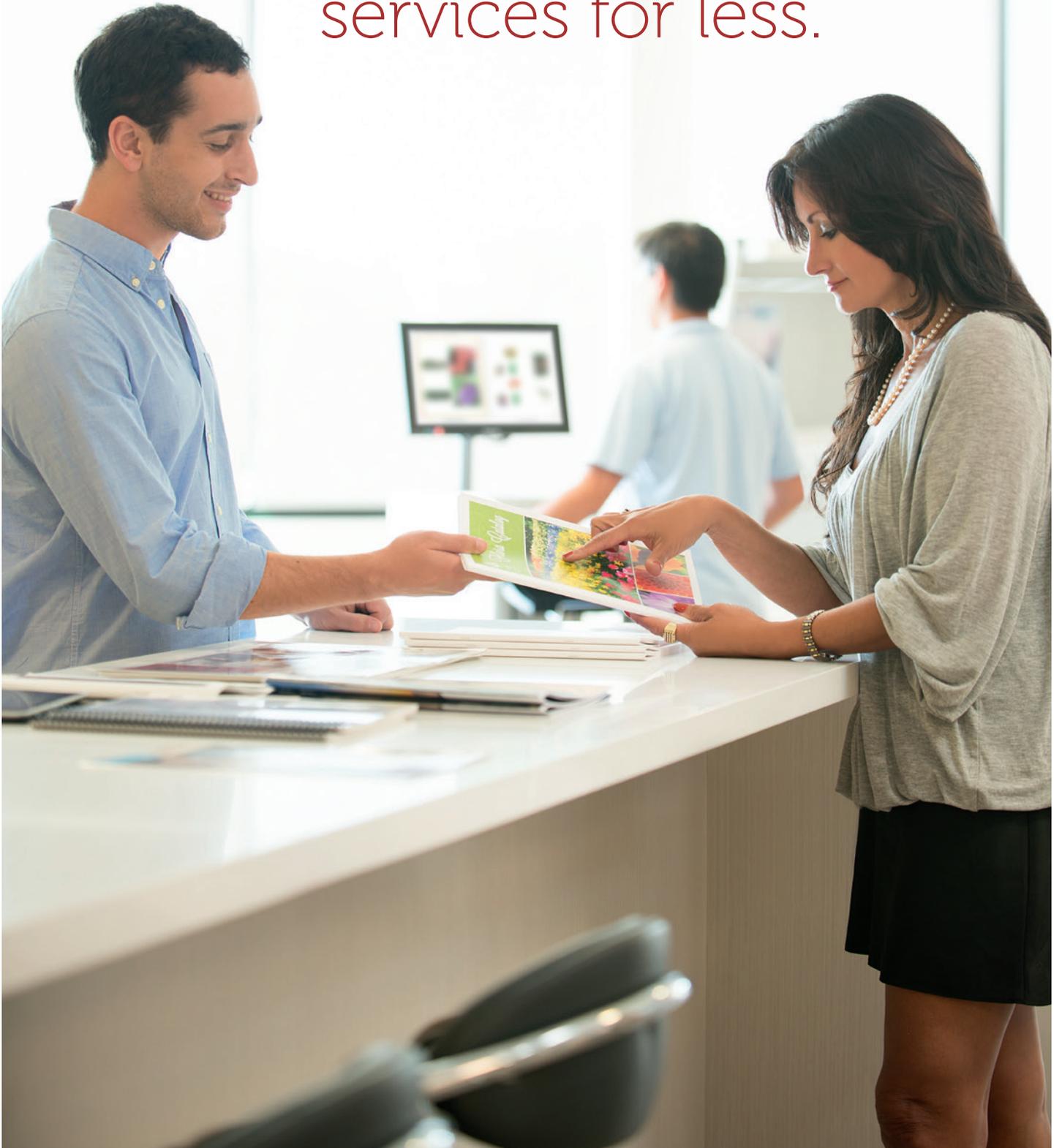


efi *Fiery® Print Servers*

For In-plant Print Shops

Provide more
services for less.



Efficient, cost-effective, high-quality print

To survive, in-plant operations need to compete with outside providers on cost, convenience, and quality. Fiery® print servers can help you do all that and more. These feature-rich digital front ends (DFEs) provide industry-leading performance, colour accuracy, usability, and integration that improve the quality and efficiency of digital printing on a full range of colour and black-and-white print engines.



