

Qualifying questions:

Fiery® E-23C

For the RICOH MP C3004ex/C3504ex/C4504ex/C6004ex multifunction printers



If you answer "Yes" to any of these 8 questions, adding a Fiery E-23C to your Ricoh MFP could improve the quality of printed documents, make employees more productive, reduce internal printing costs, and save outsourced printing expenses.

1. Does your company have an in-house marketing department?

Yes No

The Fiery server allows your marketing department to print high-quality colour documents in-house, with very quick turnaround time. You save time and money on outsourcing, gain the flexibility to change or customise documents on-demand, and can cost-effectively print only what you need.

2. Do you print large, graphic-rich files or a heavy volume of short jobs?

Yes No

The Fiery server can quickly process complex documents like graphic-rich Microsoft® PowerPoint® and long Adobe® PDF files. When you have lots of files waiting to print, Fiery technology processes one file while printing another to minimise wait time.

3. Do you need accurate colour for company logos or corporate colours?

Yes No

A Fiery server gives you the most accurate colour for branded materials, such as client presentations. Fiery Spot-On™ allows you to match specific PANTONE® and other colour systems such as HKS, TOYO and DIC spot-colour libraries.

4. Is colour consistency throughout a document important to you?

Yes No

For image- or graphic-rich documents such as financial or real estate proposals, Fiery colour technology ensures great colour for photos and flesh tones. For advanced colour functions such as colour profiling and calibration, choose the optional Fiery Color Profiler Suite with an ES-2000 spectrophotometer.

5. Do you want to produce more complex, finished documents in-house? For example, do you have a training or HR department that produces materials for internal or external use?

Yes No

Fiery VUE provides a visual interface for printing booklets simply, or assembling multiple document types (such as a PDF, PowerPoint, and Excel® documents) into a finished booklet, allowing you to save paper and printing costs. It's a free Windows download and can be used as a stand-alone app or from within Microsoft® Office® applications.

6. Are you interested in personalising communications in-house?

Yes No

Adding personalisation is a proven way to raise the impact of all types of documents, such as event invitations, name tags, or customer communications. Fiery FreeForm is a free tool that allows you to easily personalise documents with more options compared to standard mail-merge functions.

7. Does your IT department need a specified or restricted set of print options?

Yes No

With the free Fiery Driver Configurator, you can create custom drivers that lock in user options to fit your company's policy. Fiery Presets (standard) or Virtual Printers (part of the optional Fiery Productivity Package) reduce wasted prints and costs by giving employees the ability to confidently print exactly what they want on the first try.

8. Does your MFP need to comply with your organisation's data backup or disaster recovery procedures?

Yes No

Fiery Clone Tool creates system backups of the entire Fiery system that are quick and easy to restore.

For more information, visit the RICOH MP C3004ex/C3504ex/C4504ex/C6004ex page at <http://fiery.efi.com/Ricoh/E23C>



RICOH™

EFI fuels success.

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalised documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process, increasing your competitiveness and boosting productivity.

Visit www.efi.com or call 0808 101 3484 (UK only) or +44 (0)1246 298000 for more information.



Nothing herein should be construed as a warranty in addition to the express warranty statement provided with EFI products and services.

The APPS logo, AutoCal, Auto-Count, Balance, BESTColor, BioVu, BioWare, ColorPASS, Colorproof, ColorWise, Command WorkStation, CopyNet, Cretachrom, Cretaprint, the Cretaprint logo, Cretaprinter, Cretaroller, Digital StoreFront, DirectSmile, DocBuilder, DocBuilder Pro, DockNet, DocStream, DSFdesign Studio, Dynamic Wedge, EDOX, EFI, the EFI logo, Electronics For Imaging, Entrac, EPCount, EPPPhoto, EPRegister, EPStatus, Estimate, ExpressPay, FabriVU, Fast-4, Fiery, the Fiery logo, Fiery Driven, the Fiery Driven logo, Fiery JobFlow, Fiery JobMaster, Fiery Link, Fiery Navigator, Fiery Prints, the Fiery Prints logo, Fiery Spark, FreeForm, Hagen, InkIntensity, Inkware, Jetrion, the Jetrion logo, LapNet, Logic, Metrix, MicroPress, MiniNet, Monarch, OneFlow, Pace, Pecas, Pecas Vision, PhotoXposure, PressVu, Printcafe, PrinterSite, PrintFlow, PrintMe, the PrintMe logo, PrintSmith, PrintSmith Site, PrintStream, Print to Win, Prograph, PSI, PSI Flexo, Radius, Remoteproof, RIPChips, RIP-While-Print, Screenproof, SendMe, Sincolor, Splash, Spot-On, TrackNet, UltraPress, UltraTex, UltraVu, UV Series 50, VisualCal, VUTEK, the VUTEK logo, and WebTools are trademarks of Electronics For Imaging, Inc. and/or its wholly owned subsidiaries in the U.S. and/or certain other countries.

All other terms and product names may be trademarks or registered trademarks of their respective owners, and are hereby acknowledged.