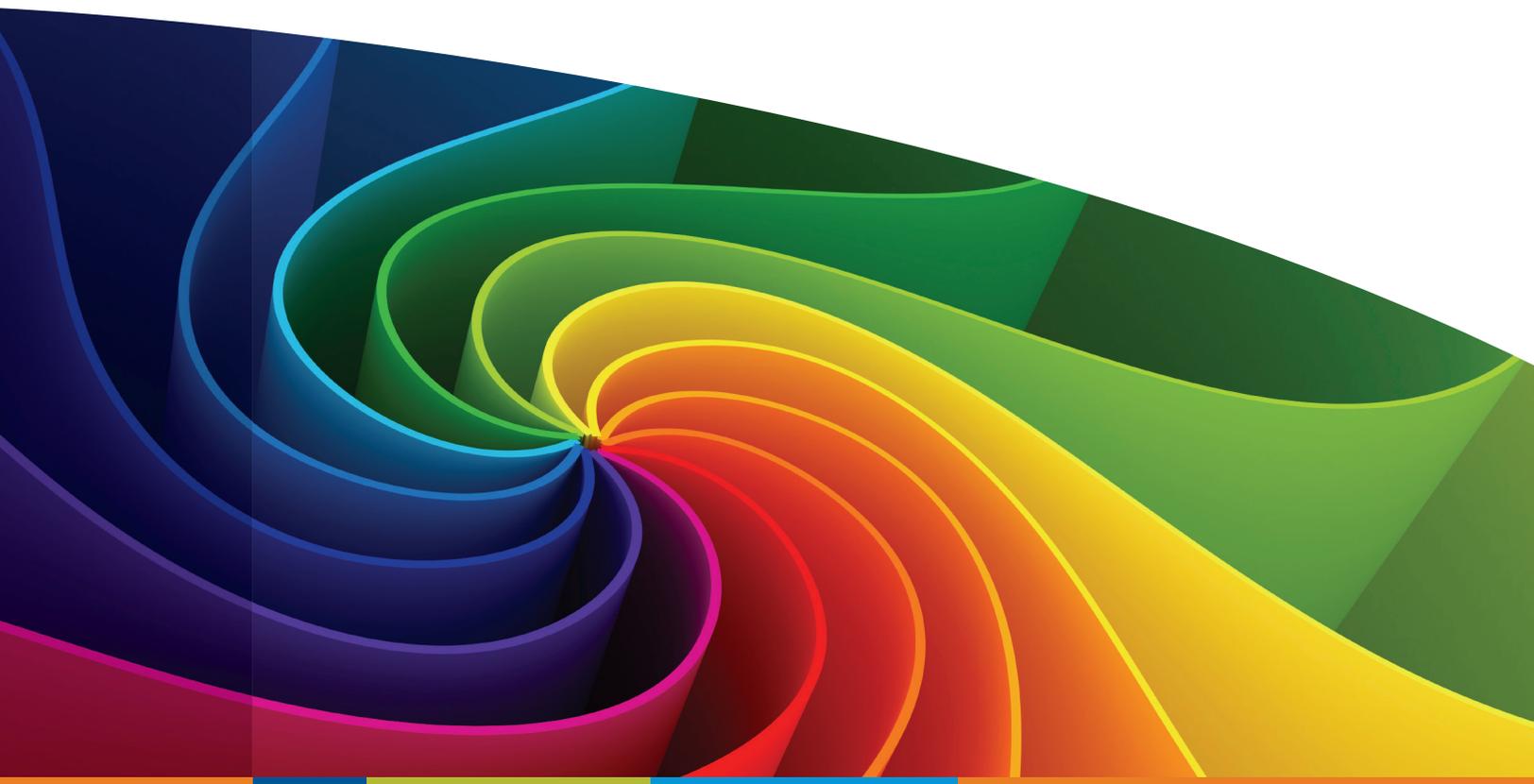




Fiery Expert Certification

Outperform with Skilled Staff



Print Service Providers



Fiery Expert Certification Curriculum

Online Courses

FIERY-600 Graphic Arts Package, Premium Edition

FIERY-610 PDF workflows

FIERY-620 JDF workflows

FIERY-700 Advanced imposition and variable data printing (VDP)

