



EFI M600 Station

Features & Productivity

Usability

IT Admin & Security

Support & Training

Value



Product Snapshot

Product: EFI M600 Station

Version: Release 1.8

Software Developer: Electronics For Imaging, Inc.

Web: www.efi.com

Phone: 650-357-3500

For more information on EFI M600 Station and other products, see BLI's comprehensive coverage at Buyerslab.com/Solutions.

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OVERVIEW

The EFI M600 Station turns any compatible MFP into a self-serve copy/print kiosk that allows libraries, campuses, hotels, and other public locations to charge patrons for prints and copies, without the need to handle coins or cash. Payment with credit/debit cards, student account cards, and other cash cards is supported. The system includes a compact console (which can be mounted on a counter/desk, or on a pole stand next to the MFP) with a 10-inch color touch screen, integrated card reader, and USB ports for printing directly from a USB memory device. Also included in the base console is a barcode reader to make it easier to use EFI's PrintMe Cloud Print Service, which lets a user print jobs submitted to the service at the MFP. The solution also allows the input of such identifiers as a department code in a university setting, so that print costs can be charged to a specific department or project.

OUR TAKE

The EFI M600 Station is a dedicated hardware and software solution designed to do one thing: turn any compatible MFP into a public-use copy, print, and cloud-enabled pull-print device. And it does that very well. At the heart of the system is a kiosk-style screen and card reader, which enables walk-up users to make copies or select jobs to print (complete with job preview), then pay for the output by credit card or any number of third-party payment cards. A cashless system, it frees personnel from having to make change for customers, deal with payments, and collect the money from the device for deposit at the bank. The M600's utility is extended with the use of EFI's free PrintMe Cloud service, which essentially turns any M600-equipped MFP into a convenient "pull print" destination. A user simply submits a print job to the service from a smartphone, tablet, or PC, then uses the barcode reader at the M600 station to print the job. A user can also use the kiosk to sign on and print documents from popular cloud storage services.

Ease of use is a key selling point for the solution. End users will require no instruction to use the tablet-like display, and they can easily change print settings (such as number of copies, print page range, two-sided output) if desired. If a user is printing a document, they can preview the job on the M600 console; the solution supports most Microsoft Office files, PDFs, JPEG and TIFF images, and more. The system is also easy to implement and maintain. Administrators manage M600 Stations through EFI Self-Serve AdminCentral, a cloud-based administration utility. This allows key personnel to view device status, create user permissions, run usage reports, push software updates directly to all connected M600 Stations, and perform other admin tasks.

The M600 system can also be set to create charges to standing accounts for departments and/or specific staff via a charge-back code, a real convenience especially in education settings so staff does not need to use a payment card. That said, unlike server-based print management solutions such as those from Equitrac, Pharos, PaperCut and others, the M600 isn't meant to limit print choices, enforce usage quotas, enforce printing rules and the like. But for schools, libraries, hotels and business locations looking for a turnkey solution to provide printing/copying kiosks for public use—without the hassle and security risks of cash-payment systems—the EFI system is an elegant answer.

Features new to the solution include the latest authentication support for Dropbox and Google Drive; customization of the welcome screen, the logo and card icons on the display; Givex cash card support; and additional language, currency and locale support. The solution supports the latest EMV chips (the security chips embedded in credit cards) and EFI has also partnered with payment gateways Windcave and FreedomPay (in the US) to provide secure PCI P2PE (Point-to-Point Encryption) for credit card payments, both of which are essential for keeping customers' credit card information safe. EFI also offers its G5 Card Vending Kiosk, which allows users to load cash onto cards that can be used at an M600 Station. This permits operation of the M600 Station without having to have someone onsite to take currency and issue a card for use with the station.

STRENGTHS

- Intuitive user interface makes it easy for public users to operate the system without assistance
- Print jobs from a USB-A or USB-C device or popular cloud services
- Printing from mobile devices and PCs is supported using the free EFI PrintMe Cloud service
- Supports a wide variety of payment cards
- The M600 console can display up to 20 alternating screen savers when idle, uploaded by the customer, to serve as an advertising or information kiosk
- Cost is comparable to, or more cost-effective than, traditional cash vending systems
- Operates with Postscript or Postscript emulators when using the PrintMe service
- Supports hundreds of MFPs from leading OEMs, as well as several HP wide-format printers for specialty output

WEAKNESSES

- Use with the copier function of an MFP requires installation of a Foreign Hardware Interface on the copier, which might increase the overall cost of the installation, or may not be offered for the target MFP
- The console user interface can be displayed only in English, French, Italian, German, Spanish, Dutch, which may be a limitation for some customers

