



the future of **your** document is here

the future of — *rich media and interactive documents*
your document — *one-to-one, personalized, and*
dynamic transpromotional advertising
is here — *now only at RenderX*

RenderX, Inc.

This custom flyer was created with RenderX's document solutions and technology specifically for Michael Bradbury from a badge scan at the 2012 info360 Conference & Expo.



Michael,

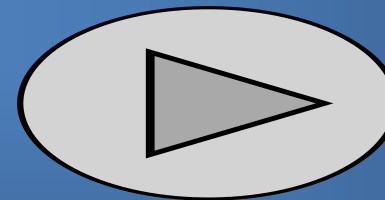
Over 5,100 customers use RenderX to deliver high-quality, professionally formatted documents to their customers, partners, and employees.

With thousands of installations throughout the world, RenderX's solutions are used by small businesses to Global 500 organizations who publish countless millions of documents every day.

RenderX supports content in multiple languages and at any level of document layout complexity. It arranges and formats text, tables, graphics, images and rich media to generate professional print and enhanced electronic documents for on-demand distribution with advanced features such as interactive links, bookmarks and electronic security.

Within the last few days you have touched a piece of paper or looked at a PDF generated by our solutions.

We are interested to see how we can assist you and EM4 Group with any current and future projects.



Note: Use Adobe Reader 9.x for best display results

the leader in XML document technology

solutions for high performance print and on-demand, one-to-one, personalized and dynamic transpromotional advertising

XEP Engine / XEPWin Engine

At the foundation of all RenderX products is XEP, our commercial grade eXtensible Stylesheet Language (XSL) formatting engine. The engine supports XSL FO, SVG, vector, rich media and raster graphics. XEP takes input in XML, applies an XSL transformation to build XSL Formatting Objects representation, and then formats documents into PDF and PDF Forms, PostScript, AFP, XPS, PPML, SVG and HTML to support the output of electronic and print-ready materials.

XEP supports creating documents in over 40 languages including left-to-right, right-to-left and mixed mode text as in Arabic, Hebrew, etc.

XEPWin has all the same functionality as XEP Engine. The Java interfaces and GUI have been hidden and replaced by Windows-centric .NET Framework for the service layer.

PDF Forms

Dynamic and interactive PDF Forms are generated from XML documents delivering tens of 1000s of custom PDF Forms per hour. Dynamically generated invoices and personalized documents can carry a PDF Form for easy reordering of products, credit card payments, credit applications, insurance, medical, etc.

Based on a few simple questions asked at the web site, a dynamic and interactive PDF Form document is generated on-demand that is custom for the customer. The overall application process is streamlined, forgoing the many different applications for different types of users for one process to generate a custom document form. It also eliminates mistakes and saves a lot of time for known customer by pre-filling in information as well as hiding fields that should not be changed.

PDF Rich Media

To describe Rich Media, it helps to think about other content formats that we're all familiar with, starting with the simplest: text. Then we have Standard formats that usually include text with a visual — a logo or a graphic in familiar formats: jpg, gif, swf and more. Standard formats can be static or animated, and typically have only one interaction — click and you'll be taken to a destination site.

With Rich Media you have formats that expand when users click or roll over, for example, and with extensive possibilities for interactive content, such as ads, financial charts, and HD video.

Rich Media capabilities make the users experience even more useful, letting viewers interact with an ad or chart, and learn about the promotion or metrics without closing the PDF. And, content providers have an expanded creative canvas, allowing for deeper, higher-quality content.

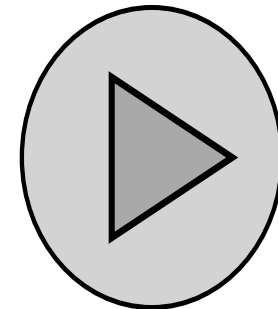
Dynamic TransPromotional Advertising

We all know about TransPromo — a Standard format as described above.

Dynamic TransPromotional Advertising is the new medium that consumers increasingly demand control over their media experiences allowing them to interact with and navigate through digital content.

You, the publisher of targeted content, can now add the interactive and personalized dimension that captivates your customer's attention, creates a more engaging experience and elicits greater message effects. Interactive and personalized ads generate stronger engagement, message involvement and attitude toward the advertisements than Standard and Static TransPromo ads.

With Dynamic TransPromotional Advertising the consumer's attitude toward the interactive and personalized ad transfers the message involvement effect into a stronger purchase intention.



Readers overwhelmingly prefer display ads in interactive digital documents to website banners ads, by almost four to one margin. Respondents find advertising in interactive digital documents far more "helpful or interesting" than ads in any other electronic medium.