“EFI sets the industry standard

Produce, adapt, and grow

The Fiery Workflow Suite products expand the power of Fiery servers, providing solutions for every stage in the print production process. The modular products broaden the server functionality to increase colour consistency, automation, and efficient job preparation.

You can choose what you need now, and add more as you need to adapt to changing demands within your organisation.

Using Fiery Workflow Suite products can reduce staffing needs, improve output quality, cut job turnaround time, and reduce waste.

JOB SUBMISSION

EFI Digital StoreFront®
EFI DirectSmile®



PREPRESS

Fiery JobFlow™
Fiery Graphic Arts Package,
Premium Edition



MAKEREADY

Fiery JobMaster™
Fiery Impose
Fiery Compose



VDP

Fiery VDP Technology



Powerful digital front ends drive increased profitability

More than just a RIP, Fiery servers offer both standard and optional tools to maximise productivity of your print engines.¹

Fiery Command WorkStation®



"For more than 15 years, we've chosen Fiery servers for extreme stability, the most intuitive user interface, and the ultimate in colour management."

JAISON VANDENOVER,
OPERATIONS DIRECTOR,
BOOMERANG



for server technology."



PELLO WALKER,
VICE PRESIDENT, BUSINESS DEVELOPMENT,
DAILY DIGITAL IMAGING

To take the next step to higher efficiency and productivity, add an EFI™ management information system that directly communicates with Fiery servers to reduce manual processes, accurately estimate and cost jobs, and optimise production schedules for faster turnaround time.

Watch a video at
fiery.efi.com/FWS



OUTPUT MANAGEMENT

Fiery Central



PROCESSING

Fiery Servers



Colour

Fiery Color Management
Fiery Color Profiler Suite

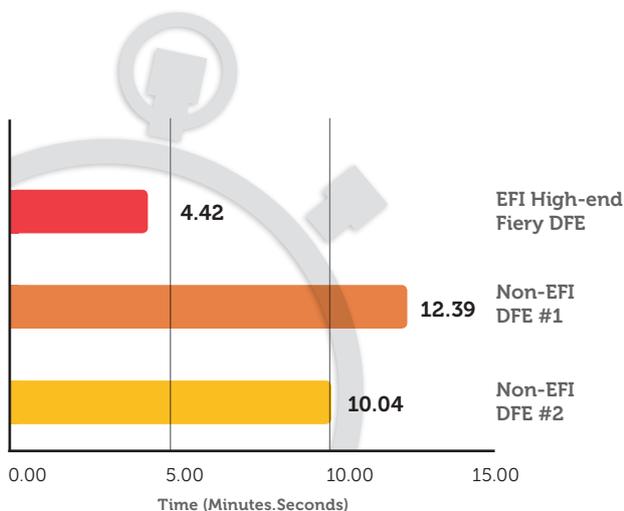


Performance for today and tomorrow

To provide the most value to your organisation, you need to offer more services, while increasing operational efficiency for higher productivity and lower costs today and in the future. To achieve both requires the processing power, capability, and expandability of a Fiery DFE.

Proprietary technology delivers outstanding performance

Fiery SmartRIP technology uses a combination of proprietary hardware and software that processes files faster and handles higher resolutions with ease. EFI combines Adobe® interpreter technology with a proprietary EFI software rendering engine to yield dramatically faster processing for even the most complex files. The Fiery DFE uses custom-designed microprocessors, proprietary file compression algorithms, and efficient memory management to produce industry-leading performance.



RIP and hold time: 576-page, 3.5 GB PDF file

Why speed is important

The faster speed of Fiery servers moves data to print engines faster, so they never have to cycle down. This keeps engines continuously running for higher production efficiency that increases capacity to produce more jobs and meet demands for faster turnaround times.

Exclusive HyperRIP processing technology

Fiery HyperRIP is a unique EFI technology that splits pages of an individual job to simultaneously process them with multiple processor cores, interpreters, and rendering engines. The result is an increase in RIP speed of up to 55%, reducing data spikes to your print engines and avoiding lost production time.



