

This report identifies the benefits of creating professional finished documents using EFI™'s Fiery® VUE, a new “visual print application” and includes the results of exclusive BERTL testing that illustrate the time and cost savings associated with Fiery VUE compared to other vendor's printer drivers.

### **Printing Time and Cost Savings are On Your Side with Fiery VUE**

Until recently, creating brochures, booklets, and other professionally finished documents was the domain of print shops or graphic design professionals. Historically, integrating various file formats into one of these documents has been somewhat complicated and time-consuming for the average office worker. Consider the steps involved in many office environments today.

- The user creates their document, importing the various components of the document in different file formats such as Word, Excel®, PowerPoint®, PDF, etc.
- If they're responsible for the finished product, they then output and add the finishing touches (hole punch, staple, etc.) through the print driver on a multifunctional device. Because workers typically can't see how the finished document will actually look until they click 'print,' there's often some trial and error involved in the form of wasted time and wasted prints and consumables until they are satisfied with the finished results.
- Or, if they opt to send their documents to a Corporate Reprographics Department (CRD) or outsource them to their local printer, they have to deliver separate files, describing how they want that finished document to look and then wait until the project is done. Add to that the costs associated with outsourcing the work or having it billed internally by a CRD. The bottom line, it's an added cost.

These limitations for creating finished professional-looking documents no longer exist with Fiery VUE, an application created by EFI that lets users preview their documents so that they can see beforehand exactly what the finished document will look like when it comes out of the printer, right down to the positioning of the staple on the finished piece. With Fiery VUE, users can view their documents in three dimensions and turn pages on the screen just as if it was a hard-copy document.

In order to use Fiery VUE, however, the user must have an EFI controller attached to their output device. In many office environments, this is a logical option.

### **Benefits of Fiery VUE**

Any office worker responsible for creating professional-looking documents can benefit from Fiery VUE, but the biggest benefits will be reaped by those in the sales, marketing, finance, legal, HR, and training departments. These benefits include:

- Faster turnaround time when creating a finished document.
- Reduced waste since documents can be previewed prior to printing and by using the Green Books template.
- Cost savings by being able to create documents in-house, quickly and efficiently.
- The ability to create better-looking documents from a desktop.
- Compatibility with Microsoft® Word, PowerPoint, Excel, and Adobe® Acrobat applications.
- The ability for Fiery VUE to be launched as a standalone application or from within Microsoft® Office 2003 or 2007.
- Files can be imported directly into the Fiery VUE application, eliminating the need to open files prior to launching Fiery VUE.

### “Finishing for Dummies”

One of the biggest advantages that BERTL has witnessed in its tests of Fiery VUE is that the user does not need to know how to use drivers or how to access the finishing capabilities on the output device. That’s because Fiery VUE is integrated with Microsoft® Office and functions like a visual print driver, allowing users to see what they’re going to print before they click on the print button and making the final finishing stages of document creation more intuitive. Also Fiery VUE uses terms office workers are familiar with, such as “print on both sides” rather than “duplex”.

Most other printing solutions on the market are driver based and users need to have some knowledge of how to work with those drivers to create a finished document. This is not the case with Fiery VUE. There’s no need for users to open files in their native application and save them as PDFs, then bring all the various components together and save the work as a new document. With Fiery VUE, individual document components can be imported in their native file formats then formatted, previewed, and printed. Fiery VUE’s interface guides users through document layout and production. Multiple files can be combined in a single document and finishing options such as stapling, binding, and hole punch selected by the user and the finished document previewed on screen in 2D or 3D prior to printing. The result is a professional-looking finished document that’s created in-house using both new and existing files.



A three-dimensional representation of a ringbound document in Fiery VUE.

### How Fiery VUE Works

Let’s look at how Fiery VUE can be used to create a finished PowerPoint document.

The user has the choice to select “Quick Print,” a one-click printing that takes them to defaults or they can select “Print”, which has a dialog box where they can choose the number of copies to be printed. This is traditional PowerPoint printing and should be familiar to most users.

The Fiery VUE interface has a standard look and feel with drop-down menus across the top—something most office users should be comfortable with. Along the right side of the page are icons. That’s where the visual application comes in and is what puts the view in Fiery VUE. The user can toggle through their pages and see how things look and make decisions about what they want to do with their document. This is what’s called a dynamic roller, allowing users to preview how Fiery VUE will print their document, even though the document is not changed until the user makes their final selection.

Fiery VUE keeps things simple and only shows the options available to the user on the specific device they want to print their document on. For example, if hole punching isn’t available on a particular device, they will not see that option on their Fiery VUE screen.

Through Fiery VUE users can change orientation, rotation, change black and white to color and vice versa, toggle back and forth, address different types of booklets—stapled or ring bound—and select different types of stapling. Fiery VUE even shows the user where the staple is located on the document so they can see whether or not the location of the staple will affect the readability of that document. If a user selects “Top Staple,” Fiery VUE knows it is calendar mode and then turns every page on screen, showing the user how it will print as a finished document. The user experiences all of this in a three-dimensional visual user interface.

Users can also go into “Thumbnail” view and manipulate documents and make changes there as well. For example, they can make an individual page or pages black and white rather than color or print two pages per sheet. This view also allows them to import files such as an Excel spreadsheet, PDF brochure, or a Word file and then manipulate those files in “Thumbnail” mode. These files can also be combined in one document by dragging and dropping individual pages. Once they have the document

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assembled, the user can toggle through, see what they created, add tabs or section starts, then turn it into a booklet by choosing staple. It is then automatically printed on 11 x 17 inch paper, folded, and stapled.

