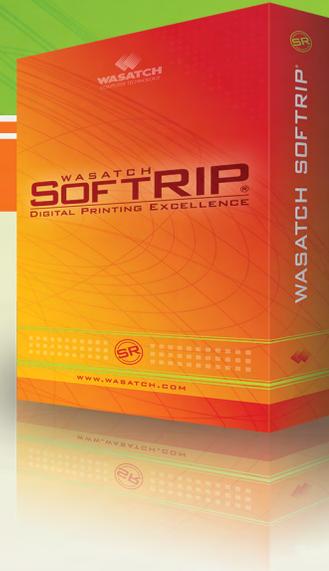




WASATCH  
**SOFTTRIP**<sup>®</sup>  
 SPECIAL EDITIONS



## SUCCEED WITH SOFTTRIP

Wasatch creates innovative products that help different users achieve different goals. No matter what digital imaging business you're in, how large or complex your production environment is, or what your printing objectives are, Wasatch has a solution for you.

## INDUSTRY-LEADING WORKFLOW and COLOR TOOLS at a SMALLER LEVEL

### Big Power for Small Printers

Users of small format printers are finding that they can't get the most out of their printer without sophisticated color and print management software. With the SoftRIP Small Format and Desktop Editions, Wasatch gives you industry-leading color and workflow control that will produce the quality you need while saving you time and money.

### Industry Boom for Small Format Printers

Small format inkjet printers are becoming increasingly important in the screen printing, photographic, and proofing markets—all applications in which exact dot placement and print quality are critical. The low cost of these printers has made the relative cost of sophisticated RIP software too high. Wasatch has created special products for smaller format printing to give the owners of these printers a superior RIP solution at a price that is more consistent with their hardware outlay.

### Transform Your Color

If you've found that the software provided with your small format printer is not adequate for your printing needs, you are not alone. Only a full-featured RIP like Wasatch SoftRIP will support the highly technical operations required for processes such as screen printing, proofing, or photo output. SoftRIP has a complete suite of color features that make achieving your color goals easy and intuitive.

### Wasatch Products for Desktop and Small Format

Products	Drives Desktop Printers	Drives Small Format Printers	Tools for Film Printing
Wasatch SoftRIP Desktop Edition	•		
Wasatch SoftRIP Small Format Edition	•	•	
Wasatch SoftRIP SP Desktop Edition	•		•
Wasatch SoftRIP SP Small Format Edition	•	•	•

Modified 22 Jan 14

333 South 300 East  
 Salt Lake City, UT 84111, USA

**WASATCH**  
 COMPUTER TECHNOLOGY

+1.801.575.8043  
 800.894.1544

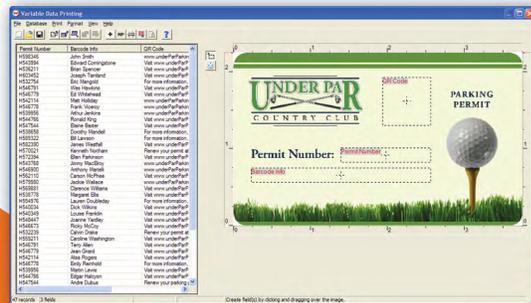
www.wasatch.com

# WASATCH SOFTTRIP® VARIABLE DATA PRINTING

## Quick Customization

Wasatch SoftRIP's Variable Data Printing (VDP) Option helps streamline the production of customized print runs, such as labels, signs, jerseys, promotional items, and more. Use SoftRIP's VDP to quickly customize large format signage and POP or in conjunction with the Contour Cutting Option to create intricate contour cut labels. Wasatch VDP even creates individualized t-shirts and sports jerseys quickly when paired with a direct-to-textile printer or dye sublimation workflow.

**GREAT FOR  
LABELS, SIGNAGE,  
and SPORTSWEAR**



## Powerful Print Options

With Wasatch VDP, you can preview your prints before consuming ink and media and save your templates for future use. Select batch processing to print jobs with 10,000 records or more and use SoftRIP's Smart Nesting feature to create media- and time-saving layouts. Or, use the Fast Layout tool to automate the production of runs of thousands of variable data printing jobs right out of VDP.

## Easy Variable Data Templates

With Wasatch, adding variable data customization to your inkjet workflow is easy. Instantly create repeating or sequential values with SoftRIP's Auto-Data feature or import data from a comma-delimited text file or from any application that can produce a comma-delimited file. Customize variable data fields with fonts, barcodes, QR codes, Data Matrix codes, and a variety of sizing, color, and effect features. And automatically resize text and images with expand- or shrink-to-fit bounding box options.

# WASATCH SOFTTRIP® CONTOUR CUTTING

## Simple Contour Cutting

Wasatch's Contour Cutting Option includes the Wasatch Tracer which provides a streamlined option for creating contour cut paths directly in SoftRIP. You can also import contour cut paths from standard graphic applications. Wasatch processes complex shapes of any kind and maintains the integrity of those shapes

when images are nested or duplicated in SoftRIP. With print-and-cut workflows, SoftRIP's ability to track register marks between different printing and cutting devices assures a smoother workflow and more accurate registration.



SoftRIP allows you to utilize the barcode system of your roll cutter to automate your print-and-cut production process by printing a unique barcode on each job that corresponds to the cut path that is defined in the print job. Once the cutter reads the printed barcode, the barcode is sent to SoftRIP and the corresponding cut job is sent to the cutter. This innovative feature allows for a whole roll of media to be cut with minimal user intervention.

The Contour Cutting Option is compatible with cutters and print/cut plotters from leading manufacturers and the generic cutter driver works with virtually every HPGL-compatible cutting device.