



MarkMagic
By CYBRA

MARKMAGIC ADD-ON: PRINT TRANSFORMER

True Conditional Printing. IF's, AND's, and No But's. Did you ever wish that your print jobs could automatically print a text field in red when an amount is less than zero? Or, how would you like the ability to swap bar code types based on the carrier specified — and do it on a record by record basis? Could you use the ability to have the data determine whether a field appears or not? Imagine being able to do these types of conditional printing, and more — without any programming.

MarkMagic PrintTransformer is the Add-On Option that adds dynamic formatting to MarkMagic. PrintTransformer makes it easy to define conditional behavior at the field level. Text, Bar Code, Line, Box, Graphic, Text Block and even RFID field attributes can print conditionally based on variable data or job attributes. It's morph magic for documents!

Stop outsourcing design changes or pulling a programmer off another project. Users who normally request changes (or new formats) can now easily make them on their own. Save time and money by adding conditions to automatically format these changes. All with absolutely no programming.

Transform Your Documents
from this... **...to this**

...on a page by page basis!

CYBRA CORPORATION
ONE EXECUTIVE BLVD
YONKERS, NY 10701
(914) 963-6600

INVOICE

US DOLLARS

PAGE	001
INVOICE NO.	0013889
INVOICE DATE	06/22/08

C0005578
WINDOW PANE
198 PANE LANE
CLEARVIEW, ID 89237
USA

WINDOW PANE
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CLEARVIEW, ID 89237
USA

CUSTOMER PO #	SHIP VIA	TERMS	DATE SHIPPED	PICK TICKET NO.
PA00354	FEDEX	2 DAY AIR	06/22/09	024323

SPECIAL INSTRUCTIONS > SIGNATURE REQUIRED

QTY. ORDERED	QTY. SHIPPED	ITEM NO. DESCRIPTION	PRICE	AMOUNT
0002	0002	3' X 5' WINDOW COVERING	\$6.99	\$13.98
0005	0005	SHUTTER SET - MEDIUM - GREEN	\$39.99	\$199.95
0001	0001	WINDOW CLEANING KIT	\$59.99	\$59.99
0002	0002	40' ROLL WINDOW INSULATION	\$17.49	\$34.98
0001	0001	DO IT YOURSELF TINT KIT	\$89.99	\$89.99
0004	0004	SHUTTER SET - LARGE - GREEN	\$59.29	\$237.16
0050	0050	FASTENER SET	\$1.59	\$79.50
0001	0001	CUSTOM STAIN GLASS PIECE - FRONT DOOR	\$289.00	\$289.00
0005	0005	CUSTOM BLINDS - 2" WOODEN	\$46.59	\$232.95
0003	0003	WINDOW SHADE - SIDE WINDOWS -	\$29.59	\$88.77

THANK YOU FOR YOUR ORDER.

SUB-TOTAL	SHIPPING & HANDLING	TAX	SUB-TOTAL	DEPOSIT	BALANCE DUE
\$1326.27	\$99.00	\$109.42	\$1534.69	\$0000.00	\$1534.69

AUTO-ID Systems
One Henry Hudson Parkway
Bronx, NY 10463
(800) 292-7288

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0001	0001	CUSTOM STAIN GLASS PIECE - FRONT DOOR	\$289.00	\$289.00
0005	0005	CUSTOM BLINDS - 2" WOODEN	\$46.59	\$232.95
0003	0003	WINDOW SHADE - SIDE WINDOWS - WHITE	\$29.59	\$88.77

Did you know you can download schematic drawings and technical documents from our web site? Need to speak with an engineer? Call us today to start designing your next product!

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SHIPPING & HANDLING	\$99.00
TAX	\$109.42
SUB-TOTAL	\$1534.69
DEPOSIT	\$0000.00
BALANCE DUE	\$1534.69

- LOOK AT ALL YOUR DATA CAN DO**
- Change Logo
 - Move Customer ID Text Field
 - Add Customer ID Bar Code
 - Suppress shading in all Box Fields
 - Change Invoice Header Style
 - Move Invoice Date
 - Add Invoice Number Bar Code
 - Add Customer Message
 - Change font from Courier to CG Omega
 - Add product specific Text Block
 - Add product specific images and technical drawings
 - Move Boxes, Lines, and Text Fields from across bottom to lower right of invoice — without programming!



We identify with success.

CYBRA CORPORATION | 28 WELLS AVENUE | YONKERS, NY 10701
T: (914) 963-6600 | E: SALES@CYBRA.COM | WWW.CYBRA.COM



PRINT TRANSFORMER

CHANGE BAR CODES AND MAKE TEXT FIELDS DISAPPEAR FROM ONE LABEL TO THE NEXT!



DYNAMIC FORMATTING

MarkMagic PrintTransformer lets you define “rules” to automatically determine how a print job should run, and “conditions” that determine which field attributes will print conditionally.

This dynamic formatting gives you the ability to modify field attributes and redirect in-process print jobs without programming. Spool files that meet user-defined criteria are manipulated and printed according to PrintTransformer rules, and field attributes are changed if the record data meets PrintTransformer conditions. PrintTransformer Add-on Option in MarkMagic lets you take control of your document management with minimum effort.

At print time, MarkMagic PrintTransformer automatically processes rules and conditions, changes printing instructions, bursts print files to print each page or record with its own set of instructions, and changes field attributes based on field data. PrintTransformer adds a whole new capability that you never had before – the power to develop sophisticated, dynamically formatted print jobs without writing a line of code.

GET SMART

Imagine easily defining “rules” and “conditions” to let you:

- Change Field Color based on data in any field in real time.

