What’s new? What’s improved?
What’s revenue generating?
What’s profit enhancing?

What’s innovating?

GRAPH EXPO 2015
The theme for Graph Expo 2015 is “Transform” and EFI is ready to fuel your transformation!

Learn how your business can benefit from the power of integrated and automated solutions at Graph Expo booth #1902, featuring the EFI Productivity Suite and new planning, scheduling, Web-to-Print, marketing, Fiery® digital front end (DFE), and inkjet products ready to fuel your business success.

Some of the innovations to be highlighted in our booth include a 2015 InterTech™ award winner and several 2015 Must See ‘Ems award winners. Check out the highlights below and visit our booth for demonstrations and additional information.

A platform for enhancing productivity and revenue

If integration, automation, new revenue generation, and sustainable process improvements are on your business shopping list, the EFI Productivity Suite is a must see at Graph Expo 2015.

The Productivity Suite is EFI’s commitment to building a modular, end-to-end print and packaging focused solution with our MIS/ERP technology as a core, using our market proven technologies for marketing, eCommerce, scheduling, planning, shop-floor automation, fulfillment, and shipping as components.

The Productivity Suite is different from any other offering, providing out-of-the-box certified, market-driven workflows designed for rapid deployment and a strong ROI. The Suite lets you address your pain points today, for immediate impact, with the ability to add capabilities as your business evolves. The Suite value to your business is immediate and long-term:

• Certified workflows to automate your processes, maximizing your profit potential
• Tools to grow revenue through expanded offerings and increased differentiation
• Global visibility to maximizing predictability and cost-control
• Detailed business-wide analysis tools to support a timely, informed and proactive decision process

The EFI Productivity Suite redefines the potential of management and workflow software, providing your business with a platform for enhancing and maximizing productivity and revenue.

EFI Productivity Suite

New Revenue Generation
Cross Media Marketing
eCommerce / Web-to-Print
Customer Relationship Management
Fulfillment and Warehouse

Production
Shop Floor Data and DMI
Shipping
Integrated DFE and Job Management
Color Management

MIS/ERP
• Estimating
• Order Management
• Business Portal
• Reporting
• Analysis
• Purchasing
• Receivables
• Inventory
• Costing
• Financials

Efficiency and Profitability
Dynamic Visual Estimating
Scheduling / Resource Optimization
Planning and Layout Optimization
Business Intelligence

Pre-Production
Imposition and Composition
Version Planning
Preflighting
Pre-press Integration
Use cross media to create new value and profits

EFI DirectSmile® Cross Media is a unique, fully featured, all-in-one solution that requires no HTML skills and offers many benefits including:

- An easy-to-learn, browser-based toolset/editor that handles all media
- Robust personalization for all media including print
- Mass email/SMS messaging as well as individually triggered messages
- The ability to integrate social media into your campaigns
- And much more!

DirectSmile Cross Media received a 2015 PIA InterTech award, with one judge commenting, “It’s an awesome tool! This is exactly the type of interconnectivity we seek. For years printers have been removed from marketing campaign conversations. DirectSmile credentials them in a way that goes beyond the trade and repositions them as valuable partners.”

The new version 7 of the software provides the significant convenience of Marketing Portals, making multi-channel campaigns easily accessible by allowing users to adapt, localize, and personalize content. The portals support the upload of data, launch and tracking, reducing campaign costs while increasing marketing productivity and profitability.

Improve print shop process and profit performance

Learn how version 3 of EFI PrintSmith® Vision MIS software makes small commercial print businesses more competitive in terms of workflow management, production efficiency, and sales capabilities. Version 3 includes new dashboards that centralize and streamline management of the many moving parts needed to meet deadlines, use equipment more efficiently, control costs, and deliver outstanding customer service. Plus, new mobile views in the software extend users’ operational visibility.

PrintSmith Vision also now features advanced integrations with EFI Fiery DFEs and EFI Digital StoreFront® Web-to-Print software to further eliminate manual touch-points, improve communication, speed production, and reduce costs.
Automation to impose, plan, print, and profit

An advanced integration between EFI Metrix planning and impositioning software and EFI Pace MIS provides users a better return on investment by giving more people in a print operation the ability to generate smart layouts while streamlining planning and production processes. As a result, estimators can now automate the layout for each sheet to achieve the best, most profitable way to produce each job. Plus, with the Metrix standards feature that learns your layout preferences, users can generate plans for complex jobs that were once reserved for only the most skilled and experienced prepress staff.