Watch a video at <http://fiery.efi.com/hyperripvideo>



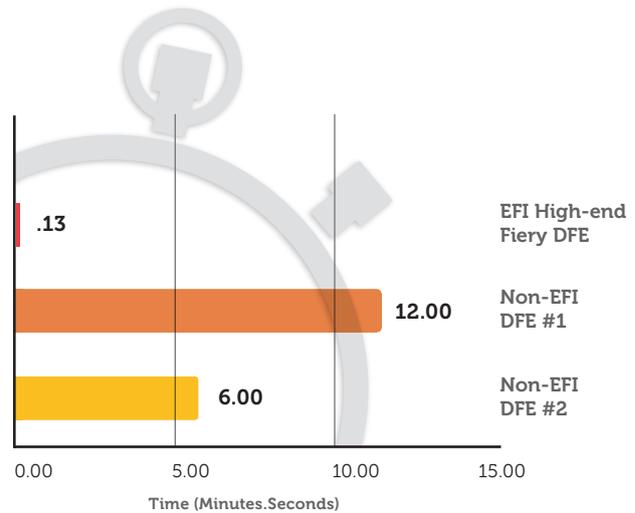
The power of personalisation

With the fast, flexible variable data printing (VDP) capabilities of Fiery servers, you can add a valuable new service to your offerings. Proprietary rendering technology prints opaque, overprinted, and transparent objects correctly, giving designers confidence that complex graphical elements will print as intended. As the only server to support PPML 3.0, the Fiery DFE enables the use of transparency even across variable and reusable content. Fiery features such as VDP Record Range Printing and intuitive visual previews make it easy to print VDP jobs correctly and efficiently.



Blazing speed on VDP files

Fiery servers perform exceptionally well on VDP jobs, with performance from 2 to 50 times faster than other DFEs. The Fiery VDP Resource Manager allows you to store, view, and reuse RIPped objects. This eliminates bottlenecks and allows VDP jobs to print faster than ever before.



RIP and hold time: 1,786 page, A3 variable data PDF file

“The Fiery server RIPs our complex VDP jobs an average of 10x faster than other DFEs, increasing production efficiency and saving time and labour costs.”

JEREMY DIAMOND,
RESEARCH AND DEVELOPMENT MANAGER,
SENDOUTCARDS

Compatible with industry standards

Fiery servers support most industry standards and legacy formats including:

- Fiery FreeForm™; free, entry-level VDP technology
- PPML 2.0/2.5/3.0
- PDF/VT-1 and 2
- Creo VPS™
- Xerox VIPP™ (for Xerox print engines only)

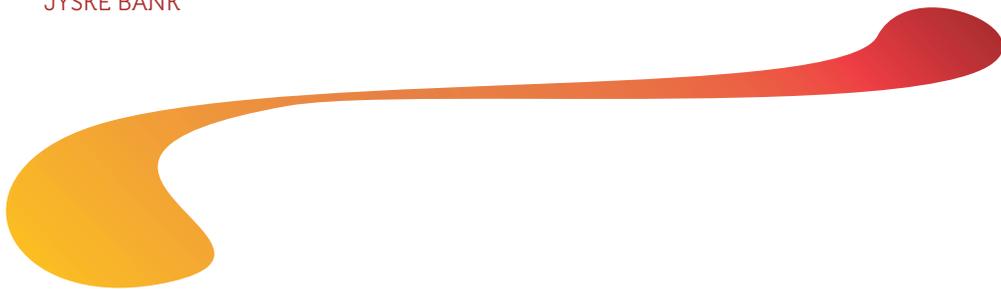


EFI VDP solutions are also compatible with most VDP applications, including DARWIN, DesignMerge®, DirectSmile, FusionPro®, GMC PrintNet, Persona™ Cross Media Suite, PlanetPress®, PrintShop Mail, Proform Designer, and XMPie® uDirect® software.



“Another big benefit for us is that with the Fiery DFE, many tasks in the production process can be automated, which of course saves us a lot of time. As of today we have doubled the throughput, and can manage the whole printer fleet with only two operators.”