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PRODUCT PROFILE

Versions	The product family consists of the M600, an integrated barcode reader to make it easier to use EFI's PrintMe Cloud Print Service, and an optional Ingenico payment terminal.
Pricing	Each M600 console kit is priced at \$2,949 and includes the console, stand, and 1 year of AdminCentral access (a manufacturer-specific -adapter for copy tracking is \$49). After the first year, AdminCentral costs \$499 per year for each M600 console
Users	The public kiosk can support an unlimited number of users.
Server	No server is required.
Client	Administration is accomplished through a web browser. Browsers supported include Chrome, Internet Explorer, Edge, Firefox and Safari.
Compatible Hardware	EFI is continually updating the list of supported vendors and models. This list is available on its web site. At the time of testing, this list showed nearly 340 models including HP DesignJet Z6 and Z9 wide-format models.
Software Integration	Not applicable.
Mobile Compatibility	Mobile compatibility is provided by the use of EFI's free PrintMe Cloud service. Apps are available for Android and iOS, and a print driver is available for both MacOS and Windows devices.
Availability	The solution is sold worldwide with a strong presence in North America, Western Europe, Australia and New Zealand.
Languages	English, French, Italian, German, Spanish, Dutch.

Features & Productivity

By design, the M600 system has a simple feature set to achieve its primary goal: easily enable non-cash payments for prints and copies in public locations. But the convenience it delivers for an organization’s members/customers—and the productivity gains it enables for staff—are notable.

- The easy-to-understand tablet-like touch screen is self-explanatory for walk-up customers to understand and use, which means little to no intervention will be required on the part of staff.



The solution turns any compatible MFP into a cashless self-serve copy/print kiosk.

- The system can be configured to accept a wide variety of debit, credit and other payment cards, making it convenient for the widest possible audience. Files to print can be located on a USB device that the user plugs into the kiosk, or the user can use the UI to navigate to files stored on popular on-line storage services including Box, Dropbox, Microsoft OneDrive, Google Drive or EFI PrintMe.
- Where sales or VAT taxes are required, the tax can be included in the per-service cost, or calculated on the entire print or copy job and added into the total job price as a separate item.
- The user can select to have receipts printed at the printer attached to the console, sent via email, or not generated.
- The system supports use of charge-back codes (via username and password), so staff and other personnel do not need to use a payment card at the MFP.
- The system can also be set up with a “post-pay” option, which generates an invoice with a print/copy job so users can pay an employee in person. EFI offers as a separate purchase, the G5 Card Vending Kiosk, to sell cards to use with the M600 for users without a supported credit, debit, or other accepted payment card.

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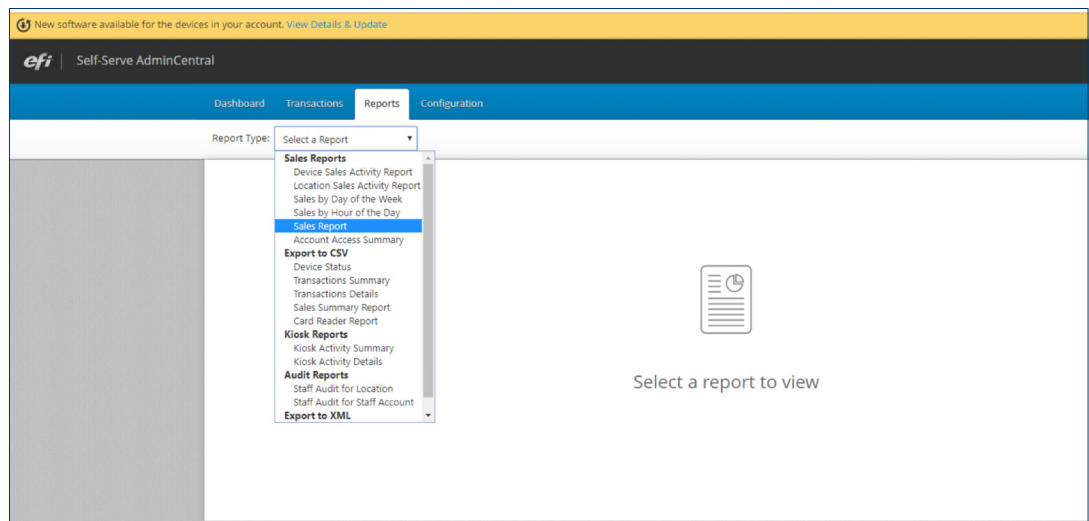
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- The system offers easy-to-generate reports that cover all aspects of functionality. These reports include:
 - Sales Reports: Device Sales Activity Report, Location Sales Activity Report, Sales by Day of the Week, Sales by Hour of the Day, Sales Report, Account Access Summary.
 - Kiosk Reports: Kiosk Activity Summary, Kiosk Activity Details
 - Audit Reports: Staff Audit for Location, Staff Audit for Staff Account
 - Export to CSV: Device Status, Transaction Summary, Transaction Detail, Sales Summary Report, Card Reader Report
 - Export to XML: Transactions



The solution has a wide range of reports available that cover all aspects of its functionality.

