**PGEN
Page Generator**

Partially or fully automated page generator

Media Impression®

There are many reasons to think about using partially or fully automated page generator:

- Much faster "go to market"!

- Frees up more productive resources!

- Greater flexibility for multi-channel marketing!

- Save money and resources by using central data generated production!

Media Impression®

- **For technical and product catalogues.** Classic publishing that can be generated from a central database. For rapid availability and output to all channels.

- **POS publishing** can be automated from ceiling banners, product information cards, counter displays, leaflets, business cards and more. If print publishing standards exist or you want them to, PGEN is the solution!

- **When it comes to recurring direct mailings** that are similar in structure and form, they can be ordered with PGEN, the flexible and creative alternative production service.

- **From partial to fully automated**, the choice is yours. We provide you with a fully equipped playground; you choose the apparatus you want to use.

- **Print-On-Demand** using a content management system, custom printed output is created without a creative person straight from your desktop.

Media Impression®

- A content page is built with application-specific tools.
- PGEN can be a part of your existing systems or a component of a new production structure.
- Media Impression PGEN is the only automated page generation tool you need for your business success. Our tools are always adapted to your needs not an "Out of the box" solution
- With help of open source components, development costs can be cut and help maintain your competitive advantage
- Our solutions reflect your core competence, without the need to adopt our ideas.
- Challenge us to work with you to design an automated page generation solution that meets your needs for the future.

Media Impression®

Partially Automated

In conjunction with desktop publishing programs like InDesign, information from a planning tool or ERP system can be collected and be implemented according to a PGEN design template
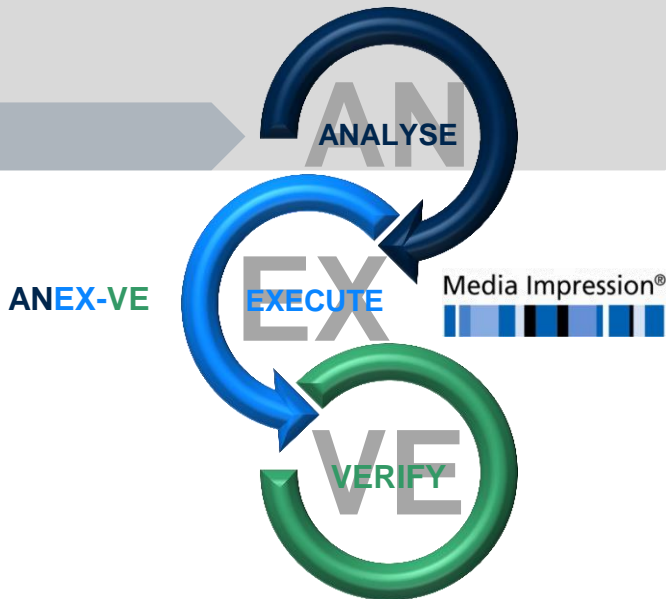
Fully automated

- Standard pages are created directly, without using a DTP system and produced as a generic printable PDF. Very fast!
- Using a DTP system that generated editable pages but is not quite as fast as those without DTP.

Template-based on-line editor

By using templates defined by an on-line editor you can quickly customize print and online products over the Internet regardless of your location.

Media Impression®

We don't just say what to do, we do what we say!

ANEX-VE

- **ANALYSE**
- **EXECUTE**
- **VERIFY**

Media Impression®

Consulting means nothing if it doesn't produce measurable results!

Media Impression's ANEX-VE is much more!

- ANEX-VE is much more than consulting, it is the continuous analysis and solving of challenges and implementing process improvement for all your media systems
- Outcomes will be verified, analysed, and repeated
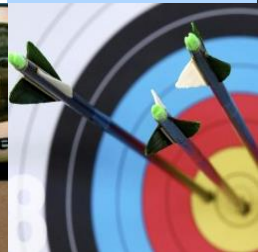- Progressive process and continuous quality improvement

Media Impression®

- Up to 90% saving in time and resources (with full automation) for your page layout.

- At least 50% lower costs

- Feed all output channels.

- Simple and predictable cost structure.

Media Impression®

P-GEN

Dynamic creation of content, fast and secure whenever you need it!

Media Impression®

Dynamic creation of content!

**Media Impression GmbH
Head-office in Germany
close to Cologne
Tel.:+49 (0) 2235 957 83 10**

info@mediaimpression.biz

Further contact details under

www.mediaimpression.biz

Media Impression®