CARSTEN GAARDE,
PRINTSHOP MANAGER,
JYSKE BANK



“Fiery technology has always been I’ve always liked the Fiery interface

JOSEPH PADIAN,
ARIA RESORT AND CASINO

Visual, easy-to-use tools

Fiery Command WorkStation

The award-winning Fiery Command WorkStation® is a powerful, intuitive job management interface that lets users:

- Manage all Fiery Driven™ printers locally or remotely from Mac or Microsoft® Windows® clients
- Achieve complex tasks with fewer clicks
- Increase efficiency and reduce errors with server-based automated workflows that are easy to set up and use throughout a print facility

Command WorkStation keeps getting better. EFI updates it on a regular basis. Get the latest functionality for free at efi.com/cws



Intuitive operation

Your staff has tools at their fingertips, and needs fewer clicks to access advanced settings or features.



Just click to apply job preparation presets, advanced queue controls, and automated workflows.

Customise shortcuts for quick access to frequently used job functions.

Tray	Name	Weight (gsm)	Paper size	Feed direction
Tray 1	Letter 105 ...Color Copy	105	8 1/2x11	Long edge feed
Tray 2	A4_105_Plain	81	A4	Long edge feed
Tray 3	5BankTab_PC	136	8 1/2x11 ...	Long edge feed
Tr...FU)	13x19_High...lityCover	163	13x19	Short edge feed
Tr...FU)	8BankTab_PC	163	8 1/2x11 ...	Long edge feed

Simplify media selection for job submission with a centralised paper warehouse database that integrates with the engine's media catalogue.

unbelievably easy to use. and it has only gotten better.”



Fiery Go

Manage Fiery Driven printers from your iPad, iPhone, and Android devices with:

- A free app to monitor the status of printers
- Flexibility to multitask from anywhere in the print shop

Download the free app at fiery.efi.com/fierygo



“I have worked with other workflows, and Fiery is definitely the most user-friendly. It is very intuitive and the interface is not cluttered with a lot of unnecessary things I have seen in other RIPs.”

LEE WEINER,
FOUNDER AND OWNER,
DIRECT MARKETING CONCIERGE

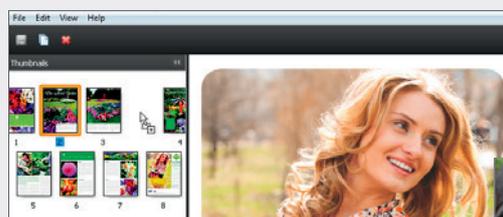


Real-time previews

Fast and flexible previews minimise printing errors and waste, while making tasks easier and more productive.



Fiery ImageViewer offers state-of-the-art softproofing, plus lets you edit colour curves and export PDFs for approval.



You can easily make late-stage changes to a job using the Raster Preview feature. View a raster image to add, delete, and re-order pages, or even merge pages from another job, immediately before printing.



Quickly see how automatic or manual image enhancements affect the printed output.

Amazing, precise, consistent colour. High-quality images.

Fiery servers provide state-of-the-art imaging technology and expert colour management tools, so you can deliver consistently accurate brand colours and high-quality, professional images.

“Our experience with the Fiery server has been great! The colour quality right out of the box is the best there is — it’s really easy to use.”

LEWIS EIGEN, PRESIDENT,
SOCIAL AND HEALTH SERVICES, LTD.

Improve image quality

Smooth low-resolution images and gradation transitions in line art.

Preserve fine detail in text and vector elements to improve edge quality.

Enhance individual images in a job, without opening and editing the file in the native application.

Sharpen images and enhance colours for better-looking output.



IMAGING TECHNOLOGY



Automate trapping and overprinting

Automatically apply trapping to avoid white lines or halo effects.

Deliver accurate colour by producing the correct overprint elements at all times.



Print perfect PDFs

Supports and guarantees full compliance with PDF/X-4 standard to reproduce transparent page elements, overprints, and multiple colour spaces preserving the designer’s intent.

Ensure correct output with prepress tools

Visually check and adjust the final raster output before printing to save time and reduce waste.

Preflight fonts, spot colours, low-resolution images, hairlines below threshold, overprints, and PostScript® errors.

Quickly and easily identify potential printing issues such as mixed-source colours and missing spot colours with job diagnostic reports.



ADVANCED
FIERY COLOUR
MANAGEMENT
WORKFLOW

Set up desired media

Select media in the Paper Catalogue to define the right calibration settings and output profile.



Calibrate for consistency

Bring the print system to a known state.

Provide consistent results over time.

Apply calibration to raster data so you don't need to reprocess the job after recalibration.

