
- Generate unique numbers for tickets, vouchers, etc.

Available print options

- Tray selection
- Inserter controls
- Slip sheets
- Finishing options
- Imposition
- Pre-flight checks

Typical promotional documents

- Direct mailings
- Letters
- Coupons
- Business cards
- Brochures
- Newsletters
- Postcards
- Certificates
- Vouchers
- Tickets

Easily scalable solution

As business needs evolve, upgrade OL Connect Desktop to any other edition in the OL Connect portfolio to benefit from increased output speed, process automation, and multi-channel delivery.