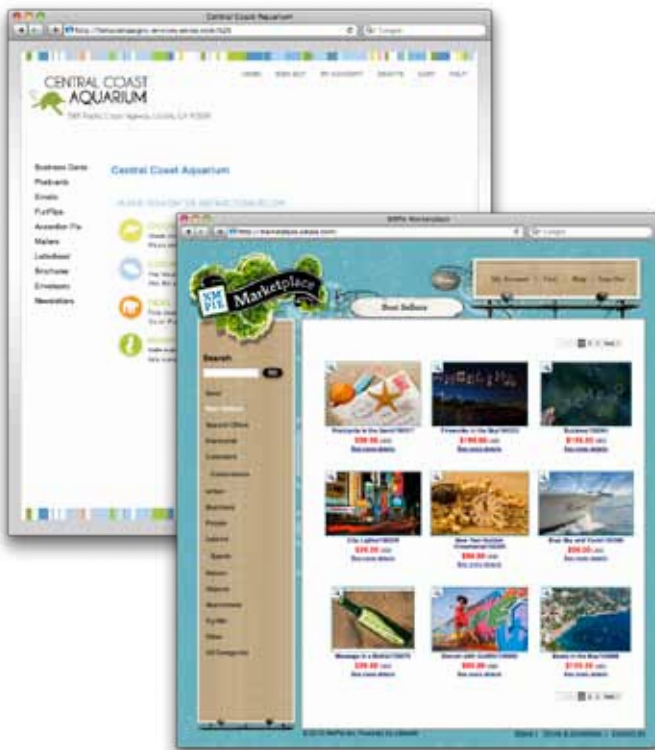


**XM
PIE****uStore**

Deploy e-commerce enabled Web storefronts and marketing portals for ordering customizable print and email documents.

Create marketing **web portals** and *Web-to-Print* sites with **uStore**



Create and deploy sites right out-of-the-box, complete with integrated shopping cart, payment processing and shipping capabilities, or use XMPie's Application Programming Interfaces (APIs) to create custom, digital storefronts.

XMPie uStore enables print providers, creative agencies and corporate marketing departments to quickly build and deploy Web portals for ordering virtually any type of document. uStore provides an interactive experience in which store customers can easily browse, select, customize and order dynamic print documents and e-mail campaigns. Built on top of the XMPie uProduce server, a scalable template-management and document-composition platform, uStore is a single, turnkey solution that allows your company to manage an unlimited number of uniquely branded Web storefronts.

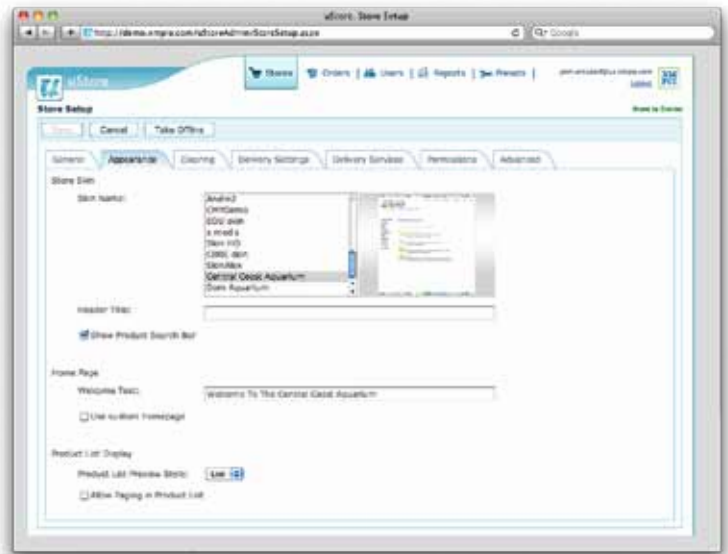
uStore is ideally suited to run business-to-consumer sites side-by-side with business-to-business sites, all managed by a single, back-end dashboard. Reach a broader B2C audience with search engine optimized, multi-lingual storefronts. Allow store visitors to browse products and add items to the shopping cart, only requiring registration upon checkout. Create sophisticated B2B portals using uStore's permission-based user group management, flexible pricing model and back-end reporting tools. Leverage uStore's ability to build automated workflows including triggered e-mail notifications, automatic document composition and order tracking. Open the door to added revenue and growth by launching storefronts targeting new vertical markets, in addition to stores servicing your existing client base.

**Learn more about the full line of XMPie products.
Visit www.xmpie.com or call (212) 479-5166.**

**XM
PIE****one to one in one™**A **xerox**  Company



uStore®



The simple forms-based setup screens let operators easily add products to stores and quickly make them available to customers.

Getting started with uStore

The uStore administration dashboard allows operators to quickly define each store. Forms-based setup screens are used to enter the store name and URL, set the look and feel, define payment processing types, setup delivery options, and place your store online.

Document templates are easily created using XMPie uDirect or uCreate, which run natively inside the Adobe Creative Suite. uStore products are easily created from these template documents via the administration dashboard. Simply select a template, specify which variables a customer can modify, and define production and fulfillment parameters.

Store visitors can be anonymous shoppers, self-registered users or created in advance. When necessary, multiple users can be created en masse by uploading a new-user database expediting this process. After the users have been created, they can be assigned permissions and added to groups with defined permissions.

The customer experience

uStore provides a user-friendly, intuitive interface, which allows customers to seamlessly navigate through a store or search for products by keyword(s). After selecting a product, a customer can customize the document by entering information in Web-based forms, by selecting a recipient list, or a combination of both. A rich text editor is also available if users require more control when defining text attributes. For ultimate flexibility when

customizing documents, uStore features a built-in WYSIWYG editor, which gives users the ability to move objects around on the page in addition to editing its contents. The latest version of uStore provides a new tool for image handling, supporting both basic image editing and easy-to-use, semi-automatic color correction. Prior to adding the item to their shopping cart, customers can supply printing and fulfillment information, as well as view a final proof. During checkout, they can supply billing and shipping addresses, select an available shipping method, and pay using one of uStore's integrated payment methods.

A full suite of account management capabilities are also available to the customer. From the "My Account" section, a customer can view pending and past orders, reorder previous items, view and edit account information, as well as manage their own recipient lists.

Running your stores

Proprietors of uStore-driven sites benefit from an array of features used to manage stores, products, orders and customers. User groups can be leveraged to define specific roles related to operating and managing

storefronts. For example, store operators can review order details, aggregate similar orders, and track orders moved between production stages, while store administrators can leverage the comprehensive reporting system for business analysis, build "lights-out" automated solutions, create complex pricing structures, define multiple tax tables, and a host of other advanced features.

Extending your store

To take uStore even further you can enable additional modules provided by XMPie, including integrations with shipping companies and data providers, and uStore Connect — which allows the integration of the uStore document customization workflow into custom-developed e-commerce solutions. Also, uStore's open architecture promotes custom integrations with third party applications like workflow management software and CRM, MIS and DAM systems. With our fully-documented APIs and SDK, you can custom build a solution specific to your needs.