- **Select Printer** based on any field in a label file or spool file, such as customer state, for example, to let you print statements on a branch office printer closer to the customer’s location, or route the job to a specific printer based on time of day, or user, or an unlimited number of criteria.

- **Change Bar Code Type** based on carrier or customer on a record by record basis.

- **Dynamically Change Fields** depending upon label or document information, such as a customer balance greater than zero, and you wish to print a reminder message, or to automatically print a holiday message if the Date is between Thanksgiving and New Year’s Day.

- **Burst Print Jobs** and use a different format for subsequent pages of a document. Now you can print header information on one page, and subsequent pages are all detail.

- **Change Printer Type.** If you know which carrier will be pulling up to each of your loading docks, PrintTransformer can automatically print compliance labels with different customer formats on different loading dock printers. PrintTransformer lets you print these different customer compliance labels on different thermal printer types -- even in multiple warehouses.

- **Use a Different Check Design.** If the Amount is greater than \$5,000 and two hand signatures are required, PrintTransformer magically makes the second signature line appear.

- **Dynamic Logos** and other graphics can be displayed or suppressed based on Company, Customer, or SKU. Perfect for generating legal documents for multiple entities.

- **Save Money By Duplexing** invoices and statements with control over when to burst and start on a new page.

- **Change Character Sets,** for example, by testing for Country and printing country-specific labels or forms with correct currency symbol and formatting.



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PRINT TRANSFORMER

REDUCE YOUR TOTAL NUMBER OF FORMATS AND INCREASE YOUR NUMBER OF SATISFIED REQUIREMENTS — WITHOUT PROGRAMMING.

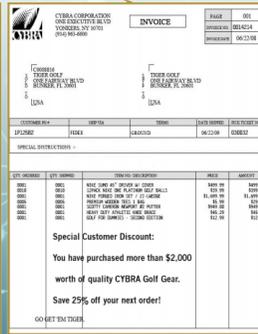
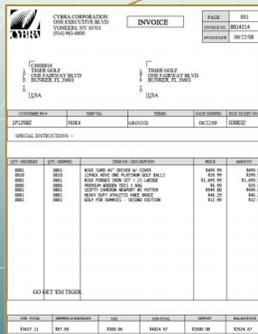
Use one "base" label and satisfy ALL your carrier needs without programming. Have MarkMagic PrintTransformer dynamically change bar code types and dynamically format the labels based on carrier and class of service.



Use one "base" label and satisfy ALL your UCC-compliance needs without programming. Have MarkMagic PrintTransformer dynamically format the job, label by label, based on customer and UCC-128 Application Identifier, automatically switching between Direct to Store or DC labels.



Use one "base" format for each of your MarkMagic form types and satisfy ALL your custom customer requests without programming. Have MarkMagic PrintTransformer dynamically format invoices, statements, or any other form page by page, based on data in the print stream.



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Expand MarkMagic - When PrintTransformer is combined with other MarkMagic features, the results can be dramatic. For instance, the MarkMagic Enterprise FormComposer feature can create a report with lookup fields, repeating detail lines and calculated totals. Then use PrintMonitor to broadcast the report to multiple printers — and use PrintTransformer to further process the output. Use FormComposer to create and print your monthly statements. Then, let PrintTransformer separate the output by customer, and let the PDF/e-Mail/Fax Option automatically e-mail or fax the statements based on customers preferences.

You can even combine PrintTransformer, PrintMonitor, and the PDF/e-Mail/Fax Option to automatically transform and print a PDF document when a record is added to a physical file or when a spooled output file appears in a queue. There is no limit to the ways PrintTransformer can simplify your document management. In a hospital, PrintTransformer can automatically print Medication Administration Record forms at each nurse's station. In a warehouse, PrintTransformer can automatically print compliance labels closest to where pallets are staged. The best part? PrintTransformer gives you this incredible dynamic formatting power for a fraction of what the competition charges for their forms solutions.

GO GREEN AND SAVE

Stop mailing your forms and start e-mailing them in minutes without a single change to your current applications. The savings in postage and time alone will deliver ROI in weeks.

Call your CYBRA Account Manager and ask us to run our ROI Calculator — you'll be amazed at your MarkMagic PrintTransformer savings.



EXAMPLE:
PrintTransformer Rule tests for Carrier Class of Service. Associated PrintTransformer Action suppresses Solid Black Box field if Carrier Class not equal to Ground.



BENEFIT: Only one Carrier label format required, regardless of class of service.



FEATURES

PrintTransformer lets you specify conditions and rules based on document information. At run time, PrintTransformer automatically processes these conditions and rules and dynamically formats fields, changes printing instructions, and even bursts print jobs to print each record with its own set of instructions.

- Change field attributes based on variable data.
- Change printer based on an unlimited number of criteria.
- Multiple rules and conditions can be created to select printer, change fields and formats, or modify other instructions all in the same print job

BENEFITS

PrintTransformer adds a whole new capability that you never had before – the power to develop sophisticated dynamically formatted print jobs without writing a line of code.

There is no limit to the ways PrintTransformer can simplify your document management, saving time and money. An incredible value, PrintTransformer gives you conditional printing for a fraction of what the competition charges for their forms solutions.

RECOMMENDED APPLICATIONS

- Carrier Labels
- Compliance Labels
- Invoices, Statements, and Checks
- Shipping documents
- Legal contracts
- Insurance and pharmacy forms

PREREQUISITES

- MarkMagic 7.1/7.6 or later
- OS/400 V5R2 or later
- Any supported MarkMagic printer

TRANSFORM YOUR PRINTING

Call **800-CYBRA-88** and see for yourself the power, the ease of use, and the value of MarkMagic PrintTransformer. If you're looking for an indispensable document creation and management solution, try MarkMagic PrintTransformer today.



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