FIERY COLOUR MANAGEMENT

"The robust colour control in the Fiery server makes it very easy to maintain a high and even colour quality."

CARSTEN GAARDE, PRINTSHOP MANAGER,
JYSKE BANK

Profile for accurate colour

Create an ICC profile that defines the gamut of your print system to ensure the best possible output.

Match colour across multiple presses and on different stocks.

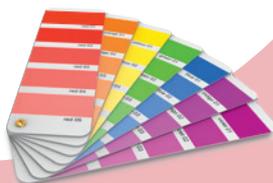
Create a colour workflow that precisely matches industry colour references.



Easily verify colours

Measure the colour bar to compare colour accuracy to industry references.

Print colour bars at specified intervals to track colour quality over time.



Reproduce brand colours

Deliver the most accurate spot colour output with ease.

Edit spot colours to match customer's preference.

Create and share custom spot colour libraries including the latest PANTONE® approved libraries.

FIERY COLOR EXCELLENCE



Speed makeready, reduce waste

Your staff can use scalable, easy-to-use makeready functions remotely, or locally with Fiery Command WorkStation. For more complex makeready tasks, Fiery Workflow Suite offers additional tools: Fiery Impose, Fiery Compose, and Fiery JobMaster, all with the same user interface, so operators can easily:

- Preview all jobs exactly as they will print
- Merge or move pages with drag-and-drop simplicity
- Handle last-minute edits with Adobe Acrobat® Pro and Enfocus PitStop Edit



With the free PC-based Fiery VUE application, employees can produce professional-looking documents and booklets and submit a ready-to-print file directly to an in-plant Fiery server. In-plant staff can offer employees media choices and finishing options not available on their workgroup printer.

Automate prepress and view job imposition

Fulfill any finishing requirement for manuals, books, newsletters, reports, guides, and calendars with a wide variety of booklet imposition styles.



Versatile visual booklet and gangup imposition styles are integrated with finishing equipment to produce business cards, invitations, postcards, tags, labels, tickets, and more. Use standard styles to:

- Simplify layout work with intuitive, visual document imposition
- Cut waste with total control of page layout on the sheet
- Speed production with imposition templates to automate common layouts

Imposing variable-data jobs is just as easy as regular jobs. Plus, you can preview every imposed record to ensure it is correct before printing.



Produce advanced, high-value documents

Advanced PDF-based makeready functions let you tackle more complex jobs such as catalogues, manuals, proposals, reports, and books with a high degree of efficiency and accuracy. Reduce waste and save time with interactive and visual job previews that:

- Cut waste with visual tab preview
- Simplify and speed creation of standard, bleed-edge, and multibank tabs
- Easily integrate and clean up scanned hard-copy pages

