

# Qualifying questions:

## imagePRESS M10 V2/L30 V2 Server

### For the Canon imagePRESS C170/C165



If you answer "Yes" to any of these 10 questions, adding a imagePRESS Server M10 V2/ L30 V2 to your Canon imagePRESS C170/C165 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 imagePRESS Server M10 V2/L30 V2 allows your marketing department to print high-quality colour documents in-house with very quick turnaround times. 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. For busy offices and light production environments that often have lots of files waiting to print, Fiery technology processes one file while printing another to minimise wait times.

**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 colour and imaging requirements. A Fiery server will ensure their finished documents have accurate colour and correctly represent the designer's intent, especially for technical elements such as overprints and transparencies.

**4. Do you need out-of-the-box colour quality?**

Yes  No

Fiery Driven™ printers that have Fiery Edge default ICC profiles deliver superior out-of-the-box colour and quality enhancements. The latest EFI™ colour profiling technology delivers smoother colour transitions and blends, enhanced shadow detail in neutral and chromatic areas, better blacks for more dynamic range, more image definition, depth, and clarity; and better rendering of RGB images containing blues and reds.

**5. Do you need accurate colour for company logos and corporate colours?**

Yes  No

A Fiery server gives you the most accurate colour for branded materials like client presentations, that have specific colours, such as PANTONE. With Fiery Spot-On™ as a standard feature, you can easily create and edit custom spot colours to achieve the most accurate colour matching possible.

**6. 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 technology ensures great colour for photos and flesh tones. Optional tools enable visual colour and image editing, such as red-eye removal. For advanced functions such as colour profiling, choose the optional Fiery Color Profiler Suite with an ES-3000 spectrophotometer or other supported measuring devices.

**7. Are you interested in personalising communications inhouse?**

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™ Create](#) is a free application that allows you to easily create documents with personalised text, images, or even barcodes.

**8. Do you need to reduce print waste and rework?**

Yes  No

With free Fiery JobFlow Base™ (optional in imagePRESS M10 V2), you can use predefined workflows or build your own easy-to-use workflows to eliminate the manual actions that can introduce errors and inconsistencies, and risk customer rejection of the job.

**9. Do you want to simplify print job submission?**

Yes  No

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 using the simple File > Print command from applications such as Microsoft® Office® or Adobe Creative Suite®. Users enjoy a consistent interface, whether they're using the Fiery driver or Fiery Command WorkStation® on Mac® or Windows® clients.

**10. Does your Canon imagePRESS C170/C165 need to comply with your organisation's data backup or security protocols?**

Yes  No

The Fiery server offers pre-defined security profiles based on different risk or threat levels, plus user encryption and advanced authentication methods. It's easy to schedule automated backups or to restore from a previous system backup.

To choose between Fiery imagePRESS Server M10 V2 and imagePRESS Server L30 V2 please refer to [Canon imagePRESS Server L30 V2 vs. M10 V2 server comparison](#)

For more information, visit the Canon imagePRESS C170/C165 page at:

<http://fiery.efi.com/L30V2/M10V2>



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