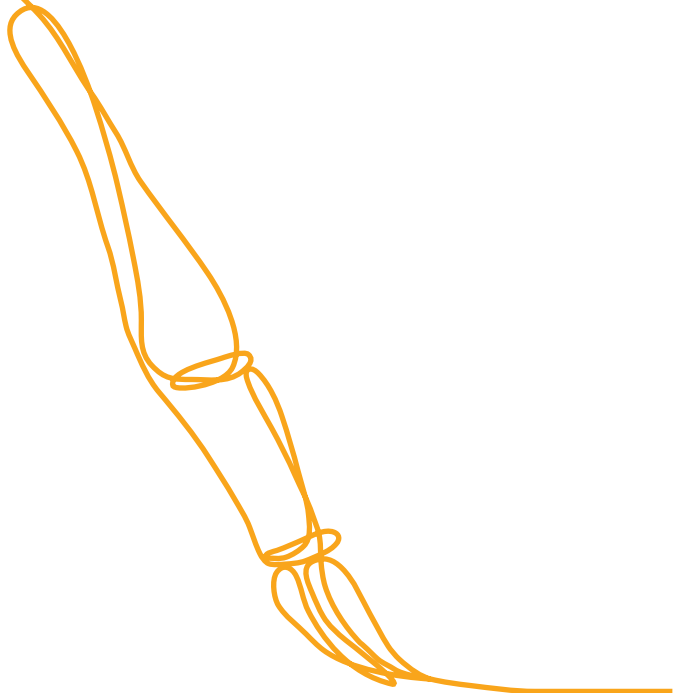


VutureVx

Vx Print Product Sheet



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Overview

Vx Print allows non designers to create print materials for production in-house or to send to an external printers or publication.



Vx print completely changes the way that highly designed print materials are created.

Vuture can take any existing print material, or create new ones and put them into the Vx platform. Subject to rules; users can manipulate the layout of the template, change the text/images allowing users to create multiple new versions.

Vx can output files for printing internally, or output high resolution materials with appropriate crops and bleeds for external printers and journals.

You can manage a wide variety of print materials in Vx:

- Adverts
- Brochures
- Pitch Documents
- CV's
- Fliers
- Property Particulars

Templates

Vx Templates are always **bespoke for clients; we can either place existing print materials into the system or create new templates.**

Snippets

Whether we design the template or place existing materials into the library, we will need to create a range of snippets for the template.

Snippets are simply types of content holder which can be placed and moved around the page allowing you to create new designs for each piece of material you create.

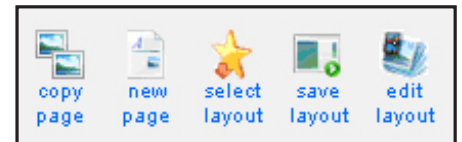
Templates

Vx templates are always bespoke for every client. We can take existing designs or materials and place them into the system or create a new set of templates based on your brand guidelines.

Each set of templates will have specific rules on what can be manipulated on the page, with users with different access rights able to manipulate different aspects. We will agree with you which content types can be moved on a page, which snippets can be inserted into the page and how the workflow will work.

Saving new templates

The snippets make a page so flexible that you can create brand new templates. These can be saved by the user to be made available to other users in the system.



Resizing Templates

Multiple output formats can be easily managed through Vx.

Advertisements	
Please input your document size	
Text area width	210 mm
Text area height	297 mm
<hr/>	
Bleed top	3 mm
Bleed right	3 mm
Bleed bottom	3 mm
Bleed left	3 mm
<hr/>	
Trim top	7 mm
Trim right	7 mm
Trim bottom	7 mm
Trim left	7 mm
<hr/>	
Total width	230

Scaling output

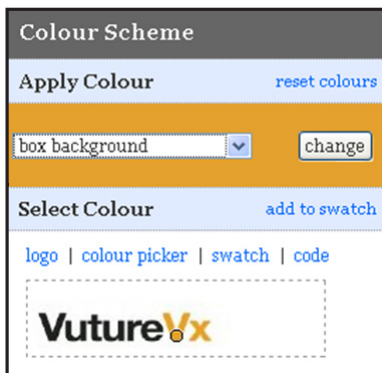
Where specific materials such as advertisements need to be re-scaled to work with different printers or publishers (for instance where advertisers have different bleed or trim requirements) then users will have the ability to set up the materials as per specification.