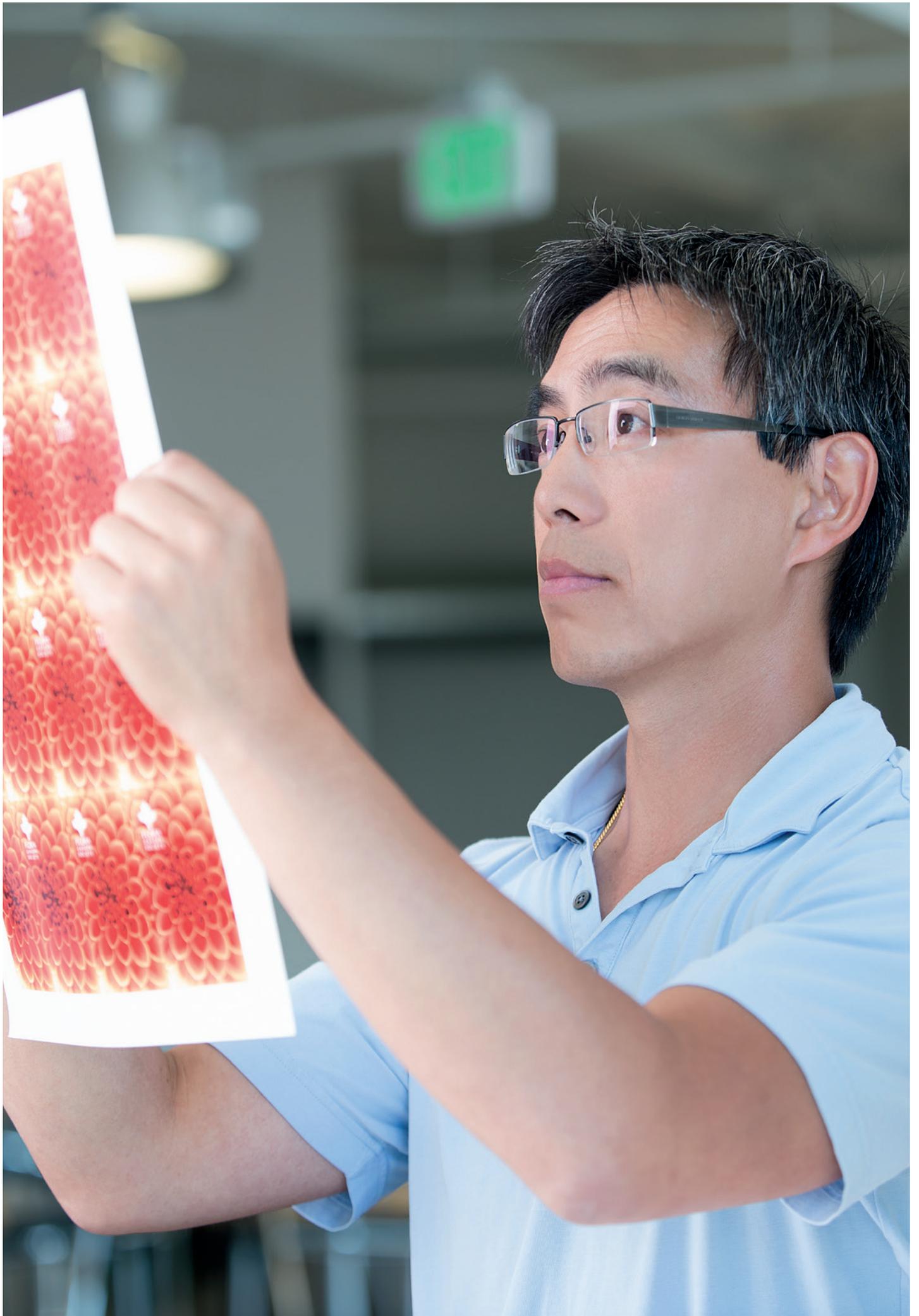


Easily make and use time-saving templates

Easy-to-use Fiery tools make complex job preparation simple and reduce repetitive workflows. Save your most popular imposition settings as templates that work with job submission automation tools such as Fiery Hot Folders. Then apply a template to similar jobs in the future by simply dragging and dropping a file, saving time and minimising potential for errors.

“When you have to print lots of documents using different media, tabs, and divider sheets, Fiery JobMaster offers the ease of use needed to manage it all.”

TERRY OLIVER,
PRINT AND DESIGN MANAGER,
OHIO HEALTH



“Makeready tasks that took 30 minutes or more now take 5 to 10 with Fiery Impose. I don’t need to go back to the design application to merge, assemble, and impose the job anymore. All makeready tasks are done at Command WorkStation.”

CINDY LEY, PRODUCTION SPECIALIST,
ALLIED RELIABILITY GROUP



Integrate, automate, and save

With shorter run lengths and demands for faster turnaround time, workflow automation and integration are keys to higher efficiency. Only Fiery servers integrate with EFI Web-to-Print and management information systems (MIS), as well as with leading third-party workflow solutions.

END-TO-END AUTOMATION

Integrated EFI technology provides an unmatched digital workflow experience that improves every essential aspect of print processes — order acquisition, in-plant management, scheduling to prepress and press.



WEB-TO-PRINT

EFI DIGITAL
STOREFRONT

EFI DIRECTSMILE

OPERATIONS MANAGEMENT

Two-way communication provides critical information for EFI MIS to improve scheduling, boost efficiency, reduce cost, and increase throughput — globally optimising your in-plant operation.



MIS/ERP

EFI PACE™

EFI PRINTSMITH™ VISION

EFI PRODUCT INTEGRATION

The Fiery integration setup wizard helps establish a touchless workflow with EFI Web-to-Print and Print MIS solutions. This saves time and eliminates errors — synchronising media libraries, job status, and job configurations such as colour settings, layout, and finishing.

