

Qualifying questions:

Fiery® Color Controller E-25C

For the RICOH IM C3000/C3500/C4500/C6000 MFPs



If you answer “Yes” to any of these 9 questions, adding a Fiery Color Controller E-25C 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 color documents in-house, with very quick turnaround time. You save time and money on outsourcing, gain the flexibility to change or customize 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. For busy offices that often have lots of files waiting to print, Fiery technology processes one file while printing another to minimize wait time.

3. Do you use Adobe Creative Suite applications, such as InDesign, Illustrator, or Photoshop?

Yes No

Personnel using these applications usually create more complex print files and have specific color requirements. A Fiery server will ensure their finished documents have accurate color and correctly represent the designer's intent.

4. Do you need accurate color for company logos or corporate colors?

Yes No

A Fiery server gives you the most accurate color for branded materials, such as client presentations, that have specific colors, such as PANTONE. With the optional Fiery Spot-On, you can create and edit custom spot colors.

5. Is color consistency throughout a document important to you?

Yes No

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

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

Yes No

Fiery VUE is a free "visual print driver" for printing booklets simply, or assembling multiple document types (such as 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. A Fiery server is also ideal for users who require different types of paper within a job (such as for the cover vs. the body).

7. Are you interested in personalizing communications in-house?

Yes No

Adding personalization 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 personalize documents with more options compared to standard mail-merge functions.

8. 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 (optional) reduce wasted prints and costs by giving employees the ability to confidently print exactly what they want on the first try.

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

Yes No

Fiery System Restore via WebTools can create and schedule system backups of the entire Fiery system that are quick and easy to restore.

For more information, visit the RICOH IM series page at:

<http://fiery.efi.com/ricoh/IM-series>



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