



WASATCH SOFTTRIP® SPECIAL EDITIONS



SUCCEED WITH SOFTTRIP

Wasatch creates innovative products to help different users achieve different goals. Wasatch has a product for you, whether you're a photography shop looking for excellent color reproduction with a desktop printer, or a large service bureau looking to expand your business with customized print products. Whatever your printing goals, you will succeed with SoftRIP.

INDUSTRY LEADING COLOR TOOLS and WORKFLOW 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 photographic, screen printing, 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	•	•	•

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Read more about Variable Data Printing at www.wasatch.com/variabledata.html

WASATCH SOFTTRIP®

VARIABLE DATA PRINTING

Quick Customization

Wasatch VDP makes it easy to change text or graphical elements over standardized base graphics. Use it to quickly customize large format signage and POP, or with the Contour Cutting Option for intricate contour cut labels. Wasatch VDP even creates amazingly fast individualized tee shirts and sports jerseys when paired with a direct to textile printer or dye sublimation workflow.

Powerful Print Options

With Wasatch VDP, you can preview your prints before consuming ink and media, and save your templates for future use. Print jobs with 10,000 records or more and use Smart Nesting™ to create media saving layouts. Whatever your variable data printing needs, you will succeed with SoftRIP.



Easy Variable Data Templates

With Wasatch, adding variable data customization to your inkjet workflow is easy. Create a database in the RIP with Auto-Data tools for repeating and sequential values, or import an existing Microsoft Excel or ASCII data file. You can select any True Type font on your system for perfect pair-kerned text or even use one of the included barcode fonts. SoftRIP lets you stylize your text with color, drop shadows, and outlines. Your variable data images will look professional too, with automatic expand or shrink to fit resizing options.

GREAT FOR SIGNAGE, STICKERS and SPORTSWEAR

WASATCH SOFTTRIP®

CONTOUR CUTTING

Simple Contour Cutting

Wasatch's Contour Cutting Option makes it easy to drive popular cutting devices using standard graphic applications. Just specify the cutting path with familiar software applications like Adobe Illustrator, CorelDraw or QuarkXPress. Wasatch processes complex shapes of any kind, and maintains the integrity of those shapes when images



are nested or duplicated in SoftRIP. You can even use it to streamline post-cutting production with optional weeder boxes that cut the edges of each job in a layout.

The Contour Cutting Option is compatible with cutters and print/cut plotters from the leading manufacturers, and our generic cutter driver works with virtually every HPGL-compatible cutting device. Whether you're using a print and cut plotter or printing your images on one device and cutting the shapes on another, you will succeed with SoftRIP.

Read more about Contour Cutting at www.wasatch.com/concut.html