

# VivaDesigner

VivaDesigner is an extremely easy-to-use AI-based design, publishing, layout, typesetting and illustration programme for Windows, macOS, Linux and the web that meets the highest design and typographic requirements.

The programme offers the same functionality and display quality on desktop and ALL modern browsers, supports all languages and is suitable for professionals, beginners, amateurs, graphic designers, business or end users.

VivaDesigner dramatically simplifies and improves collaboration between end customers, companies and their employees as well as agencies, service providers, printers and editors. Media designers can provide their end customers, colleagues or employees with an open layout document for editing and determine the editing options for each document individually.

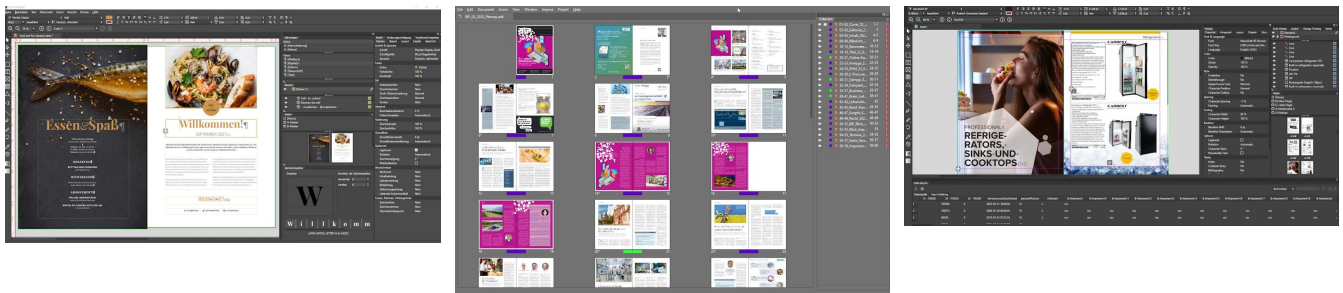
First installation: 1994

## Provider

VIVA Vertrieb GmbH  
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www.viva.systems

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## Picture gallery



## Reference customers

Over 250,000 registered users and/or customers worldwide, such as Alltours Flugreisen, apetito AG, Aesculap AG, Bayer AG, B. Braun AG, Bergmoser & Höller Verlag, Bahn AG, Schenker AG, DB Regio AG and many more

## Application

- ✓ Business-to-Business
- ✓ Business-to-Consumer
- ✓ Consumer-to-Consumer

## Operator

- ✓ Media service providers
- ✓ Companies
- ✓ Publishers

## Integrations

- |                      |             |
|----------------------|-------------|
| ✓ Standard API       | ✗ Converter |
| ✓ Connector, Plug-in | ✗ Data Hub  |

## Products

- |  |                           |                                  |
|--|---------------------------|----------------------------------|
| ✓ Advertising material, office equipment | ✓ Books, teaching aids    | ✓ Mercandises, promotional items |
| ✓ Large formats                          | ✓ Catalogues, price lists | ✓ Packaging                      |
| ✓ Newspapers, magazines, press material  | ✓ Technical documentation |                                  |

## Media channels (internal / external)

- |                      |                  |                         |
|----------------------|------------------|-------------------------|
| ✓ ✓ Print            | ✗ ✗ Apps         | ✗ ✗ Messenger           |
| ✗ ✗ Website, webshop | ✓ ✓ E-books      | ✗ ✗ Office applications |
| ✗ ✓ Online, Mobile   | ✗ ✗ Video/Audio  | ✗ ✗ Search engines      |
| ✗ ✗ Out-of-Home      | ✗ ✗ E-mail       | ✗ ✗ Online marketplaces |
| ✓ ✓ E-paper          | ✗ ✗ Social media |                         |

## Features

✓ Closed shop	✓ Database publishing, programmatic printing	✓ Editorial system
✓ Open shop	✓ Online data check	✓ Translation management
✗ E-shop in-house development	✓ Correction workflow	✗ Marketing automation, marketing management
✓ E-shop standard system	✓ Technical workflow	✗ Media planning, media booking
✓ Printed file upload	✗ Commercial workflow	✗ Customer relationship management
✓ Print on demand	✓ Media/Digital Asset Management, MAM, DAM	✓ Cross-media management
✓ Individualisation	✓ Product information management, PIM	✗ Content marketing management, newsroom
✓ Personalisation	✓ Web content management	✓ Communication
✓ Creation of publications	✓ Text database	

## Modules

### Distributed Publishing

With "Distributed Publishing", media designers provide their end customers, colleagues or employees with an open layout document for editing. The editing options available to users can be customised for each document.

### Team Publishing

The "Team Publishing" add-on module makes it quick and easy to set up editorial teams in which several people can work on a document at the same time.

**VivaCloud is the simple and powerful all-in-one web platform for collaboration, communication, content, design and publishing for everyone.**

In co-operation with VivaDesigner, VivaCloud offers a complete editorial system.

Standalone applicable

## System basis

Frontend devices	Desktop-PC, Web-Browser, Tablet
Frontend operating systems	Windows, Mac, Linux, Chrome
Frontend web browsers	Internet Explorer, Firefox, Safari, Chrome, etc. without any installation of Flash or Java
Frontend technology	JavaScript, HTML5
Server operation systems	Windows
Server technology	VivaDesigner-Server, Java
Webserver	VIVA Webserver
PDF engine	VivaDesigner-Server
Database system	VivaCloud
Operating	On provider server or On customer server

## Interfaces

Pre-press and printing	Native InDesign Import/Export
Order systems	Printplus, Noxum Publishing Studio, Obility/OPS
Databases	VivaCloud, ODBC, MySQL, Resource Space, Cumulus, mediamid
Other	

## Licence models

Costs for system setup

VivaDesigner is available as a desktop and server version for web applications. It can be rented or hosted on-premise and integrated into your own applications. Setup and price according to effort or website [viva.systems](https://viva.systems)

Buying license

Rental license

✓ From 9 EUR/month (desktop licence)  
From 295 EUR/month (server licence)  
see website [viva.systems](https://viva.systems)

# VIVA Vertrieb GmbH

VIVA develops software for graphic design, the optimization and automation of marketing and design processes in all sectors and the graphics industry. With 250,000 users/customers, VIVA, is one of the leading providers of media services and software products. VIVA sets innovative standards in the field of desktop, database and network publishing and offers consulting in the areas of design, organization, data and project management, and feasibility studies.

## Provider information

Founding year	1994
Total number of employees	
Number of employees in Germany, Austria and Switzerland	
Locations	Koblenz
Industry specialisation	Web-To-Print Cloud solutions Shop systems Retail system houses Manufacturers of ERP, CRM, PIM, editorial and DB systems Press Consultancy services Graphic Design services Industry Pharma/Medicine Insurance Publisher Print shops Tourism Research/Teaching
Certificates	

## Systems and services

VivaDesigner