Locking output

Many materials will be designed to work in a certain size. These can be locked down to stop users changing output ratios.

Rebranding Templates

If required, Vx can **rebrand** templates with new logos.



Users with **Multi Brands** or the requirement to **co-brand / create client branded materials** have the ability to upload additional logos into the Vx platform.

The logo will resize to work in the context of the template, the user can then pick colours from the logo to make the template match the colours of the new logo.

Locking down the template

For users that want the ability to alter colours in the template. The logo upload function can be switched off.

If some element of colour selection is required, users can be given a predefined swatch, usually following the brand guidelines to select from.

Turning off the rebrand function

Clients who do not want Vx users to have the ability to alter colours and look and feel can have this function completely switched off.

Editing Content



Editing text

To edit text, a Vx user simply clicks on the piece of text they want to change.

The text editor will open automatically with all of the standard text formatting options a user of Microsoft Word or similar packages will be used to using.

Editing images

The image editor in Vx is highly powerful and very simple to use. To edit an image, a user simply clicks on the image to open the image library.

Any image selected is automatically resized to work in the image place holder. The user has a range of image manipulation tools to very simply achieve a suitable crop.

Users do not need Photoshop or other image manipulation software.

Editing layouts

Users can very easily amend the structure of their piece of print. Blocks of content, images or text, can be dragged to a suitable location on the page. The system will automatically style the block to ensure design consistency.

Users can delete blocks of content, or choose a new item to input on the page from the snippet library.

With the power of Vx print 1 template can be turned into hundreds of new designs.

Image Library

The Image Library is a **powerful** asset management tool, giving the ability to easily control and manipulate images.

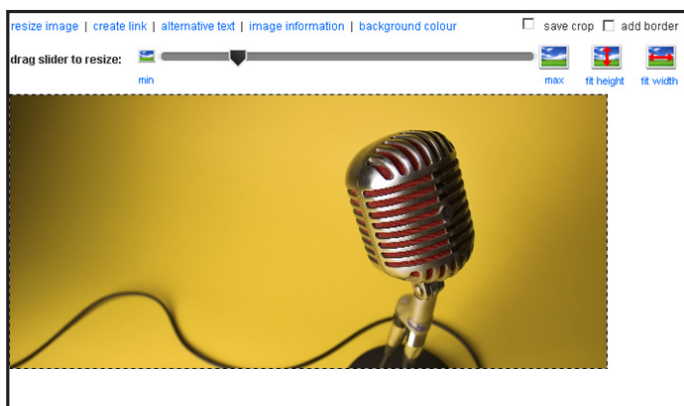


Image library

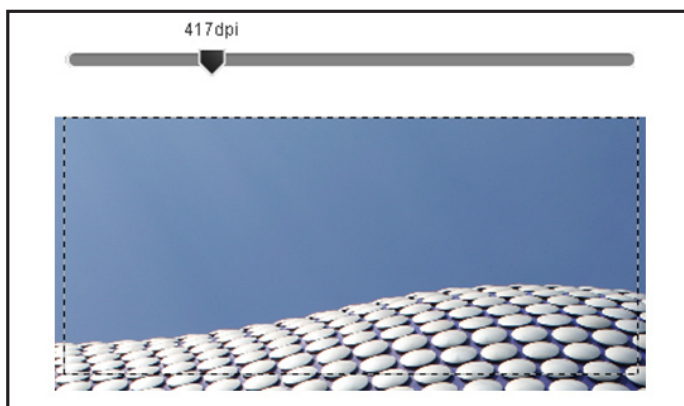
Vx contains a single image library which is shared across all modules of the system. Images can be organised into folders, with different access levels to folders dependent on the user's access rights.

