




DIGITAL PRINTING SOLUTIONS

# EFI Fiery Servers in the Office

Higher Print Quality,  
More Productive



A background image of a modern, multi-story glass building with a curved facade. In the foreground, several people are walking, some blurred to suggest motion. The sky is clear and blue.

# You need a Fiery server if you answer “yes” to any of these questions:

Would you prefer to produce more print jobs in-house instead of outsourcing to a digital printer?

Would it be helpful if you could automate your repetitive workflows and print faster?

Do you produce and print PDF files or a large number of PowerPoint files?

Do you need to print on a wide variety of paper stocks with consistent quality?

Are you concerned about brand image and need to maintain high colour quality in house?

Does your IT department want to control security for printing devices on the network?

Do your employees or guests require a simple solution for mobile printing?

# Make Digital Printing More Productive

Today's office environment is busier than ever. Every business is trying to be more productive with fewer people. Outsourcing print jobs has been one strategy to do that. But it can be expensive and have a longer turnaround time than many offices can afford. Now there's another way. Desktop publishing tools allow more people to easily produce professional-looking documents. Fiery® servers (external or integrated) driving digital print engines give office users the ability to quickly and cost-effectively print those documents.



Fiery servers excel at producing complex office documents that contain logos, graphics, custom colours and photographs. They easily print documents with different types/sizes of paper, plus documents with chapterisation and tabs, or with basic imposition. Fiery servers print large or complex PowerPoint files and colour-critical PDFs accurately and quickly. A Fiery server driving a digital print engine also offers:

- Faster file processing and page throughput speeds.
- Accurate and precise colour reproduction.
- Print solutions for mobile devices.
- Ability to create booklets and tabbed manuals.\*
- Ability to track printed pages from most cost accounting solutions.
- Streamlined document capture and scanning capabilities.
- Easy printing of different files as one finished document.
- Increased IT control over printer options.

\* May require optional finishing equipment on the digital printer.







## Achieve Accurate Colour and Better Image Quality

The quality of printed colour documents is a reflection of your company. Make the best impression with a Fiery Driven™ printer for presentations, newsletters, HR communications, sales flyers, corporate stationery and tradeshow promotions.

- Improve brand consistency with correct corporate colours on all printed documents.
- Achieve the same colours on printed pieces that designers see “on screen.”
- Produce higher-quality communications even with non-professional photos.

**An account manager at an advertising agency knows their clients care about protecting brand integrity. So she needs to ensure that all corporate colours are accurate in their client presentations.**

Using **Fiery Color Profiler Suite** and **Spot-On™** reproduces the designer’s intent with exactly the right colour on the chosen paper. The Fiery server’s excellent out-of-the-box colour and colour management capabilities also help ensure accurate matching of corporate brand colours.



**PMS 287**

C: 100 R: 0  
M: 72 G: 51  
Y: 2 B: 41  
K: 12

HTML: 00338D



**PMS 032**

C: 0 R: 237  
M: 90 G: 41  
Y: 60 B: 57  
K: 0

HTML: ED2939

Fiery spot colours can be 10x more accurate straight out-of-the-box than with competing products, and even more accurate with Fiery colour tools.

**Corporate marketing creates a document in Adobe InDesign® or Illustrator® and gives it to a marketing manager. She opens the file before printing and realises that the pictures don’t look right.**

**Fiery Image Enhance Visual Editor (IEVE)** allows the marketing manager to quickly and easily correct the images and still print the job on time — without having to contact corporate marketing for the original files.



Without IEVE



With IEVE

With Fiery Image Enhance Visual Editor, anybody can fix images on the fly and update them without additional cost and without going back to the designer or original design software.

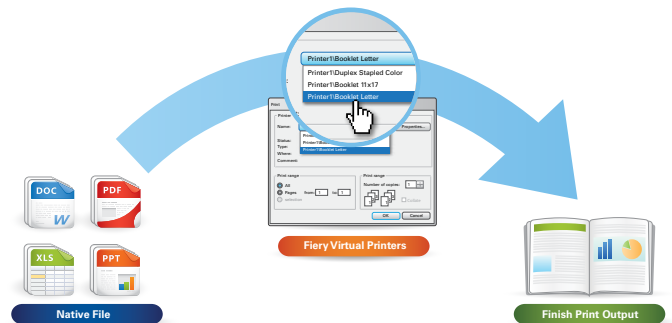
## Print Faster and More Easily

Businesses are looking for ways to control costs as well as increase productivity. A Fiery Driven printer accomplishes both.

- IT administrators can configure Fiery Virtual Printers to encourage black and white or double-sided printing.
- Users can eliminate tedious setup and print error-free by using Fiery Virtual Printers for common print jobs.
- Large print jobs finish faster with the increased speed of a Fiery server.

**An office workgroup prints mainly two-sided documents that are stapled in the upper left corner and the employees do not want to have to select the finishing options each time they print.**

**Fiery Virtual Printers** set up by an IT administrator allow users to print finished documents correctly without having to configure print drivers. So the company gets consistent results faster and with no waste.



Fiery Virtual Printers give companies more control of print processes and cost, save time by automating the job submission process and reduce repetitive tasks for faster, error-free printing.

**The corporate marketing team has a large file with high-resolution pictures and needs to produce 100 copies fast.**

**Fiery servers** process complex documents at unprecedented speeds with minimal user interaction. So corporate marketing can print faster, for the most productive and efficient digital printing and best colour.



