Welcome to the inaugural issue of "World of Fiery" a quarterly newsletter providing news and information about top quality digital color printing and publishing solutions. Each issue is filled with EFI Fiery solution news, feature stories on technologies, market trends, tips and tools to ensure you are getting the most from your investment. Find out more

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- SGIA 2010 – October 13-15, 2010
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Welcome Message from Toby Weiss

Welcome to the inaugural issue of World of Fiery - a quarterly newsletter providing news and information about top quality digital color printing and publishing solutions. Each issue is filled with EFI Fiery solution news, feature stories on technologies, market trends, tips and tools to ensure you are getting the most from your investment.

In addition to the technology news, I'm excited to share with you our latest offering that will bring the value of Fiery closer to you and your customers: Fiery Global University - a collection of state-of-the-art, advanced and highly interactive 35-45 minute eLearning sessions that will help you and your customers stay current on the latest features that your Fiery solutions offer you. You now have an inexpensive and convenient way to get new users up to speed or to provide existing users with a refresher. Simply log on and start getting trained! The first modules are now live and available to you through the Fiery Global University. I encourage you to check back regularly to see the latest eLearning modules, Webinars, and technical classroom trainings. As a bonus, we would like to offer you a 10% introductory discount between now and August 31st. All you need to do is log on and enter the Coupon Code: FGU_10_CC when checking out.

Earlier this year, we announced a new revolutionary product, Fiery VUE, as well as enhancements to industry-leading solutions like EFI MicroPrint® and Fiery Command WorkStation®. Get in-depth details about these products and other offerings in the Solution Spotlight, Expert's Corner and Vantage Point sections of this newsletter. We are very excited to bring you this quarterly newsletter, a place where we can share recent news with all our partners and customers. Watch for future issues covering more innovative solutions and services.

Please feel free to provide topic suggestions or subject recommendations.

Toby Weiss
GM/SVP,
Fiery Division

Get a free 30-day trial of "Optimizing Color and Consistency" course.
View From Above

BERTL Tests Fiery VUE against 5 Leading MFP Vendors

A new BERTL report identifies the benefits of creating professional finished documents with Fiery VUE. It also explains results of exclusive BERTL testing and highlights the time and cost savings attributed to using Fiery VUE.

More

BERTL tested Fiery VUE against print drivers from five leading MFP vendors and concluded that Fiery VUE allows for greater control, increased productivity, and simplified production of professional-looking documents. Get the full report here.

EFI Fiery VUE wins the "Editors' Choice Award"

Print.IT, a UK print publication, awarded Fiery VUE its Editors' Choice Award. It stated that the product "takes the guesswork out of printing complex documents and simplifies the creation of proposals made up of multiple Microsoft® Office and PDF files. Read the article for the complete story.

Growth in Digital Color Production Continues

Recent studies and reports from Caslon show that "toner-based digital color printers are now capable of producing image quality that can be accepted by all segments of the production printing market." This finding is significant because your customers' needs for short-run jobs are increasing with faster turnaround requirements, value-added personalization to print jobs, and Web-enabled quick and easy order fulfillment.

More

The findings also indicate that these factors are all driving digital color printing page growth. In addition, Caslon also states that "as a cost-conscious print service provider, you should be aware that efficient and consistent color control and automated workflow implementation for lean manufacturing will become more important than ever to take full advantage of digital printing."

Source: Caslon: "W. European Production Digital Color Forecast 2010"
Solution Spotlight

Produce Materials Like A Professional From The Desktop

Fiery VUE is a "visual print application" that office users, like you, can use to produce professional-looking, finished print materials quickly, easily and cost-effectively. The application is ideal for anyone in a functional group across an enterprise, such as sales, marketing, finance, legal, human resources, and training.

Before printing, you can interact with your documents on-screen in 3D to sculpt and then preview exactly how the finished product will look. This feature creates better-looking documents, reduces waste and lowers overall cost.

Fiery VUE is compatible with Microsoft Office 2003 or 2007 and Adobe® PDF file types, making it easy for you to import multiple documents for customizing, editing and applying finishing options for professional-looking documents as well as templates for future use. Installation can be done in just a few clicks, so you can begin creating documents in minutes and with Fiery VUE's Green Books templates, you can produce finished documents in just a few mouse clicks with up to an 85% reduction in paper waste. Find out more about the return on investment with Fiery VUE by asking a Fiery dealer now for a cost-savings analysis.

Key Reasons why you need Fiery VUE

- Simplify production tasks directly from Microsoft Office applications using one button.

- Save time and money with convenient document control and produce customized customer-facing material in a fraction of the time on the desktop.

- Improve productivity and quality by eliminating waiting and tracking time on outsourced materials.

[Download] Fiery VUE today FREE to see how it can make producing professional-looking documents simpler and more productive straight from the desktop.

Subscribe to World of Fiery or send us your comments.
Solution Spotlight

2 Easy Ways to Grow your Business with EFI MicroPress

Whether you are a central reprographics department, print-on-demand shop or a high-volume commercial printer, EFI MicroPress is a scalable workflow solution for any environment.