VERTICAL MARKET SUITABILITY

- The M600 is especially well-suited to the education, hospitality, municipal government (for libraries, court houses and municipal centers) and retail verticals, where people would need access to copying and printing services, including signs and banners from wide format printers.
- For the higher-education space, the system offers campus ID card support for CBORD CS Gold, Odyssey PCS, and Blackboard Transact.

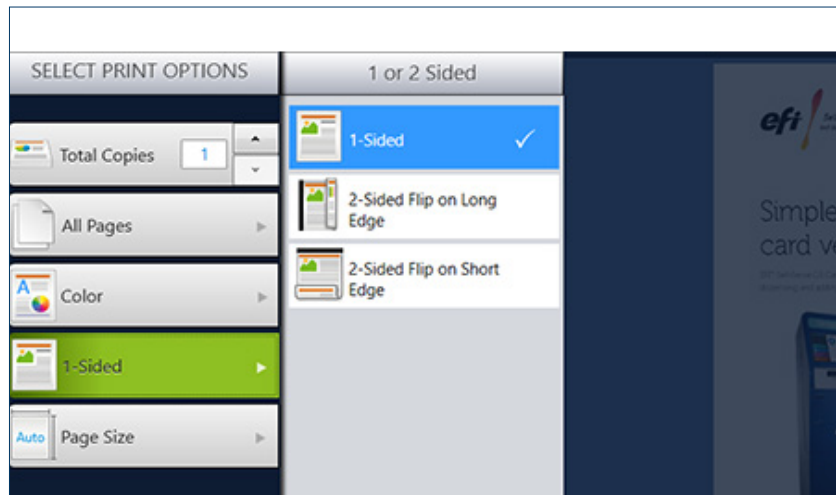
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USABILITY

Whether from the M600 console or remotely using the PrintMe Cloud service, EFI's solution is easy to use.

- The tablet-style screen presents a straightforward user interface that directs the user through a series of screens to select the type of job (copy or print), the location and specific file to print or copy, output options and choice of payment.



The customer-facing user interface is self-explanatory and easy to navigate.

- Using PrintMe Cloud service is similarly straightforward, allowing users to simply email their documents to print@printme.com where the job is processed. A release email is then sent to the user. The user then enters the release code at any M600 console, or scans the barcode, and the job is sent over the Internet from the PrintMe Cloud service to the console where it is forwarded to the printer.
- With Android or iOS apps, EFI PrintMe is selected as the "Send-to" destination and the app will display the job-release code.
- If the sending device has GPS location enabled, and a PrintMe station is not located at the user's site, other local PrintMe print stations are displayed so a user can find a station to print the sent file.

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IT ADMIN & SECURITY

INSTALLATION / CONFIGURATION

- The EFI M600 Station consists of two components. The M600 console and the AdminCentral Cloud-based application which is hosted by EFI. There is no on-site server required.
- EFI offers PrintMe drivers for Microsoft Windows and Apple OSX, as well as apps for iOS and Android. PrintMe can also be accessed through a web browser and files uploaded to the web portal to be printed.
- EFI offers comprehensive Functional Overview & Installation Checklist which is very helpful in organizing the information that will be necessary during the installation and configuration.
- Initial installation and setup of AdminCentral is performed by the customer after EFI provides the initial account login. The administrator enters locations, device configurations, staff authorization and administration privileges for each location.
- Initial setup also includes setting prices for each service available at a specific M600 location. This can be set globally, so the same charges are imposed at all locations, or on an individual basis.
- Sales tax or other applicable tax rates are also set at initial configuration. These tax rates can be set separately for each individual location to accommodate state, county and local rates which may differ by device location.
- The initial setup also requires that the administrator set the payment forms and options which will be accepted. These include the post-pay option, account access via a username and PIN, credit cards (Visa, MasterCard, American Express, and in some locations, Discover), Givex cash card support, and campus ID card support for CBORD CS Gold, Odyssey PCS and Blackboard Transact. In some cases, the customer may need to work with EFI to set these up; but for the most part, the documentation is very good at walking the customer through what needs to be entered.
- If credit-card payment is desired, the initial setup also requires that the administrator set up credit card processing gateway information. The solution supports Windcave and FreedomPay (in the US).