Streamlining fulfillment for seamless distribution

A new .Net release of EFI PrintStream fulfillment software at Graph Expo provides an improved user experience and several value-focused enhancements. Plus, a retail campaign fulfillment capability in the software manages the complex distribution of marketing or point-of-sale materials to hundreds of stores or locations. PrintStream’s intelligent distribution planning tools calculate which items are needed by each location based on store attributes and planogram codes.

Additional new PrintStream Fulfillment features include timed release of orders; selective discounts; a Web API to create recipient attributes; ship date calculations based on service level agreements with alerts; and email triggers based on inventory requests.

Manage complex website structures effectively

EFI Digital StoreFront software has added a new Entity Model to simplify the management of complex parent/child Web-to-Print structures. With the Entity Model, a typical Digital StoreFront Web-to-print site can include an unlimited number of branded sites, each managed/administered by the parent site.

Now, commercial print service providers (PSPs) working with large organizations and/or in-plant operations of large organizations with multiple business units or subdivisions can meet complex and unique Web-to-print needs without difficult-to-maintain custom solutions. The Entity Model also facilitates print service provider client ordering from multiple print and finishing servicing organizations. Plus, PSPs can engage with partner organizations such as photographers and graphic designers into a single, multi-faceted marketplace Web-to-print offering for content creation, design, and production.
Game changing sales, estimating, and planning

Honored with a 2014 InterTech Award, EFI iQuote’s intuitive estimating solution and expanded EFI iCRM and job planning workflow is now integrated to EFI’s Monarch™ Foundation Print MIS. From managing sales opportunities and requests for quotes (RFQs) through the industry’s most advanced estimating and job planning, iQuote accelerates and simplifies the entire workflow.

In a highly visual environment built around your unique rules and best practices, smart automation takes your job specifications and provides a complete, dynamic, and profitable plan every time. The iQuote estimating and quoting system simply makes your business smarter!

Automation for prepress speed and accuracy

The EFI Monarch team is demonstrating a true, automated just-in-time workflow for offset printers looking to compete and thrive in a fast-paced digital world. Graph Expo visitors can see how Monarch Planner automation works closely with Kodak™ PRINERGY™ to essentially take over prepress management. More importantly, Planner is “content-aware” – able to receive content details, insert them into the imposition, providing a visual review with content in place, and building a plate-ready PDF in the correct format for the selected press. This plate-ready PDF includes marks, all dynamically aligned to the layout for each press form.

Using CIP4 JDF technology, the content position, geometry and PDF are communicated to PRINERGY, which creates an imposition plan on the spot.

The Monarch/Prinergy automation also has the ability to adjust geometry, such as an A4 ad that is received for an 8.5 x 11-inch publication, or to account for last-minute imposition or target press changes. This is near lights-out technology, and should not be missed at Graph Expo 2015.
Dynamic scheduling for packaging

Many packaging businesses have searched for a "Lean" strategy to help improve their process and profit performance only to find that these strategies lack an understanding of the industry. EFI PrintFlow® for packaging, based on the Theory of Global Optimization (TGO) is essentially "Lean" redefined for the printing and packaging industry. PrintFlow, the dynamic scheduling component of EFI’s Enterprise Packaging Suite, which has Radius ERP at its core, leverages the principles of TGO for end-to-end process improvement.

“This latest set of enhancements creates a PrintFlow environment uniquely suited to the label and packaging space,” according to Udi Arieli, PrintFlow founder and EFI Productivity Software senior director. “The marriage of PrintFlow and Radius provides a high level of workflow automation, replacing manual and disparate processes with integrated, automated, and smart software. This new PrintFlow software understands and optimizes the management of the cylinder, dies, and tools required in packaging production, eliminating literally hundreds of touches each day while improving overall plant efficiency and capacity utilization.”

Go for the gold, or the silver!

The 2015 Must See ‘Ems award-winning EFI Fiery Smart Estimator helps take the cost uncertainty out of printing with specialty toners, such as gold or silver. Unlike most CMYK toners, the cost of specialty digital print toners is not included in the standard click charge.

The Fiery Smart Estimator gives users a cost estimate for specialty colors based on actual usage/coverage. See the Fiery Smart Estimator in action in EFI’s booth #1902 and in Xerox’s booth #613 on the Fiery server driving the Xerox® Color 800i/1000i Press.

