

Making your workflow work for digital.

Xerox® iGen® 5 Press



“I know I need to be ready for more small jobs and faster turnaround. I need to up my digital game.”

There's an opportunity to move more work through your shop.

With offset, you could print long runs of a couple of jobs and make a profit. Digital success comes from many more jobs each day, with shorter run lengths.

The reality is that business moves faster today. For most, digital is the way to print, because digital suits today's demands for short runs, variability and fast turnaround times.

Digital can deliver big profits with complete “smart” solutions that are integrated from end to end. That's exactly what the Xerox® iGen® 5 Press and EFI™ Fiery® automation delivers.

Automated order-to-finish workflow.

The print industry has seen a lot of change in print workflows, including systems to automated preproduction and the use of the Internet to submit and track orders online. But to make that workflow work for digital, you need more. After all, you can accept 200 jobs off a Web-to-Print solution, but if your press isn't up to the task of printing them productively, that up-front automation won't matter.

Xerox® iGen® 5 is a complete digital solution that combines industry-leading press technology with a range of EFI software to automate and integrate the workflow process from order to finish.

Xerox® iGen® 5 and EFI work together to make you work better.



Together, the Xerox® iGen® 5 and EFI solutions link familiar, industry-leading software and the newest press to create an integrated, end-to-end workflow. This lets you accept more jobs from more places, delivers superior colour and better press availability, reduces operator intervention, and maximises your profit potential.

Acquisition

Leverage direct and job-description format (JDF) integration to automate job submission right from your clients' desktops, while supporting:

- Online estimate and job specification entry
- Generic and custom catalogs
- Variable data printing (VDP)
- Production status
- Invoice review
- Online payments
- Job history review
- Re-ordering

EFI Digital StoreFront® — Digital StoreFront makes your services accessible and efficient with:

- **Personalised marketing** — Gain immediate entry into VDP, while shortening the production cycle and lowering costs.
- **Unlimited, customizable StoreFronts** — Create branded, “sticky” storefronts specific to your customer base.
- **Streamlined job submission** — Lets print buyers order, edit and preview their job specifications on a single page.
- **Deployment flexibility** — Deploy on-site or from the cloud, depending on your business requirements.

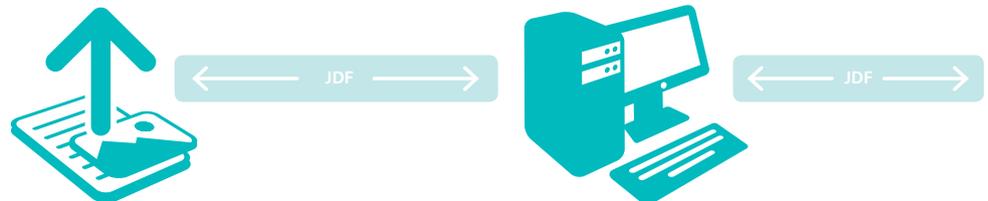
Prepress Automation

Move jobs through the prepress stage without errors and with minimal touchpoints using automation in the Fiery Workflow Suite modules. Preflight files, employ rules-based workflows and easily apply predefined Server Job Presets to speed makeready. EFI Fiery digital print servers offer the widest variety of job submission workflows to adapt to your particular print environment and increase your business efficiency.

Server Job Presets — Centrally save commonly used job settings, including imposition templates, and share them with users throughout all workflows.

Fiery Hot Folders — Submit jobs to print with a drag-and-drop operation that can be shared with other PC or Mac users on the network. It's ideal for batch processing of multiple files with the same print settings, including imposition templates. Filters allow users to route jobs to a print server with predetermined settings.

Fiery JobFlow™ — With advanced prepress capabilities in a browser-based solution, users can easily configure automated job workflows, including PDF conversion, preflight, correction and editing of PDF files, image enhancement, document imposition, approval and job ticketing.



Xerox® iGen® 5 Press with EFI automation is a solution—in more ways than one. It offers a real, profitable answer to many of the questions you may have around growing a digital business.