FIERY-800 Fiery JobMaster

FIERY-900 Advanced color profiling



Classroom Training

Color Profiling Workflows

Advanced Color Management

Complex Job Assembly with Fiery JobMaster

Optimizing Fiery Products and PDF Files for Fiery Workflows

Best Practices, Tips and Tricks



Certification Exam

FCE-900 Fiery Certified Expert Examination

Fiery Expert Certification: Differentiate with Knowledge

The Next Step in Professional Development

You've already added value to your business by giving employees a solid foundational knowledge of Fiery® products with Fiery Professional Certification. Now take the next step with Fiery Expert Certification.

This next level of knowledge helps you use your digital print resources even better. Produce higher-quality color prints. Improve productivity and turnaround times. Reduce waste and costs. Offer new services. Become more efficient through integration. Taking your production capability to a whole new level separates you from the competition, and can enhance customer appreciation and loyalty as you are better able to meet their needs and provide more services.

- » Evolve your business with a broader portfolio of offerings — and impress your customers with the ability to produce more complex documents and offer more sophisticated services such as variable data printing.

A Perfect Blend of Learning and Application

Convenient online courses and intensive, classroom-based learning provide a balanced curriculum. The Web-based courses are flexible and convenient — available at any time, from any computer. The classroom-based portion offers opportunities to develop hands-on expertise in actual production situations.

Fiery Expert Certification is the perfect way for print professionals to gain practical understanding that helps optimize the performance of EFI™ technology solutions to transform print businesses, empower success and set a higher standard of quality in the digital print industry.

Start with the Right Foundation of Knowledge

Complete Fiery Professional Certification as a prerequisite to Fiery Expert Certification and enhance your core knowledge on Fiery products, tools, features and software solutions. Perfecting your essential skills first will help you comprehend better the more advanced technical capabilities covered in Fiery Expert Certification. For more information on Fiery Professional Certification, go to www.efi.com/fierypro.

Certify Your Employees' Expertise for a Competitive Edge

Developed by EFI subject matter experts, Fiery Expert Certification builds on the Fiery Professional Certification to provide the necessary skills to strategically manage production processes and maximize the performance of Fiery assets to benefit both employees and businesses.

Print Professionals

Become a Fiery authority and use your skills to provide even better service and shorten the turnaround times for your customers:

- » Increase your value to the company and enable your professional success.
- » Apply new skills in daily operations to automate repetitive tasks.
- » Bring more sophisticated products to your customers.
- » Manage Fiery resources more strategically.
- » Gain formal recognition from EFI for your expertise.
- » Enjoy ongoing access to resources and materials, exclusively available to Fiery Certified Experts.
- » Participate in an expert-to-expert link to share best practices and stay in touch with other industry professionals.

Business Owners

Position your company as the top choice print provider for your customers with knowledgeable Fiery certified staff and superior print quality:

- » Improve profit margins and differentiate your business with more sophisticated services and the ability to create more complex jobs.
- » Leverage strategic value by knowing how to match color output to industry standards or match color between two engines.
- » Increase your market share by offering advanced variable data printing as a service.
- » Augment your current services by learning the latest techniques in digital imposition and composition.
- » Streamline processes to optimize production time and reduce waste.
- » Use your assets more productively by deploying the latest digital automation and integration tools.
- » Differentiate your business with Fiery Certified Experts on staff.
- » Retain your best talent and build your production management team by investing in affordable training.