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ONGOING ADMINISTRATION

- All ongoing administration is performed in the cloud via the AdminCentral management console, so there's no need for dedicated server hardware or to install and maintain local software.
- The AdminCentral UI is easy to comprehend and navigate.
- Administrative rights to specific functions can be assigned to staff by the overall administrator.

SOFTWARE INTEGRATION

- The EFI M600 does not offer an API or other integration with other software applications such as print management cost accounting/recovery solutions.

SECURITY

- The M600 console itself is designed with a locked rear cover that limits access to the ports and power connection to the device, providing a measure of physical security. If the optional stand is used, cables can be routed down the interior of the stand offering increase protection from vandalism.
- The hardened M600 software and the Self-Serve AdminCentral Transaction Engine are pre-installed on the M600 device and cannot be installed on another computer or device. There is also a firewall to prevent unauthorized communication.
- All transmissions between the device and the hosted AdminCentral application over the Internet are encrypted using TLS 1.2, and transmitted using Secure HTTPS protocol.
- Payment security features include support for the latest EMV credit-card chips and use of a validated P2PE solutions for credit-card transactions. Neither EFI nor the customer hosting the solution have access to any card data from the M600.

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SUPPORT & TRAINING

Both the physical install of the M600 console and the setup of the AdminCentral Cloud-based software are performed by the customer’s staff, typically the IT personnel.

- A clearly written, illustrated and indexed 70-page Setup & Administration Guide provides step-by-step directions for configuring M600 consoles in multiple locations, defining staff administration privileges and setting up card vending consoles.
- The vendor states that no end-user guide is required.
- The administration program offers context-sensitive help, and EFI maintains a User Forum on its site.
- Should further support be required, EFI offers support via a toll-free number and also through email. Support hours in the US are Monday through Friday from 8 am to 8 pm (08:30 to 17:30 GTM in Europe). Calls are typically answered immediately by a live support representative and troubleshooting is done in real-time. If additional investigation is required, the customer will be kept updated on the progress until the issue is resolved.
- EFI also states that while setting up merchant accounts is the responsibility of the customer and the payment vendors; in the past it has provided support to the merchant through the application process if the merchant has trouble getting the payment process to work.
- The M600 console is connected to the Internet, so software and feature upgrades can be downloaded directly into the console.

VALUE

One M600, a stand and a one-year subscription to AdminCentral is \$2,949, while a manufacturer-specific FDC cable adapter for copy tracking is around \$49 plus the cost of any required interface in the copy device. The setup fee per customer, regardless of the number of stations to be installed, costs \$499. After the first year, the annual subscription for the AdminCentral utility, which is required for the M600 to function, is \$499. The solution is sold around the world, with a strong presence in North America, Western Europe, Australia, and New Zealand.

The M600 Station is compatible with many network-connected MFPs that offer either a PostScript driver or emulation. Drivers for specific vendor MFP models are specified when setting up the printer or MFP in AdminCentral. To use the M600 solution to charge for copying, a FDC (foreign device connector) must be installed in the MFP. This service is not provided by EFI, and will usually be provided by the particular MFP’s reseller.

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- In many locations, such as school campuses, libraries and hotel business centers, providing print and copy services is more than a convenience, it's a necessity. Depending on print and/or copy volume, charging for this service can also be a substantial revenue source. The M600 solution is easy to set up and configure, very easy for a user to make use of, and can readily accommodate adding additional locations and payment services as the customer's needs change. In terms of cost, the solution can be just as cost-effective to own and operate—and in some cases more so—as a traditional cash-vending system. And it delivers compelling value when its other convenience features (multiple ways to pay, USB printing, print preview, cloud storage and so on) are factored in. EFI notes that it details pricing up front with no hidden or per-usage fees, which allows merchants to more easily understand the cost of ownership. The company claims that when costs for upgrades, per-usage fees, maintenance fees and so on are factored in, the outlay for an M600 solution is comparable to or even less than the competition
- In many cases, the acquisition cost of the M600 console might be rolled into the lease cost of the MFP or into the per-click charge on a managed print services contract, making the solution more accessible to customers with a low to moderate volume of annual prints or copies.
- Once in place, the \$499 yearly fee per console (for access to AdminCentral) is a reasonable price to pay for the convenience it offers the users.

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