Having a central image library shared by all users, with upload rights, access rights and licence management turns the platform into a powerful digital asset management tool.

The library contains easy to use image editing tools, allowing users to easily find a suitable crop to use in their template.

Image rights management

When uploading images where a licence has been procured for a set time, Vx users can enter the terms of the licence to ensure the image is not incorrectly used at a future date.

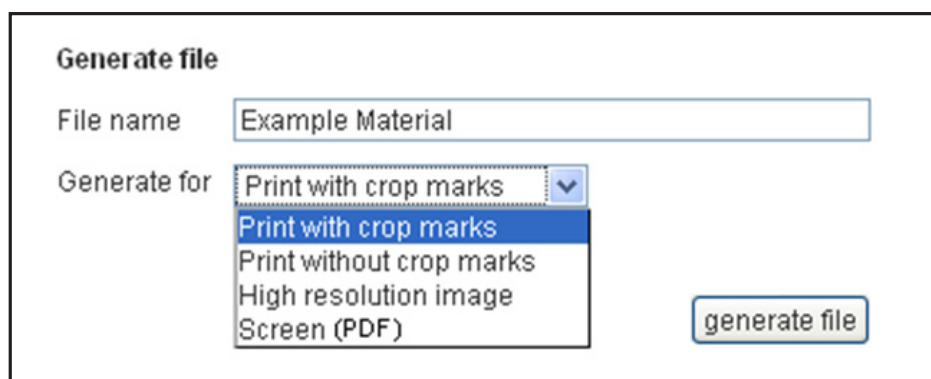


Choosing appropriate crops

The system automatically indicates the DPI of a chosen crop, giving an indication if a selected crop will work for high resolution printing.

Output Formats

The **clever** bits are done without user input.



Generate file

File name

Generate for ▼

- Print with crop marks
- Print without crop marks
- High resolution image
- Screen (PDF)

Create materials you require

Whether you need the material to go to an external printer, a version to print in house or a PDF to email to someone, Vx can output an appropriate version.

File conversions

- Vx will automatically structure your print file so that materials will be converted from RGB to CMYK.
- All image crops are automatically held at both high and low resolution allowing a suitable image to be placed depending on output required.
- Pantones (where required) are hard coded into the output file.
- Special treatments (such as Spot UV) can be included in the output.

Vx Users

All aspects of user access can be **managed** by the administrator.

Users - All [add user](#)

Select Container:

[select all](#) | [select none](#) | [select never logged in](#) | [reset passwords](#) | [email selected users](#) | [edit email](#) | [export selected users](#)

		Name	Email	Containers	Access Level	Last Login	IP Address	Enabled	Container Approver	Global Approver	Reset Password	Send Password
<input type="checkbox"/>	edit user	Vuture User (login)	info@vuture.co.uk	Vuture	Vuture Admin	19/04/2010 16:28:34	127.0.0.1	✓	✓		reset	send

Online administration

Administrators have full control of their Vx package.

Administrators have the ability to manage user access, set up containers and materials only accessible to certain users and to modify a user's permissions.

Workflow

Workflow is tailored to meet client requirements. Typically users can be locked down to the following:

- Department/country materials
- Module (email/print/web etc)
- Editing / Sign-off / Publishing
- Editor / Admin / Super Admin rights

History & rollback

Every activity undertaken by a user can be tracked by change, date and time. Every change is recorded on a per user basis.

The system contains version control functionality allowing for roll back to previous published versions.

Security

Each user has an individual log-in and password. Administrators can immediately limit access to any individual at any time.

Log-ins are encrypted and if required can be additionally protected through an SSL certificate.