The most efficient in-RIP makeready

EFI Fiery JobMaster™-Impose, version 4.8, offers smart ways to get digital print jobs done right with new functionality that predicts the optimal print settings by using information from the PDF file. The software automatically defines the best imposition layout with the number of copies, rows, and columns that maximize the use of media surface. It automatically converts PDF bookmarks to tab ears by inserting tabs in the right location and placing bookmark text on tab ears.
Fiery digital front ends set new speed benchmark

Graph Expo marks the worldwide debut of the fastest, most advanced platform in EFI’s industry-leading Fiery DFE product line. The new EFI Fiery FS200 Pro DFE platform is being incorporated in several new digital presses from EFI partners. The platform is powered by EFI’s proprietary ASIC (application specific integrated circuit) with RIPChip™ technology, which can process print files significantly faster than alternative DFEs.

Fiery FS200 Pro expands the performance advantage on high-end servers with EFI’s breakthrough Fiery HyperRIP offering, which has earned a 2015 Must See ‘Ems award. HyperRIP now has a mode optimized for multiple jobs, as well as the previous, single-job mode, boosting processing speed up to 55% compared to the performance without HyperRIP. Now, the Fiery FS200 Pro platform can RIP up to four jobs simultaneously, giving users the ability to print more jobs in the shortest possible time. Plus, the new Fiery platform includes a Rush RIP mode that opens up a fifth RIP to process rush jobs when all four main parallel processors are busy.

Expand your color gamut

EFI’s booth at Graph Expo is the hub for accurate spot-color reproduction. In addition to its blazing fast RIP capabilities, the new Fiery FS200 Pro platform features groundbreaking tools for expanded gamut printing with a new, 2015 Must See ‘Ems award-winning EFI Fiery CMYK+ technology. CMYK+ makes its debut in the Fiery server driving the new Xerox iGen® 5 Press (in Xerox booth #613) and helps print service providers achieve the most accurate match of brand colors and specific PANTONE® colors, previously only available via offset printing.

No trouble with the curve

New features in the EFI Fiery Graphic Arts Package, Premium Edition for the Fiery FS200 Pro platform deliver more efficient raster image troubleshooting and global color control, as well as more consistent print production. Users can inspect raster files to catch errors before printing, and the new Control Bar Builder helps improve color consistency over a run and captures critical job information for more efficient job submission. The Fiery Graphic Arts Package, Premium Edition also has a new Tabular Curve Edit feature that allows users to import custom curves and helps ensure visual similarity across all print processes. Plus, users can save and apply custom color curve edits to automate color correction and maintain color consistency throughout the workflow.
Pixel-level perfection with Fiery Final Fix

A unique technology demonstration making its worldwide debut at Graph Expo, EFI Fiery Final Fix combines color correction with powerful, touch-screen image editing capabilities in an efficient solution for making last-minute, pixel-accurate edits to raster files right at the digital front end (DFE). Previously, edits such as adding text or masking/removing elements could not be performed at the DFE with pixel-accurate precision. With this 2015 Must See ‘Ems award-winning technology, complex edits and color adjustments can be made right at the DFE without the need to send jobs back to prepress or the customer, increasing production efficiency.

Fiery Final Fix delivers the confidence that what users see on the screen is really what will print.

Fool-proof job preparation automation you can afford

New EFI Fiery JobFlow™ software automates prepress setup and corrections for the most common print applications to increase your bottom line even on low-margin jobs. Users can configure job-specific workflows to integrate powerful tools for PDF conversion, preflight checks, correction and editing of PDF files, image enhancement, document imposition, job ticketing, notifications, and approval. Fiery JobFlow Base is the free version of Fiery JobFlow and brings essential functionality to build powerful workflows. The paid JobFlow version expands automation capabilities with rules-based workflows and advanced prepress options. It also is the only automation tool on the market that can build a cloud-based approval process into a workflow that automatically resumes processing, once the assigned reviewers have approved the job online.

Build your own integration with Fiery API

Fiery API and Fiery JDF allow customers to interact with Fiery servers from their in-house applications or systems. With the new Fiery API, print service providers with in-house or contract developers can solve their unique challenges easily and fast, regardless of their choice of platform (Mac, Windows, mobile, etc.) or programming language (C#, Java, Ruby, Python, etc.). Applications connected through the Fiery API can incorporate Fiery data, such as number of sheets, media size, media type, and user name. The integrated applications also can control job submissions, job action, and print queue management, as well as retrieve live status of the DFE, printer consumables, and processed jobs with raster image previewing.
UltraDrop™ Technology for premium-quality imaging

The award-winning hybrid roll/flatbed EFI VUTEk® GS2000lx Pro with UltraDrop Technology shown at Graph Expo, a 2-meter LED inkjet printer, offers continuous board productivity at true 1,000 dpi with eight colors, plus three-layer white ink. Its innovative “cool cure” LED ink curing technology delivers photorealistic quality and high adhesion on flexible or rigid substrates up to 80 inches and up to two inches in thickness.