How to Become a Fiery Certified Expert

Certification Requirements

- » Price: \$750 plus travel and expenses
- » Prerequisite: Requires a valid Fiery Professional Certification
- » Complete 6 Fiery Expert online courses (approximately 5 hours) as a prerequisite for classroom training
- » Complete 2-day intensive classroom-based curriculum
- » Pass an online certification exam with a score of 80% or higher within two attempts
- » Complete all program requirements within 90 days of enrollment
- » Certification is valid for two years
- » Recertification is free

Additional Benefits

- » A formal Fiery Certified Expert certificate mailed to you
- » Unique certification number
- » A letter of recognition from EFI
- » Direct access to EFI Technical Support
- » Two-year access to all Fiery Expert online courses from certification date
- » A Fiery Certified Expert digital logo to use on your email signature and business cards
- » A Fiery Certified Expert title designation at Fiery Forums
- » FieryTips and Tricks newsletter

Certify Your Expertise Today

For more information on Fiery Expert Certification, visit www.efi.com/fieryexpert. To enroll, go to www.efi.com/fiery/certification/expert.

Fiery Expert Certification Training Topics

Fiery® Expert Certification is delivered through a combination of online courses and instructor-led classroom training. Students begin by going through the self-paced online courses and learning materials. Then they attend an instructor-led class where they expand their knowledge and apply it to real-world challenges through extensive hands-on exercises. Upon completion of the class, students validate what they have learned through the certification exam, and are recognized as Fiery Certified Experts.

1

Efficiently producing high-value jobs

- » Impose complex print jobs that require variable data printing, such as PDF/VT and enhanced Fiery FreeForm™ by using the latest VDP functionality.
- » Repurpose offset print jobs for digital production using Fiery Impose and VDP tools.
- » Produce high-quality imposed documents using mixed media types, sizes and finishing requirements.
- » Learn how to apply the latest advanced tab insertion and advanced page numbering
- » Leverage print engine finishing capabilities using unique Fiery tools and utilities.

2

Making your jobs print-ready

- » Identify and address potential print job errors or problems using enhanced features like Fiery preflight, Fiery postflight and advanced preview options to reduce waste.
- » Use expanded Fiery Hot Folders file filters to support common graphic arts file submission.
- » Apply late-stage color adjustments to print-ready files to address unique customer expectations.
- » Apply monitor profiles to enhance the Fiery soft-proofing workflow.
- » Use Fiery JDF to integrate with production workflows.

3

Getting the most out of your Fiery products and workflows

- » Identify and address potential performance and workflow related issues.
- » Cover best practices for new installation, configuration and implement ongoing recovery strategy
- » Use the latest Command WorkStation and Fiery Go features for efficient operator interaction and monitoring.
- » Create and review all automated workflows designed to minimize touch points.
- » Use Job Error Report to capture key information for troubleshooting.

4

Making JDF work with digital print

- » Review job description format (JDF) concepts, terminology and identify key resources.
- » Enable Fiery automation features when using a JDF workflow.
- » Identify key items that will help integrate a Fiery server into a JDF workflow.
- » Validate successful integration of your Fiery server in a JDF workflow by enabling unique Fiery data collection.

5

Applying real world solutions for color profiling

- » Explore different color profiling workflows to implement the most efficient solution.
- » Edit and optimize spot color accuracy by using the Fiery Color Profiler Suite profile refinement process.
- » Create device link profiles to match color output on multiple Fiery Driven™ engines or to simulate industry color specifications such as GRACoL and Fogra.
- » Validate and manage color profile accuracy or introduce a quality improvement using Color Profiler Suite verification and inspection tools.
- » Review best practices for advanced color management.

6

Implementing best practices for creating, printing and troubleshooting PDF files

- » Optimize PDF creation for digital output on a Fiery server.
- » Understand Adobe presets for creating PDF files to ensure production-ready files.
- » Implement advanced Fiery functionality to facilitate a PDF-based workflow.
- » Integrate the Adobe PDF Print Engine workflow with Fiery Driven™ printers.