

## DesignMerge<sup>®</sup> Pro vs XMPie uDirect – Product Comparison

XMPie uDirect is a plug-in software product that works exclusively with Adobe InDesign. At a basic level, the software is similar to DesignMerge in several ways. Both products support basic text and picture merging, conditional logic (rules), and several different VDP output formats, including PPML. In short, the basic requirements for a VDP product are met by both products.

However, when comparing DesignMerge Pro to uDirect, the saying “the devil is in the details” rings very true. On practically every level, end users find that DesignMerge Pro is easier to use, more powerful, and clearly offers more features than the uDirect software.

For example, the uDirect copy fitting module allows the user to perform basic adjustments for point size or leading to remedy an overset text box condition. Compare this to the MPS CopyFit module which is bundled with DesignMerge Pro. CopyFit allows the user to adjust up to six different text attributes (including point size and leading), specify the range of allowable values for each attribute, specify how much or little to “step by” as the attributes are applied, and choose the order in which to apply them. On top of all that, the user can select from four pre-defined “fit styles” that can exactly match their personal copy fitting style. This is just one example of the detail that makes DesignMerge Pro the standard for plug-in VDP applications.

Beyond that, DesignMerge Pro includes several unique and powerful features not available in any other VDP package. A few excellent examples of this are the DesignMerge *GroupPicture* module, which provides support for variable groups and layouts, the DesignMerge interactive *Rules Builder*, which allows end users to easily create and test complicated conditional logic statements, and our *MPS Tags* feature, which supports embedded style codes in the merged data.

For imposition, the DesignMerge Pro multi-up layout feature allows the user to create and actually preview complex impositions (including “dutch cut”) directly in the InDesign document. This feature allows for very precise positioning of imposed elements, and doesn’t leave you guessing as to how the final imposed piece will print (because you can see it live in your InDesign document)!

More advanced features such as the DesignMerge Pro longest and shortest line test, full preflight reporting, and overset text checking are critical to any successful VDP application (and are not available with uDirect). For automation, the DesignMerge Pro software API allows you to control every aspect of the product, which is fantastic for customization projects, and our full integration with Enfocus Switch can completely streamline just about any VDP process.

The following product comparison chart lists some of the major features included with your purchase of DesignMerge Pro, and compares them to those offered by uDirect. If you have any questions on the available features, please contact your DesignMerge representative, or visit [www.designmerge.com](http://www.designmerge.com) for more information.



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## DesignMerge<sup>®</sup> Pro vs XMPie uDirect – Product Comparison Chart

Capability	DesignMerge <sup>®</sup>	uDirect
Works directly with Adobe InDesign	√	√
Cross-platform with full Macintosh & Windows support	√	√
Supports Variable Text, Images and Articles (multi-paragraph, styled text)	√	(No Article Support)
Includes support for PDF/VT and PPML output formats	√	√
Multiple-up imposition with support for “Cut & Stack” output in document	√	
Data Preflight features to check for missing variable pictures and Articles	√	
Menu-driven conditional logic support (if/then/else) with custom action support	√	(No Custom Actions)
Automatic copy-fitting of overset or underset frames (MPS CopyFit)	√	
Built-in consecutive numbering features	√	
Supports job “chunking” and print optimizations for greater efficiency	√	
Fully variable Layers, Layouts & Master Pages	√	
Interactive testing features for conditional Rules and Actions	√	
Ability to embed style tags or link references in variable data	√	
Longest Line, Shortest Line and Overset Text checking	√	
Create a base Adobe InDesign by reading from a PDF file	√	
Variable assets can be referenced by name, full path, or web URL	√	
Create multi-page Adobe InDesign documents with variable data on each page	√	
External Adobe InDesign documents as variable assets (MPS GroupPicture)	√	
Multiple user-defined global search paths for variable assets	√	
Full scripting API available for automation and custom actions	√	
Adobe InDesign Server support for Web-To-Print and automated workflows	√	
VDP packaging feature to collect all variable assets for a VDP job	√	
Integration with Enfocus Switch and other workflow software products	√	
Create individual PDF files for every data record with full filename control	√	
Font-based 2D bar code support for QR Code, Data Matrix, and PDF417	√	(Graphic-Based = Slow)
USA Development, Sales, and Technical Support (no outsourcing)	100%	(Overseas/Outsourced)