UNIFIED PRINTER FLEET

Fiery Central combines multiple Fiery Driven and other select printers to maximise production throughput. It also integrates with EFI business management systems for end-to-end automation for your whole printer fleet.

OFFSET AND DIGITAL HYBRID WORKFLOW

Fiery external servers integrate with leading prepress workflows such as Kodak Prinergy®, Agfa™ :Apogee, and Heidelberg® Prinect® to centralise press operations in a hybrid offset and digital environment.

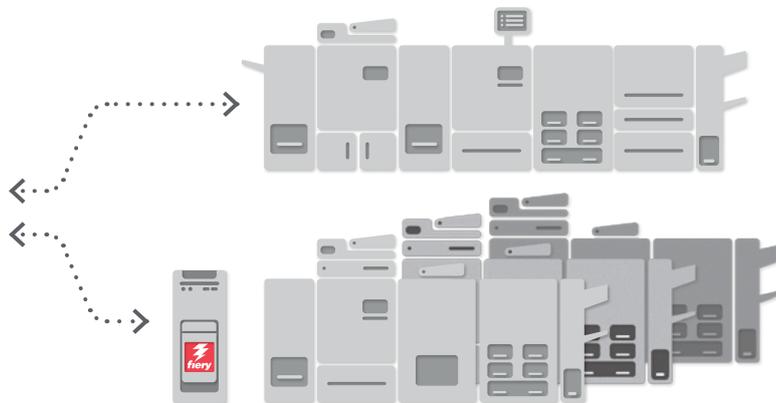
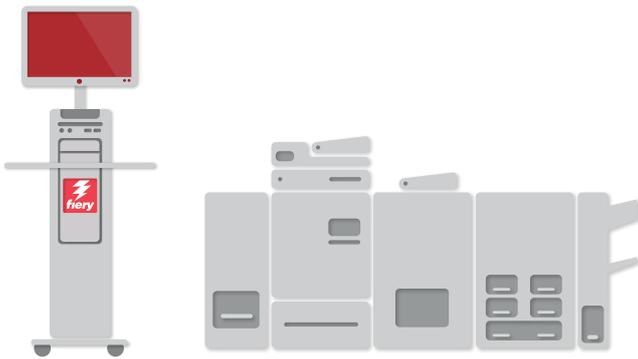


BIDIRECTIONAL COMMUNICATION



“With Fiery Digital StoreFront and Fiery DFE working in a JDF-based environment, we produce 25% more work with the same staff.”

PAUL SPROW,
MANAGER,
ARLINGTON COUNTY DIGITAL PRODUCTION
AND MAIL CENTRE



“By becoming one of the first companies to integrate the Fiery DFE with a Kodak Prinergy Workflow, PointOne effectively created a single, hybrid workflow for offset and digital printing.”

RICK LEE,
QUALITY ASSURANCE
MANAGER,
POINTONE GRAPHICS



Easy integration, more third-party compatibility



JDF-based integration to third-party solutions

Fiery servers are the first and only digital front ends in the industry to earn the CIP4 job definition format (JDF) IDP-ICS certification. Because Fiery JDF and job messaging format (JMF) fully support the accessible and open JDF standards, Fiery servers are easier to integrate with JDF-enabled third-party solutions. This lets you establish more efficient and automated workflows and generate higher return on your investment. For example, you can:

- Map job settings and configuration without costly operator intervention
- Automate finishing so perfect-bound or saddle-stitched documents are printed as ordered
- See real-time status of Fiery jobs and engine conditions
- Track consumable usage



Fiery Ticker uses the Fiery API to get engine and job status data, then shows graphical alerts and notifications to operators who are away from the print engine.

Integration with the Fiery API

The Fiery application programming interface (API) makes it easy to quickly develop apps and tools that meet your unique needs and integrate with your Fiery servers. It uses the latest and most popular Web technologies to make it easy for in-house developers to create apps in familiar programming languages on a variety of desktop and mobile platforms including Mac, Windows, iOS, and Android.