Accreditation: The above stats are published in Digital Ad Engagement: Perceived Interactivity as a Driver of Advertising Effectiveness. Alex Wang, Ph.D. University of Connecticut - Stamford



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our standalone software solutions as well as server and desktop products can be integrated into larger business solutions

VisualXSL

VisualXSL is a GUI-based designer for writing eXtensible Stylesheet Language (XSL) stylesheets for use with RenderX XEP and VDPMill. The product supports creating static overlay forms and flowing documents with variable page layouts based on position such as first, any, last and only. In fact, static and flowing documents can be mixed together into a complete XSL stylesheet project.

VisualXSL allows you to import a PDF or image as a background source or even start with a blank canvas. When using a background you can choose to render the form as part of the output (overlay) or render without the background for imaging on pre-printed stock. Simply associate a sample XML file with the project and then drag and drop XML data to design the document directly within the VisualXSL layout designer. Common properties like colors, fonts, border and margins can easily be set with simple-to-use property sheets.

VisualXSL has wizards for many different types of document objects. Fields, paragraphs with mixed static and dynamic content, tables, barcodes, checkboxes and variable images can all be created in the document layout from the XML source. Custom instructions, conditional rendering, date and number formats, and string conversions are all easy to add.

The VisualXSL GUI supports the use of docking windows. You can dock and undock to create an optimal work configuration, with design in one window and preview in another. The design area supports pixel perfect placement to 1/100th of a point.

This document is designed with VisualXSL

VDPMill

VDPMill is a complete solution for very high performance document production of large print files as well as singular large reports.

VDPMill can generate large document print files – hundreds of thousands of pages in a single file. Through the use of a multi-threaded formatting grid, the components of the document print file can be formatted simultaneously to meet any performance demands, exceeding 500 pages/second per instance.

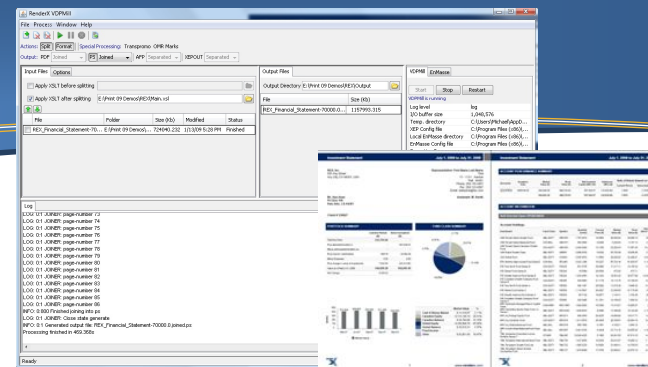
The *Formatter* layer administrative tools allow the user to configure server connections from the grid to increase performance by adding RenderX XEP server threads. The *Formatter* automatically balances the formatting load across the new XEP server threads.

The *Customizer* is fully extendible, allowing users to modify the document print stream as desired *before* generation of output. This eliminates the need for custom PDF, PostScript and AFP parsers or concatenations.

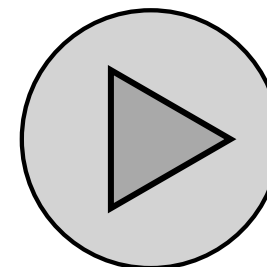
And using the multi-threaded *Generator*, VDPMill can produce simultaneous output documents from the same internal document stream, eliminating the need and inherent deficiencies of trying to convert one output format to another. For example, the user can produce one large batch of invoices as a PostScript or AFP file for print and selected invoices in that batch as PDF or PDF Forms for electronic presentment or e-mail.

The *Job Monitor* manages VDPMill's job-queue – initiate, pause, prioritize, resume and view the status of all jobs submitted to VDPMill's XML-RPC Server.

VDPMill is the perfect application for all your high performance document print production, including on-demand, personalized, dynamic transpromotional advertising and interactive PDF Forms.



RenderX Sites Installed World-Wide



WE'VE WORKED WITH THOUSANDS OF CUSTOMERS WORLDWIDE.

HOW CAN WE HELP YOU AND EM4 Group?

the leader in XML document technology

rich media and interactive documents
one-to-one, personalized, dynamic transpromotional advertising
now only at RenderX

This document is a custom flyer, personalized and dynamic interactive PDF form, created "live" and in real-time for **Michael** as part of the 2011 AIIM/OnDemand Conference & Exhibition.
Should you have an application within EM4 Group, you can just fill out the form and submit back to us.

Thank you for visiting.

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US Patent #6,971,062 B1
US Patent #7,024,621 B1
US Patent #7,454,695 B1



For more information, please complete and submit the following form:

For Information On	Select
VDPMill	<input type="checkbox"/>
PDF Rich Media	<input type="checkbox"/>
Dynamic TransPromotional Ads	<input type="checkbox"/>
PDF Interactive Forms	<input type="checkbox"/>
VisualXSL	<input type="checkbox"/>
XEP / XEPWin Engine	<input type="checkbox"/>
Developer's Kits	<input type="checkbox"/>
Partnerships	<input type="checkbox"/>
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