

## Dynamic Print Generator™

Web to Print Solutions | One-step production of digital and printable communications assets.



The Dynamic Print Generator™ from SCC creates efficiencies, improves your image and enhances the experience of website visitors.

It seems simple enough, but why do pages from most websites print poorly? Often, text and images run off the page, content is truncated, or worse, pages print blank. For people needing web-based information printed in a useable manner, it can be a frustrating experience.

The Dynamic Print Generator (DPG), built by SCC, is innovative technology that solves this problem. Content for the web, created inside SCC's easy-to-use Content Management System (CMS), can be output into a cleanly-formatted, high-resolution PDF absent of extraneous web page elements. This enhances the usability of your website, improves your customer's experience, and elevates your organization's brand image.

The DPG helps to reduce the cost of managing and producing digital and print-based assets. Most organizations produce content twice – once for the web and once for print. Instead, content entered once in the CMS serves both purposes, eliminating the need for specialized design software and talent, or outside agency fees for typeset print assets. SCC creates reusable and customized output templates, and you keep the content current by making changes once in the CMS, which is kept in sync with the templates. This saves time, money and simplifies management of communications assets. Your information is always current, and you can move away from stockpiling printed assets by encouraging users of information to print-on-demand.

Choose any level of output to suit the needs of your organization and website visitors:

	DPG ESSENTIAL	DPG PREMIUM	DPG EXTREME
High-Resolution PDF Output (text, graphics and images)	✓	✓	✓
Content: what appears on the page	✓	✓	✓
Content: DPG Essential + standard footers or text blocks		✓	✓
Content: DPG Premium + any other content from within the CMS			✓
Output: Clean basic layout resembling the page without menus	✓	✓	✓
Output: Professionally typeset, virtually limitless designs		✓	✓
Uses: Simple web pages and fact sheets	✓	✓	✓
Uses: Annual/Quarterly reports, brochures, catalogues, fact sheets		✓	✓
Uses: Highly specialized assets needing "stand alone" content			✓
Cost Savings Potential	\$	\$\$	\$\$\$

SCC concentrates on delivering the most innovative strategies and solutions possible for communication by leveraging nearly 3 decades of experience helping clients. We do this through the use of new technologies and best practices. We call this Communication Through Innovation™.