For example, you can use it to:

- Monitor the status of your Fiery server
- Automatically archive jobs
- Integrate with content management systems
- Build customised job submissions
- Pull job logs for costing and accounting

Sign up for a trial software development kit license today at developer.efi.com

Train staff to streamline production

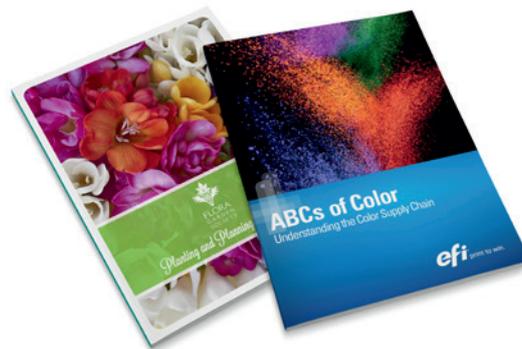
Expand your staff's expertise on Fiery technology to take full advantage of your Fiery investment and make the most of your production capacity.

Choose the EFI training resources that best fit your needs.

Free training resources

Be more efficient and put all your Fiery features to work with:

- Sample files with step-by-step tutorials
- ABC guides
- Product guides
- Variable data sample kit
- White papers
- Videos
- Case studies
- World of Fiery Webinars
- Fiery forums



Start today at resources.efi.com/fiery



eLearning courses

Choose from a variety of self-paced Web-based courses that make it easy to fit training into busy schedules. Get access to free eLearning course bundles when you purchase many of the Fiery Workflow Suite products.



Fiery certification

Give your staff a path for professional development that can increase employee loyalty and job retention. Fiery certification programmes teach your employees to use Fiery DFE capabilities to the fullest, so you can maximise return on your equipment investment. Certification programmes include:

- Fiery Professional Certification
- Fiery Expert Certification



"As a result of the training, I've been able to implement significant workflow improvements that increase the shop efficiency and colour quality. In addition, we have introduced new variable data services that allow us to broaden our portfolio and provide more options for our customers."

ADAM MARVIN,
PRINT SERVICE MANAGER,
THE UPS STORE 973

Call for a Fiery demo today

EFI works closely with leading print engine manufacturers and dealers to provide integrated printing solutions, services, and support worldwide. Ask for a demo to see how EFI products can improve your productivity. For more information, email EuropeInfoUK@efi.com.

¹ EFI sells a variety of Fiery print servers with different configurations. This brochure describes many of the features that can be found in Fiery external and embedded servers. Some of these features may not be available for a particular combination of Fiery server and print engine. To verify the availability of specific features and functions, contact your Fiery vendor.

EFI fuels success.

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalised 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 0808 101 3484 (UK only) or +44 (0)1246 298000 for more information.



Nothing herein should be construed as a warranty in addition to the express warranty statement provided with EFI products and services.

The APPS logo, AutoCal, Auto-Count, Balance, BESTColor, BioVu, BioWare, ColorPASS, Colorproof, ColorWise, Command WorkStation, CopyNet, Cretachrom, Cretaprint, the Cretaprint logo, Cretaprinter, Cretaroller, Digital StoreFront, DirectSmile, DocBuilder, DocBuilder Pro, DockNet, DocStream, DSFdesign Studio, Dynamic Wedge, EDOX, EFI, the EFI logo, Electronics For Imaging, Entrac, EPCount, EPPhoto, EPRegister, EPStatus, Estimate, ExpressPay, FabriVU, Fast-4, Fiery, the Fiery logo, Fiery Driven, the Fiery Driven logo, Fiery JobFlow, Fiery JobMaster, Fiery Link, Fiery Navigator, Fiery Prints, the Fiery Prints logo, Fiery Spark, FreeForm, Hagen, Inktenzity, Inkware, Jetrion, the Jetrion logo, LapNet, Logic, Metrix, MicroPress, MiniNet, Monarch, OneFlow, Pace, Pecas, Pecas Vision, PhotoXposure, PressVu, Printcafe, PrinterSite, PrintFlow, PrintMe, the PrintMe logo, PrintSmith, PrintSmith Site, PrintStream, Print to Win, Prograph, PSI, PSI Flexo, Radius, Remoteproof, RIPchips, RIP-While-Print, Screenproof, SendMe, Sincolor, Splash, Spot-On, TrackNet, UltraPress, UltraTex, UltraVu, UV Series 50, VisualCal, VUTEk, the VUTEk logo, and WebTools are trademarks of Electronics For Imaging, Inc. and/or its wholly owned subsidiaries in the U.S. and/or certain other countries.

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