

# Seasons Greetings: how it was done

**STEP 1** The CRM database is used by Fuji Xerox Australia staff to flag contacts that they wish to send an e-card. Staff can add their own personalised greeting for each contact.

**STEP 2** Design was created in Adobe® Photoshop® with these layers:

- Party noisemaker
- Hand holding sparkler
- Recipient name as "sparkler" effect
- Night city scenery
- Handwritten personalised message
- Photo frame background



**STEP 3** Photographs of the alphabet in "sparkler writing" are traced to create unique font for recipients' names. By creating all letters in the alphabet, the sparkler effect can be applied to any variable name data.



**STEP 4** Scans of the handwritten alphabet are traced to create unique font for personalised messaging.

**STEP 5** CRM database used to generate personalised images with XMPie® ulmage™. "Firstname" information drawn in "sparkler effect" with created font. Visual effects added to text to create glowing appearance. Text automatically sized to fit width with XMPie ulmage.

**STEP 6** Hand holding the sparkler is automatically positioned at end of recipient name.

**STEP 7** From a library of 'city scenery' an image is selected based on the location of the sender, and placed into the final image.

**STEP 8** Personalised greeting message written by Fuji Xerox Australia staff is drawn in handwritten style with the created font.

**STEP 9** Final image is converted into email-ready jpeg image for transmission.



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