DirectSmile® Image Server

Features

- Online image rendering server with multiple rendering instances
- Production of low resolution and high resolution personalized images which can be used by offline and online applications
- Integration via APIs based on Web Services (SOAP), URL call (http) or WCF
- Limitless performance based on scalable Multi Server concept
- Includes market leading image personalization
- Ability to render offline image jobs from a DirectSmile Workstation
- Browser based backend administration for multiple users, items and rendering instances
- Automatic set scaling
- Supports transparencies and alpha channels in online sets (TIFF / PNG)

Minimum Hard- and Software Requirements

- Windows Server 2008 Standard Edition x 64 incl. 5 CALs
- Dedicated server with 2 x Intel Xeon Quad Core CP 2.4 GHz min.
- 16 GB system memory
- 500 GB redundant hard drive
- 1280 x 1024 display high color
- 1 Giga Bit network adapter
- Redundant power supply recommended
- Optimized for IE 8

Spice up all applications with personalized images

DirectSmile®
CROSSMEDIA MADE EASY

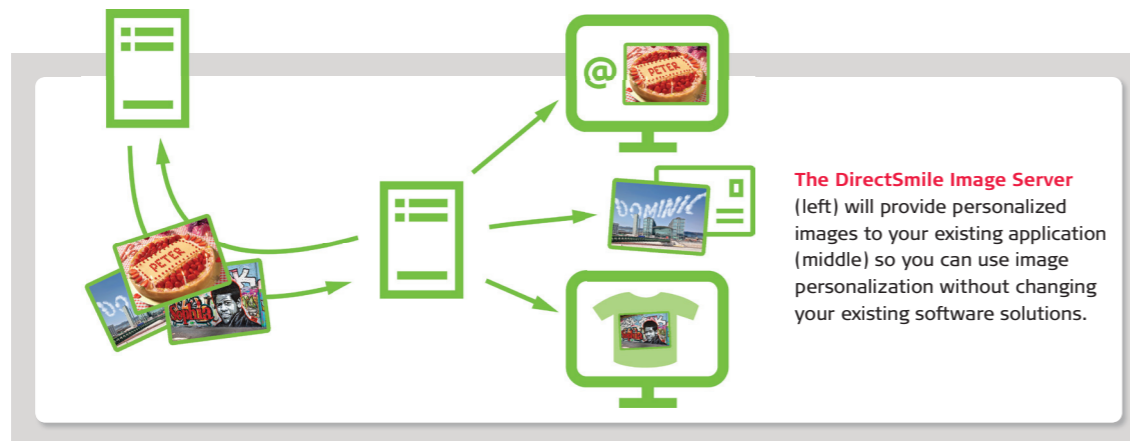DirectSmile GmbH

Alt-Moabit 60
10555 Berlin
Germany

Phone: +49 (30) 62 777 111
E-mail: sales@directsmile.com
www.directsmile.com

- **Use image personalization with any print solution**
- **Enhance your web portal with image previews**
- **Boost the impact of your marketing applications**
- **Generate personalized images for e-mails**

Bring your proven solutions to perfection with personalized images

The DirectSmile Image Server is everything you need to add the "wow factor" of image personalization to your websites, e-mailings or print products. The server produces personalized images which you can incorporate wherever needed and at the speed you require. It is easy to implement, straightforward in administration, 100% reliable and scalable to fit your individual requirements. From now on, image personalization will no longer be reserved to a couple of special software applications. DirectSmile brings to you personalized images on the spot, so you can make use of the enthusiasm created by personalized images within your existing software solutions: Image personalization will help you to create an impact, send a message, tell a story, sell products, get noticed, stay in touch, be remembered and much more.

The DirectSmile Image Server is easy to implement and works with the infrastructure you have, so you can start making use of this potential now. If you're already creating variable documents it is easy to make them extra special. And this also works with e-mailings and websites. Last but not least, transpromo applications will find a perfect match with the DirectSmile Image Server, as well as all highly available online applications: The server provides high volume output, scalability and reliability. This is also being demonstrated by the existing partnership between DirectSmile and GMC Software Technology, leading manufacturer of transpromo software.

The DirectSmile Image Server (left) will provide personalized images to your existing application (middle) so you can use image personalization without changing your existing software solutions.

How wil you benefit from the DirectSmile Image Server?

- **Enhance the impact of your existing VDP solution simply by adding personalized images**

- **Enhance the effectivity of your internet or mobile applications by using image personalization to make your web pages, online shops and web-to-print applications more attractive**

- **Incorporate personalized images in your e-mailings so they will enhance the content of your advertising message and trigger a higher response**

- **Get the "wow" Factor of image personalization without changing your existing IT – just add the technology of the inventor of image personalization**

- **Easily implement the DirectSmile Image Server in your IT by using existing APIs**

- **Start without spending a fortune and simply add additional rendering instances if needed – thanks to the scalable architecture of the DirectSmile Image Server**

High speed Multi Server concept

The system is fully scalable and can be flexibly configured by the administrator. Four rendering instances lie at the heart of each DirectSmile Image Server, resulting in fast and reliable rendering of your image files. An internal cache is used as a buffer for previously rendered motifs ensuring optimum high speed image output. Whether over a central high-performance server or shared installations – you can use current hardware to full capacity and configure the system to meet your own requirements, changing or adding additional services whenever needed.

Integration with APIs

The DirectSmile Image Server delivers personalized images as graphic files. These are ideal for use in your print output or web page and will convince the visitors of online shops and e-mailings alike. The APIs available ensure that any programmer can quickly and easily integrate your image motifs into your internet presentation. You have total integration flexibility into your applications as there are three possibilities available: Web Services (SOAP), URL call (http) or WCF.

Intelligent architecture for simple administration and reliable high performance

The high performance delivered by the DirectSmile Image Server is based on the concept of several rendering instances working in parallel. The server's standard configuration includes four rendering instances. The rendering performance can be customized by adding additional rendering instances, according to your requirements.

As soon as the system is installed and configured, the DirectSmile Image Server needs almost no maintenance. The internal load-balance functionality manages and monitors the rendering instances fully independently. Not only does it intelligently allocate the rendering resources to the jobs, it also triggers a re-initialisation of any rendering instance which, for whatever reason, could not finish rendering a job. Flawed jobs are identified and all operations can be reviewed via a "Command Centre". In the event that external intervention becomes necessary, an automatic "watchdog" e-mail is distributed.

The DirectSmile Image Server was designed to render images at the highest possible speed. Two print queues allow administration of jobs with differing priority and give time-critical jobs priority over larger (or less important) jobs. This guarantees instant image availability and assures maximum capacity output from the rendering instances.