“Isn't having a separate sales force for digital unaffordable?”

EFI Digital StoreFront puts a virtual salesperson in front of your customers 24/7 — a salesperson who can take orders, verify content and provide updates, as well as deliver invoices and accept payments. Digital StoreFront will help you lock in existing clients and capture new ones.



Print Management

With shorter run lengths and demands for faster turnaround time, business-wide workflow automation and integration are key to success. Two-way communication provides critical information for EFI business management systems to improve scheduling, boost efficiency, reduce cost and increase throughput — globally optimizing your printing business.

EFI Pace™ — This browser-based, scalable and customizable print management system streamlines operations, reduces costs and provides you with a fully integrated solution for job estimation, production, accounting, sales management and e-commerce.

EFI Monarch™ Planner — EFI Monarch Planner is a flexible, powerful, intelligent and automated workflow planning and management solution for large, single and multi-plant operations. Scalable to 5,000 users, Monarch Planner offers efficient management of all product and work types, including web, sheet, screen, inkjet, digital and flexographic jobs.

Job Preparation

Integrate your production systems for black and white and colour for a more scalable, reliable and productive operation.

EFI Fiery Central — Fiery Central combines multiple Fiery Driven™ or other printers into a centralised print production system unified by the award-winning, intuitive user interface of Fiery Command WorkStation®. Track jobs throughout your shop, balance loads, and reroute as needed to maximise ROI from your investment.

Leverage existing prepress workflows — Bridge the gap between digital and conventional printing to satisfy customer needs. EFI Fiery digital print servers integrate with popular prepress workflow solutions for conventional printing, including Kodak Prinergy®, Agfa™ Apogee and Heidelberg® Prinect®, as well as Xerox FreeFlow Core and FreeFlow Digital Workflow Collection.

Production

Achieve new levels of productivity with a press designed for the demands and variability of a profitable digital print business.

Xerox® iGen® 5 Press with an EFI Fiery digital print server — The Xerox® iGen® 5 lets you accept a continuous stream of jobs and turn them into high-quality finished applications through a combination of automated image quality, industry-leading press availability, extended sheet size and substrate capabilities — along with seamless integration with existing workflows — so you can produce exceptional results the first time and every time. And thanks to Fiery Spot-On™, any jobs you run using the iGen® 5th colour can be prepared simply and accurately.

Xerox® IntegratedPLUS Automated Color Management — The Fiery digital print server integrates with Xerox IntegratedPLUS Automated Color Management, enabling users to monitor iGen® 5 colour from a centralised location.

Automated Finishing

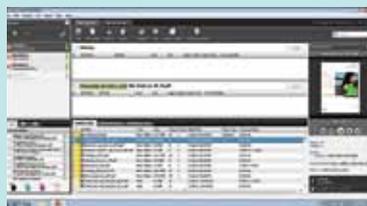
Combine the efficiency of in-line finishing with the flexibility of off-line finishing in a single solution. Eliminate finishing bottlenecks with in-line/off-line/dual-mode automation so you can flexibly produce more jobs.

Xerox® IntegratedPLUS Finishing Solution — Produce more booklet jobs with lower cost and faster turnarounds. With the Xerox IntegratedPLUS Finishing Solution, all job preparation and finishing setup is automated.



“How do I know if my digital business is profitable?”

EFI's Print MIS solutions are designed to provide your business with the highest level of “smart” integration available in the printing industry. These capabilities include detailed costing and operational analysis to help you identify your most profitable jobs, products and customers.



“Digital jobs are too varied — how do we manage all the different setups required?”

EFI Fiery and Fiery Central automate your digital workflow, routing jobs quickly, efficiently and automatically. Setup information and other critical job specs are delivered to the iGen® 5 Press without operator intervention.

Contact your Xerox rep to schedule a demonstration today. See what our new Xerox® iGen® 5 Press workflow can mean for your business. Visit www.xerox.com for more information.

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