



Influent Solutions is a cutting-edge digital publisher that offers multiple, integrated, communications solutions. Their unique product—HyperBooks™—is an Influent Solutions exclusive. Their full line of video-enabled books, postcards, brochures, point-of-sale displays, business cards and more, include multiple video chapters, a USB port for recharging batteries and built-in, hi-fidelity speakers. The company, based in Las Vegas, serves many local and national businesses, along with well-known celebrities and music artists.

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## EFI Fiery Technology Powers Multimedia Offerings from Influent Solutions

### Challenge:

*As a high-end, premium product, the color and print quality of the video-enabled HyperBooks, produced by Influent Solutions, have to be flawless. Because the HyperBooks are custom pieces, their print process also needs to be highly flexible. With all these requirements, Influent Solutions had to have the most powerful digital printing technology they could find.*

### Speed, Flexibility and Ease of Use

When Marc Finkel founded Influent Solutions in 2009, the business was focused on providing standard print products and photo books. While traditional printing is still a part of their offerings, the company has evolved into a provider of multimedia, multi-touch products they call HyperBooks. These video-enabled products can be books, business cards, postcards, catalogues, brochures and more. Video books are designed online (visit [www.hyperbook.tv](http://www.hyperbook.tv)) using easy-to-follow templates available for a variety of categories. The video portion can include 2 to 50 hours of stock or custom content.



Mr. and Mrs. Finkel

"I selected the Xerox iGen4 printer with a Fiery server because of its blazing fast RIP, outstanding, consistent color and simple user interface," says Finkel. As an existing Fiery customer, he was familiar with the Fiery® server's fast RIP and powerful automation tools. "The Fiery RIP offers tremendous flexibility and the variable data printing features work great with our applications. In addition, the Xerox iGen's longer press sheet lets us offer customers more options, such as 3-panel folded brochures."

"Fiery technology has the horsepower and exceptional color quality that we need, and provides real strategic benefits. It has enabled us to greatly increase our productivity and efficiency, and is helping us get closer to our goal of printing 1,000 video books a day," comments Finkel.

### Precision Color

"Ninety percent of our business comes from referrals, so it's important to have high quality, which we achieve with the Fiery server and the Xerox iGen4." Because of this commitment to quality, Influent Solutions calibrates their system twice a day to maintain consistent color at all times. The EX Print Server comes with Fiery Color Profiler Suite, which allows Influent Solutions to build color profiles for all the substrates they use for their various products.

Accurate color is extremely important for Influent Solutions. Since spot-color reproduction is built in to the server in Fiery Spot-On™, the Fiery server provides the most flexible and accurate tools for achieving the best match for PANTONE® or any other specialty spot colors. This ensures that the customer's corporate colors are always right.

"The color requirements for these books are stringent, and there is a lot of personalized content. The Fiery RIP handles all of these demands with

### Solution:

Influent Solutions selected a Fiery Driven™ Xerox® iGen4™ Press to meet their demanding production requirements.



ease. We are very impressed with the Fiery spot color matching, and the ability to match the quality of offset-produced colors,” said Finkel.

### Efficient Control

Fiery Command WorkStation® is the intuitive and flexible job management and user interface that centralizes the entire print workflow, connecting to all Fiery servers on the network. Advanced job management tools provide operators with the necessary control to schedule jobs to reduce bottlenecks and minimize downtime. Finkel recalls one project that really showed all the benefits of the optimized workflow and high quality.

“We recently printed wedding invitations on the iGen with a same-day turnaround, and the customer was very happy with the quality.”

Job submission features reduce set-up time, plus automate manual tasks and repetitive workflows. Influent Solutions also regularly uses the Fiery Hot Folders tool to automate document preparation, helping the company meet tight turnaround times.

With the high level of integration they need, the user interface is critical for the Influent Solutions’ processes. “Fiery Command WorkStation helps us be more productive and efficient, saving valuable time and money,” said Finkel.



Xerox EX Print Server, Powered by Fiery



Xerox iGen4 Press

### Next Steps

Influent Solutions says they are a change agency. They pride themselves on being multi-disciplined problem solvers, who have merged new-media technology into one fluent package.

Influent Solutions is also able to use their system to produce unique book sizes, library-quality binding and finished glossy or matte pages. They also offer customized foil stamping and a lot of accessories like their new 3D, texture print process.

Their paper engineers and video craftsmen have produced customized music videos, business pitches and marketing pieces that include ads and coupons. They envision using their technology for travel brochures and

### Results:

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— Marc Finkel,  
Owner  
Influent Solutions



trade-show pitches. They imagine business cards with an onboard video player or a postcard campaign with video that plays instantly.

In short, this is just the beginning. To help further automate and streamline their operations, Finkel is currently installing the EFI PrintSmith™ print management system. "Once our Fiery Driven printer is connected to PrintSmith, we'll have a unique ability to drive automation in our workflow," he says.

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Beat the competition and profit with EFI's integrated Fiery®, VUTEk®, Jetrion®, EFI Wide Format, Print MIS and Web-to-Print solutions. Visit [www.efi.com](http://www.efi.com) to learn more.

## 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 color 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.