Invest in a Scalable Solution that helps you Manage Color and Black & White Environments

In your business, you likely manage color and black and white jobs to address your customers’ needs but are starting to see your color jobs grow. If so, then you are part of a much larger trend. A recent report by Caslon confirms that “Digital color pages continued to grow by 7% and 17% in US and Western Europe, respectively.” The report also shows that color printing demand will continue to grow well into 2016 and beyond.

As more sophisticated color (or mix media) job are being produced, you will need to make sure that you address your customers’ changing needs. With over 2,000 colors on coated or uncoated stock, Pantone® color integration and ICC Profiles, MicroPress color workflow lets you create vibrant, accurate colors with minimal user interaction and full color functionality for even the most advanced graphic arts environments.

Reduce Costs and Improve Productivity

"Cost reduction" and "improved production" aren’t just buzz words. Let us show you how to make them a reality. Using a sophisticated workflow solution, like MicroPress, helps you eliminate bottlenecks in your current processes, reducing your costs and increasing your productivity! Bottlenecks and bottlenecks are the top two reasons why most businesses are not realizing their true profitable potential.

With MicroPress, you can process native files without first converting them to another format, minimizing the need to stay proficient in various native applications, such as QuarkXPress® and InDesign®, and still process emerging industry standards.

MicroPress offers you make-ready services with advanced job preparation tools that improve operators’ productivity by streamlining workflow. You or your staff can edit documents, make job and page level changes, and submit files directly to print immediately without re-processing.

Additionally, MicroPress allows you to scan hardcopy images directly into print-ready jobs to easily merge individual color and monochrome files. This feature allows you to create a customized document, and to manage the color split between two different devices from the same interface.

MicroPress also saves you precious time, making your team more efficient and helps deliver your jobs faster.

We know that one size does not fit all, so choose from one of the four modules that would fit your environment and address your needs now and in the future MicroPress Solo, Plus, Max, and Max Enterprise. You can learn more about these offering at www.efi.com/micropress.

MicroPress 8.0 customers with a current maintenance contract can get the software update at no extra cost. Contact your local dealer to order the software upgrade today!

Source: Caslon, Digital Color Forecast 2010.
Solution Spotlight

Top 3 Reasons to Choose Fiery Color Profiler Suite as your Color Management Solution

When excellent color quality is critical to your business success, you know that an integrated color management solution is a wise and necessary investment. If you identify with any of the following scenarios, we are confident that Fiery Color Profiler Suite (CPS) will meet and exceed your color needs.

- **Consistent color across my printers and monitors is critical to my daily operations.** Color consistency for all your monitors and output devices gives you the assurance that what you see is what you get. Using CPS guarantees that all the devices in your environment are profiled and work together to deliver the most consistent representation and output. CPS optimizes the profiling process automatically for your Fiery-driven® printers, so you achieve the best possible color, while saving valuable time and resources.

- **To save time and money, I often use a different printer for proofing than for the final output.** It's not unusual to proof a job on a different device then the one used to deliver the final output. Maximizing your resource utilization and saving time and money are critical to your bottom line. When another device is used to proof a job, it is essential that the color on the testing printer accurately matches the final output device. By using CPS, the two device profiles are compared and validated, enabling one printer to accurately proof the final output of another printer.

- **My customers now are asking for excellent and accurate color.** CPS ensures quality control by printing to match industry standards. The solution also verifies color accuracy in printing production for in-house proofing or production in local and remote locations. CPS also can give you measurement-based authentication of color accuracy that reduces your approval time and increases your customer satisfaction.

To find out more about Fiery Color Profiler Suite and download the free demo version, visit us online at [www.efi.com/cps](http://www.efi.com/cps).

View the CPS Product Overview Video and see for yourself how easy it is to address your customers' needs.
Solution Spotlight

Fiery Options are really "Must Haves"

Do your customers demand more from you with tighter turnaround times for their requests? Are you constantly looking for new ways to deliver complex jobs quickly, minimize waste and drive new revenue?

EFI understands your needs and provides you all the necessary tools to overcome these challenges. A Fiery-driven printer delivers robust functionality and features that provide you with the best quality and performance. When you are ready to take your business to the next level, you should take a closer look at the suite of Fiery Options to add to your standard configuration.

These options include:

- **Fiery SeeQuence Suite**: Saves you time and money by automating and simplifying labor-intensive document preparation activities with a fully visual and intuitive user interface.

- **Fiery Color Profiler Suite**: Helps you ensure accurate and consistent color at every stage by extending the color capabilities of your Fiery-driven printers with seamless integration that optimizes your entire color management workflow.

- **Fiery Graphic Arts Package, Premium Edition**: Gives you professional tools for managing color, proofing and controlling workflow.

Fiery Options are completely scalable and designed to give you more benefits that tie into your business needs. By simply adding one or more of these options to your business, you can distinguish yourself from your competition by increasing your service levels, improve your customer satisfaction and retention, and find new ways to drive additional revenue with the products and services that you offer.