The printer’s 7-picoliter UltraDrop Technology combines grayscale imaging and more precise control for customers requiring the ultimate in image quality, crispness, and speed.

It offers true multi-drop addressability in each dot position, giving high apparent resolution and high definition quality with four-level grayscale and two ink density levels. UltraDrop Technology also produces outstanding smoothness in shadows, gradients, and transitions, as well as superb text quality with four-point text in both standard and knockout with fewer satellites and more clarity in all print modes. It is available in several printers from EFI’s industry-leading industrial inkjet portfolio, including 2- and 3-meter LED hybrid roll/flatbed printers and 3- and 5-meter LED roll-to-roll printers.

High-end, entry-level LED production

The award-winning EFI H1625 LED hybrid printer on display at Graph Expo drives greater profits with a low total cost of ownership, giving users the ability to print fast-turn, high-margin wide-format graphics on flexible roll and rigid media up to two inches thick. Operating at speeds up to 456 square feet per hour and resolutions up to 1200x600 dpi, the EFI H1625 LED printer offers four-color plus two channels of white (which come standard) and single-pass, multilayer printing, as well as eight-level variable drop grayscale heads for superior quality imaging.

The “cool cure” LED imaging technology on the VUTEk GS2000lx Pro and EFI H1625 printers offers significant sustainability benefits, with virtually no VOCs, less consumables and waste, and lower energy consumption compared to UV or latex printers. Plus, it gives users the ability to print on thin and delicate substrates that cannot withstand the heat of other curing or drying methods.
Clearly colorful and versatile inks

EFI is highlighting several new inks at Graph Expo as well. The 2015 Must See ‘Ems award-winning EFI SuperDraw Inks are versatile UV inkjet inks for thermoforming and corrugated plastic applications. Another 2015 Must See ‘Ems award winner, clear ink for the EFI VUTEk H2000 Pro 2-meter hybrid UV inkjet printer, extends users’ ability to address premium-quality, higher-margin opportunities in temporary indoor graphics, retail point-of-purchase signage, and other applications. EFI 3M™ SuperRange Inks provide an extended color gamut and maximum reliability and performance for roll-to-roll VUTEk superwide-format LED printers, with a hard surface cure and excellent adhesion properties for printing double-sided graphics, billboards, bus shelters, banners, window films, POP signage, wall coverings, and more.

New EFI Cretacolor Ink for digital inkjet ceramic tile printers is designed to deliver maximum color intensity, chromatic range, color stability over time, and uniformity. Ceramic designers can use the ink to create high-quality, color-intense traditional designs, as well as vibrant, process-color images. Users can also employ several special effects with the Cretacolor Ink line using white ink as well as inks that enable luster, matte, and glossy finishes.
Faster linearization

The latest-version EFI Fiery proServer driving the VUTEk printer in EFI’s booth is a high-performance RIP and color management workflow for superwide-format inkjet printing, with industry-leading performance and FAST RIP technology. The proServer includes a newly re-engineered tool that completes custom linearizations for high-end imaging in half the time. As a result, users can easily switch to new substrates without making the quality compromises that would come with using default linearizations.

Automated print-and-cut workflows

Printing and packaging businesses looking to streamline their wide-format finishing processes will want to see a new EFI Fiery XF Cut Server Bundle shown at Graph Expo. The technology integrates cutting front-end technology from SA International and EFI’s Fiery wide-format RIP and color workflow on up to 8 cutting engines, giving users an efficient, end-to-end print-and-cut environment with minimal touch points and maximum automation. This new offering eliminates the need for manual cut path extraction and transfers and it works with cutting devices from over 80 different manufacturers.

‘Go’ for high volume with VUTEk!

The new EFI VUTEk Go utility shown at Graph Expo is an Android-based, remote monitoring application for VUTEk HS Pro series superwide-format inkjet presses. With VUTEk Go, users can monitor real time print queue status, ink levels, lamp settings, and lamp life; review history of printer status and print queue within last 24 hours; and receive push notifications on printer alerts or errors.

For additional information about EFI products, visit www.efi.com or call 800-875-7117.
EFI fuels success.

We develop breakthrough technologies for the manufacturing of signage, packaging textiles, ceramic tiles, and personalized 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 650-357-3500 for more information.