HP SmartStream Designer

With HP Mosaic and HP Collage

HP SmartStream Designer is a powerful, easy-to-use variable data printing (VDP) tool enabling users of HP Indigo and other HP digital presses to create sophisticated high-value jobs and personalized campaigns.

A software plug-in for Adobe® InDesign® or Adobe Illustrator®, HP SmartStream Designer makes it possible to personalize any job with images, text and designs, for maximum impact. It has an easy to-use interface and can be easily integrated with over a dozen third-party dynamic applications. It also features rich database logic and preflight capabilities.

HP Mosaic

HP SmartStream Mosaic is variable design technology software provided with HP SmartStream Designer. It enables the creation of one-of-a-kind products for a memorable customer experience. Since its launch in 2014, it has helped renowned brands like Coca-Cola, Planters Peanuts and Budweiser create millions of colorful designs, each one of them unique.

Using a patent-pending algorithm, HP Mosaic can generate virtually unlimited variations of a seed pattern by using scaling, transposition and rotation.

HP Collage

HP SmartStream Collage is a new variable data tool available as part of HP SmartStream Designer. Like HP Mosaic, it can create large numbers of unique items, each with one-of-a-kind artwork. But unlike HP Mosaic, users begin the creative process by defining the basic components, or seed elements, that will be part of each and every variation.

Users can control for variables like repetition, rotation and size, as well as the overlap and overall scattering of the elements. Control for overlap and overall scattering of the elements. This flexibility allows brands to retain control over the visual identity and assure brand integrity, while maximizing creative freedom.
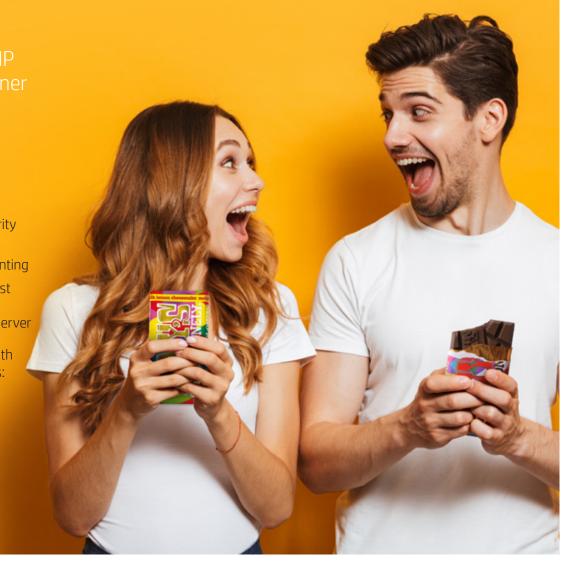
Key capabilities of HP SmartStream Designer

- Rules-based variable data
- HP Mosaic
- HP Collage
- Security solutions, such as micro-text, micro QR, security fonts, Guilloché
- Edge Printing and Spine Printing
- Enables packing HPD for fast expansion on HP PrintOS Composer and Composer Server

In addition, it can integrate with third-party solutions, such as:

- Maps / geolocation
- Personalized URLs
- Barcode generation

Technical specifications

HP SmartStream Designer for Adobe InDesign

- Mac OS X versions 10.13 or 10.14, Java JDK 10
- Microsoft Windows 10, Java JRE 10
- Minimum 16GB memory
- Adobe InDesign CC 2019 64bit

HP SmartStream Designer for Adobe Illustrator

- Mac OS X versions 10.13 or 10.14, Java JDK 10
- Microsoft Windows 10, Java JRE 10
- Minimum 16GB memory
- Adobe Illustrator CC 2019 64bit

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