Among the professionally finished documents that can be created using Fiery VUE are:

- Presentations
- Brochures
- Booklets
- Newsletters
- Collateral
- Reports
- Training Materials
- Proposals

### Talking About Templates

One of the biggest advantages that BERTL has found Fiery VUE has over traditional print drivers is that it gives users the option of printing their document or saving it as a template. A selection of templates provided by EFI expedites the document creation process. For example, users can start with one of the pre-existing templates or create their own custom template that can be used again and again. What EFI has discovered in focus groups with end users is that a half dozen different templates can accommodate about 80 percent of most print jobs. In BERTL's view, these templates give Fiery VUE a big edge when going head to head with a traditional print driver.

### Going 'Green'

BERTL believes that the timing is right for a product like Fiery VUE largely because of the current focus on waste reduction initiatives taking place in many organizations while at the same time, mission-critical documents are growing in volume.

For organizations looking to be 'green', Fiery VUE's Green Books function offers them that capability. Three pre-formatted templates (full, half, mini) are included in Fiery VUE, enabling users to create and design a finished booklet with a minimal number of mouse clicks. With Green Books, a user can reduce paper usage by up to 85 percent compared to a standard PowerPoint presentation by combining pages with additional cost savings achieved by eliminating unnecessary printouts.

Consider that many documents created in an office are printed on one page per sheet full size up. That's a waste of paper, especially for a company looking to reduce its



Using Fiery VUE's Green Books feature, users can reduce paper consumption by up to 85 percent.

carbon footprint and use less paper. For a PowerPoint presentation with 15 individual slides, that's 15 sheets of paper per handout plus the time it takes to print those sheets. By choosing Fiery VUE's Full Size Green Book template, a user can output that presentation at full size in duplex mode and save 50 percent of the paper. Or they can select the Half Size Green Book template and reduce it to 8½ x 11 booklet and save 75 percent or create a Mini Green Book that prints the PowerPoint presentation professionally and legibly at two slides per sheet with its own cover with an 85 percent reduction in paper as compared to printing 15 slides on single-sided 8½ x 11 paper.

This is another example of how Fiery VUE helps users manage their printed output. Not only does it provide users with the ability to produce high-value documents quickly and efficiently, it reduces paper waste.

### BERTL's Keystroke Test

BERTL tested Fiery VUE against drivers from five leading MFP vendors. The drivers were compared to see how many clicks it would take to execute the same features as in Fiery VUE. The results of this independent testing reveals that it takes fewer keystrokes in Fiery VUE to perform key finishing options such as staple, punch, and creating booklets as well as printing on both sides of a page, changing the orientation of a page from portrait to landscape, and rotating the page compared to most print drivers. Indeed, many of these tasks can be accomplished in just four keystrokes using Fiery VUE compared to four to ten keystrokes using drivers associated with OEM's output hardware.

The way competitive drivers are organized, it took more clicks to find a specific feature, such as "Staple," or "Punch." Once again, that's the inherent benefit of Fiery VUE in that the feature that the user wants can be selected with fewer clicks. For example, when you drag your mouse over a particular feature, a menu pops up that shows you the functions you can enable. Those require less clicks as opposed to the traditional driver where you have to click on each tab.

Features	Fiery VUE	Fiery VUE w/Template	Other Printer Drivers (PS & PCL & PCL6)
<b>Punch</b>			
None	4	1	4 to 8
2 Left, 2 Top	4	1	4 to 8
3 Left, 3 Top	4	1	4 to 8
4 Left, 4 Top	4	1	4 to 8
<b>Staple</b>			
None, Corner, Left, Top	4	1	4 to 7
<b>Booklet</b>			
None	4	1	4 to 8
Ring Bound	4	1	4 to 8
Stapled, Stapled - Half Size	4	1	4 to 8
<b>Pages Per Sheet</b>			
1, 2, 4, 6, 9, 16	4	1	4 to 6
<b>Print on Both Sides</b>			
Disabled	4	1	4 to 7
Flip Pages Left	4	1	4 to 7
<b>Rotation</b>			
0, 90, 180, -90 Degrees	4	1	4 to 7
<b>Orientation</b>			
Portrait	4	1	4 to 10
Landscape	4	1	4 to 10

Test results revealed that Fiery VUE required fewer clicks to perform various finishing functions such as Layout, Orientation, Rotation, Punch, Staple, Booklet and Binding. Let's look at how Fiery VUE compares to other drivers using PS and PCL. Competitive drivers using PostScript required four, five, six, seven and eight clicks to perform the same finishing job. Competitive drivers using PCL required four, five, six, seven and eight clicks to perform the same finishing job.

What the chart doesn't factor in, however, and is an advantage of the Fiery VUE Template option, is the ability of users to perform additional tasks such as mix attributes in a document, change slides in a PowerPoint presentation, for example, to color, and print on two sides and all the other tasks mentioned earlier in the section on Fiery VUE benefits. Those tasks require additional steps initially, but once a template is created, they can all be done via one click. That's the value add of Fiery VUE because these same tasks can't be accomplished as easily and efficiently using other printer drivers.

BERTL also evaluated the time it took to find certain features in other drivers compared to Fiery VUE. While negligible, it takes the average user 3-4 more seconds to find a comparable feature on a competitive print driver. This may not seem like a lot of time, but for light-production environments that create finished documents on a regular basis, this could save some organizations dozens of hours a year.

### The Bottom Line

Ultimately what Fiery VUE does is take most of the guess work out of creating professional looking finished documents by simplifying the process and giving the user greater control in the process than they've ever had before. With that control comes time and cost savings, and for those organizations looking to shrink their carbon footprint, an opportunity to do that too.