Along with its intuitive operation and faster processing speeds, high-performance Fiery external servers offer automation to deliver finished jobs faster.



## Produce Complex Documents In-House

With your Fiery Driven printer, you can now produce professional-looking training manuals, sales proposals, booklets, labels, newsletters, presentations and personalised communications in-house.

- Reduce outsourced printing costs.
- Add personalisation for customer and employee communications such as calendars, invitations, name tags, table tents and announcements.
- Respond to market and sales needs for a printed piece by producing it more quickly in-house.

**A sales manager has an important presentation to print. He has a PowerPoint file, several PDFs and a spreadsheet and wants to combine them into a booklet with tabs and a cover.**

**Fiery VUE** lets him import all of the documents and quickly combine them into one professional-looking, stapled and folded booklet. He can even save this as a template — and do it all internally, eliminating the cost and time to outsource.



Fiery VUE allows users to combine files and then see and “flip through” their document — including all finishing options such as stapling and tab inserts — before they print.

**A firm wants to send personalised invitations for a customer appreciation event. It's a daunting project to produce manually with variable data including name, address, and purchase information.**

**Fiery FreeForm™** is a simple-to-use variable data file format that supports a wide variety of source applications without the need for a third-party variable data composition tool. Create master forms from any application and easily combine those with the variable information for complete, professional- looking personalised documents.



Fiery Driven digital printers include easy-to-use variable data printing capabilities. Users can change data such as names and addresses, or even images and content so that every document can look like it was printed expressly for each individual recipient.

## Print from Mobile Devices

On-site and visiting employees, as well as guests, are now using mobile devices to store and retrieve documents and want to print directly from their smartphone or tablet.

- Apple devices such as iPhones and iPads with iOS 4.2+ automatically discover Fiery Driven printers. Users can print directly without an additional mobile app.
- Guests can send their documents to EFI's PrintMe cloud service for free, without the need for an account, then enter a release code to print.

**An employee often has meetings in other company buildings. She needs to print a document from her iPad for her next meeting but doesn't have time to go back to her desk.**

**Fiery Direct Mobile Printing** allows her to print the document over Wi-Fi — directly from her iPad to the Fiery Driven printer, without requiring an extra application.



A list of available Fiery Driven printers automatically appears on the Apple mobile device. Users select a printer, choose print options, and simply touch "Print."

**A customer at a real estate office needs to print a document from her mobile device. But the office printers are protected by a network firewall.**

**EFI™ PrintMe®** lets her email her document to [print@printme.com](mailto:print@printme.com) for free and then print it on a PrintMe-enabled printer in the office using a release code.



Send your documents to [PrintMe.com](mailto:print@printme.com), go to the printer, input a release code, choose print options, and print. It's that easy!

# EFI Fiery Servers in the Office

Fiery Features*	Benefit for the Office User
<b>Colour Accuracy</b>	Fiery Spot-On eliminates spot colour rework with late-stage color editing, without opening the native document application, and lets users produce accurate corporate colours.
<b>Colour Management</b>	Fiery ColorWise® in-RIP colour management system gives users great out-of-the-box colour and the ability to fine-tune colour.
<b>Image Correction</b>	Fiery Image Enhance Visual Editor allows users to correct red-eye, adjust contrast, brightness, definition and saturation on images — without the need to go back to the original design tool.
<b>Processing Speed</b>	Fiery servers improve throughput and productivity by printing one page while processing subsequent pages, and by storing processed pages in memory before printing.
<b>Automation</b>	Fiery Hot Folders and Virtual Printers automate workflows for all users, and eliminate repetitive workflows for faster, error-free printing. Even novice users can perform complex jobs using the pre-set drivers configured for tasks such as duplex printing with stapled finishing.
<b>Print Cost Reduction</b>	IT administrators can set up Virtual Printers per user group to reduce print cost.
<b>Security</b>	IT managers have the ability to configure the Fiery server as they would any network device.
<b>Visual Print Application</b>	Fiery VUE is a free visual and interactive printing application that helps users produce professional-looking, finished documents quickly, easily and cost-effectively in an environmentally responsible way.
<b>Personalisation</b>	Fast, industry-leading variable data printing capabilities are included with the Fiery server. Users can create static and variable elements often without the need to learn a new page layout application.
<b>Mobile Printing</b>	Direct Mobile Printing for Apple iOS devices enables wireless printing simply and easily, at no extra cost. Users do not need any additional print drivers or software for printing. EFI PrintMe cloud service allows guests to retrieve documents for printing.

\*Some of the described features may be offered as options on some digital printers.

## Why EFI?

EFI™ ([www.efi.com](http://www.efi.com)) helps businesses worldwide bring their visions and goals to life with a scalable, digital product portfolio. Our powerful servers; controllers; RIPs; inkjet printers, and precise colour and imaging solutions help companies increase their brand recognition and market reach on signs, buildings, bus wraps, graphic displays and more. Our business automation software helps companies work faster and more cost-effectively. Our office, enterprise and mobile cloud solutions help companies create, access, and communicate impactful information that can win them more business.



Electronics For Imaging UK Ltd  
Manor Farm, High Street  
Dronfield, Derbyshire S18 1PY  
United Kingdom

+44 (0)1246 298000 tel  
+44 (0)1246 412401 fax

[www.efi.com](http://www.efi.com)

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