



# DirectSmile® Card & Gift Shop

Profitable online sales of personalized photos, cards, mugs and more



- 
- Maximized variety of products - minimized administration effort
- 
- Up and ready to sell in a few days
- 
- Includes market-leading image personalization
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- Binding previews with automatically created photo-realistic images
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**DirectSmile®**  
MARKETING & PRINT SOLUTIONS

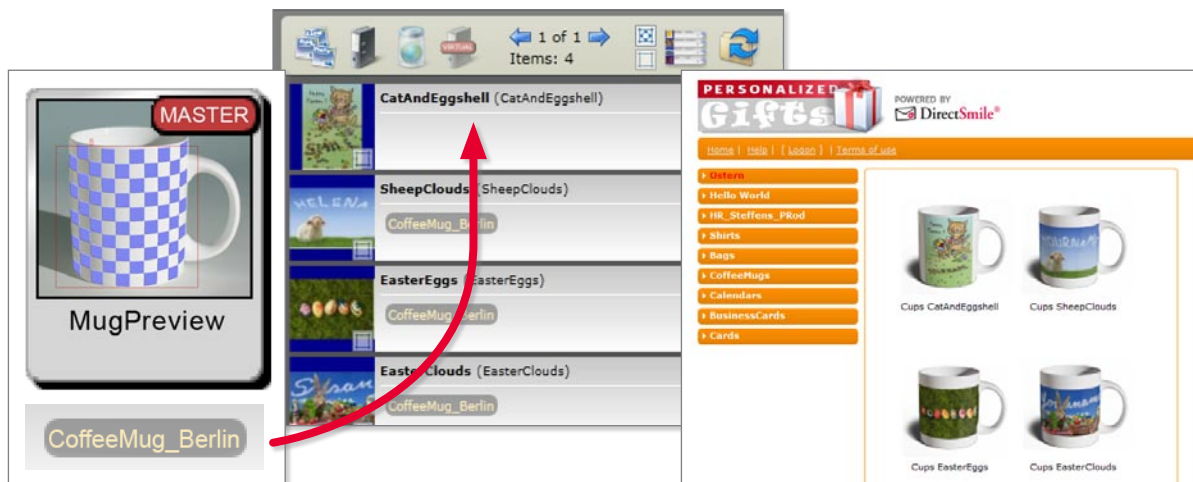
# The easiest way to sell image

The DirectSmile Smile Card & Gift Shop is a complete business out of the box! Display and sell greeting cards, photo gifts, calendars, mugs, gift books... Designed for online sales of image personalized print products, our shop solution is perfectly tailored to the needs of private internet users. Thanks to easy installation and a pre-stocked shop, it could be up and running in just a few days, opening a profitable new sales channel.

As an integrated package, the solution includes not only an online storefront, but also incorporates award-winning DirectSmile image personalization and variable data printing capabilities. Shop owners are able to prepare documents, create personalized images and even make them available for online previews – without programming skills. Orders are being processed including payment and ordered items can be printed.

Taking your sales to the web means little effort! Simple management of all resources, automated creation of new products from templates and a fully integrated production workflow ensure efficient operations.

## The Shop that is stocked up easily



Choose an existing document master

Choose one or more image sets and simply add the master attribute. This creates your new product.

Your new products will appear in the shop instantly after you defined their product properties.

### What can you do with DirectSmile Card & Gift Shop?

- Establish your own web-portal to sell to B2C customers
- Set up online shops with different branding for a variety of customers
- Motivate customers to buy with WYSIWYG – personalized product images
- Use print-ready templates or design your own templates to create products
- Create limitless variations of products to sell
- Have orders printed directly on your digital press in one seamless workflow

# personalized print products

## Highlights

- Online shop, enduser – optimized, great Usability: just two clicks to the product
- Image personalization and full VDP solution included, upload of databases
- Ideal for photo presents
- Automatically created photo-realistic product images and binding, immediate previews of personalized items
- Complete automated workflow from purchase to imposition and print
- Intelligent Digi-print workflow which collects different orders of the same format, combining them on one print spread
- Multi-shop capability



## Previews that make browsers become buyers

The most effective way to sell a personalized product is showing the final individualized version. And that's what the DirectSmile Card & Gift Shop does – just type in a name and you'll immediately see your personalized product. This amazes every customer and creates the inducement to buy. And since what you see really is what you get, clients will be 100% satisfied with the goods. Sounds like a pile of work? On the contrary, the photo realistic product images are created as easy as never before without needing programming skills.

## Multiple Shops and individual looks

The DirectSmile Card & Gift Shop offers powerful multi-shop capabilities. Create as many sub-shops as you like, easily by yourself. You can sell your own products through various shops to different target groups. Or you can even run and administrate shops for your customers. To keep up appearances we've found a way to adapt the look of the shops that is easy but yet sophisticated: To match a certain style and corporate identity, simply create new designs with a special Editor or amend existing ones. You can also work with colour-schemes and cascading stylesheets which change the whole look with one mouseclick. And last but not least our language administration tool enables you to manage different language versions.



## Create and sell amazing photo gifts

Profit from selling impressive photo gifts, such as books or cards with the customer's photo as a part of the design. Customers can upload their photos in the shop, manage and edit them and use them for their desired products. Previews of all photo products can be generated in real-time.

## Features

- Online shop to sell & display image personalized products
- Market leading image personalization included
- Photoproducts: Upload own files, crop and apply filters
- Binding previews (print-documents are online-documents)
- Automatically created photo-realistic product images
- Real VDP: User can upload whole databases
- Search engine optimised technology (REST)
- Browser based backend administration for multiple users, accounts, repositories, items and production servers
- Automated workflow: From InDesign based document creation or image personalization to order process and printproduction
- DigiPrint Workflow: order-independent accumulation and printing of same-format-pieces
- All printjobs appear in browser and can be assigned to a workflow
- Supports complex rules for assigning of jobs to a workflow
- Automatic Imposition (can be changed for existing jobs)
- Electronic Jobticket
- Custom states for individual workflows e.g. incl.finishing
- Orders can be reprinted and monitored at all steps
- Skinning: flexible design of storefront. Design Editor, colourschemes, cascading stylesheets
- Multi-shop functionality with shared or separate customer pools and product catalogues
- Non-redundant item management with virtual products
- Hierarchical item management with productgroups, products may belong to multiple groups
- Individual product tags (strings) for filtering or catalogues
- Products can create variants with different names, Thumbnails, properties, tags and layer-settings
- Custom product properties (e.g. versioning, properties of external applications)
- Customised sortation and showing/hiding of products or productgroups, including view of all items (sets, documents, DirectSmile Cross Media Templates)
- Whole or partial export of item management
- Product recommendation by e-mail forwarding of preview
- Individual motifs in calendars
- Alternative delivery address (directly to presentee)
- Payment included: customer accounts with rechargeable credit accounts/PayPal

**Prefilled with  
products and ready  
for selling**

## Minimum Hard- and Software Requirements

- Windows Server 2008 Standard Edition x64 inc. 5 Cals
- Dedicated Server with min. 2x Intel Xeon Quad Core CPU 2.4GHz
- 16 GB system memory
- 500GB redundant hard drive
- 1280x1024 Display High Color
- 1 Giga Bit network adapter
- Redundant power supply recommended
- Optimised for IE 8



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