Visit the EFI eStore today to select the right option for your business needs! Take advantage of this special offer to receive 10% off your entire purchase with the promo code “SAVE10.”

Visit [EFI’s eStore](#) today and receive 10% off your entire purchase with a promo code SAVE10.
Expert's Corner

Check out the New Fiery Toolbox

Check out the new online Fiery Toolbox now available at EFI.com. The Fiery Toolbox offers a comprehensive collection of technical downloads and tips which are updated on a regular basis. Forget about searching for a product user guide or contacting your system administrator, these tools save time because they are available online. Bookmark the Fiery Toolbox site today.

Get the Most from your Fiery with these Useful Tips

- Processing PPML VDP files on Fiery is fast and easy!
  More
  When an operator is ready to start a variable data printing job on a Fiery controller powered engine, he simply needs to drag and drop the PPML.zip file containing the image resource files into Fiery Command WorkStation. The Zip file is automatically unzipped and processed, which eliminates errors, saves on production time and increases overall profitability of the job.

- Take Advantage of the New PANTONE Plus Series!
  More
  PANTONE has introduced the PANTONE Plus Series, the latest version of the company’s popular color Matching System. The latest edition provides all the original colors of the PANTONE Matching System along with 224 new solid colors. To make the system more organized and intuitive, the broad range of colors have been reorganized into a chromatic arrangement, allowing designers and creative to more easily pick from similar colors.

- Be Green with Fiery VUE!
  More
  You can reduce your paper usage by up to 65% compared to printing out a standard PowerPoint® slide presentation and recognize cost savings by eliminating unnecessary print-outs. The Fiery VUE Green Book templates enable you to create and design professional-looking pamphlets in just a few mouse clicks. Find out how in How-to: Print with Fiery VUE.

EFI Fiery Forums: Expanding our Fiery Community

The EFI Fiery Forum site was launched over a year ago. What started as a grassroots effort for a few products is a community of over 1,500 users! As the community has grown, so have requests to expand to a wider range of Fiery topics.

More

We are excited to announce the expansion of Fiery Forum community to include all Fiery solutions. New forum topics now include: production workflow solutions, such as Fiery Central and MicroPress; Fiery color and imaging solutions; Fiery office solutions and Fiery VUE, as well as other offerings, including Fiery POP and Fiery Command Workstation 5.

If you are currently a member of the EFI Fiery Forum community, we hope to see your active participation in all the additional topics. If you are a new member to Fiery Forums - welcome! We look forward to hearing from you. Join insightful discussions with other Fiery users about feature requests, technical issues and more.
Vantage Point

Become a Fiery Expert with Fiery Global University

As Toby Weiss highlighted in the executive Welcome section above, Fiery Global University offers you three ways to get the necessary training you need:

- Online using 35-45 minutes eLearning modules that are interactive, highly visual, self-paced training sessions
- Fiery Webinars
- Technical Product Certification classroom courses.

Fiery is offering alternative ways to learn about Fiery products and features. Check back regularly as more courses will be added in the coming months. Be one of the first to get the scoop on Fiery Global University now.

Fiery Services Unveiled

Fiery Global Services unveiled two new service offerings in the U.S.: Fiery Implementation Services and Fiery Technical Excellence Center. These services align Fiery support with customer needs in mind.

- Fiery Implementation Services offers a close partnership opportunity for preferred Fiery Partners and their customers. The implementation services make a Fiery subject matter expert available at a customer’s site to perform a complete product implementation and training overview. Ask your local dealer or sales representative about adding a Fiery Implementation Service at the time of product purchase. Eliminate unnecessary downtime and get your product installed, implemented and running in the shortest time possible.
- Fiery Technical Excellence Center offers preferred partners and their customers faster and easier access to technical troubleshooting. Make sure your local dealer is a recognized Fiery Service Partner with direct access to Fiery Technical Excellence Center and experts, so you’ll get faster responses and quicker resolutions. Pick a dealer with a Fiery ProPack for the best Fiery product care.

Learn about the Fiery Channel Incentive Platinum and Gold Partners

If you are looking for integrated top-notch EFI Fiery solution provider, look for the closest EFI Gold or Platinum Partner in your area. EFI’s Gold and Platinum Partners are certified EFI solution providers.

They have the product knowledge, skills and commitment to help you optimize your operations and your bottom line. You can be assured when you see an EFI certified Partner seal that you are purchasing Fiery solutions from an industry professional.

EFI Fiery partners can learn more about the Fiery Channel Incentive Program at the Partner Portal.

Get an Instant 10% Discount on EFI eStore

Visit EFI’s eStore starting July 15th and receive an instant 10% discount off your entire eStore purchase.

We’ve made it simple to order EFI solutions and options like Fiery SeeQuence Impose, Fiery SeeQuence Compose, Fiery SeeQuence Suite, Color Profiler Suite 3.4, Software, upgrades, EFI CS-1000 bundles, and LID scanning table. Don’t forget to use Promo code SAVE10 to take advantage of the 10% instant discount. Hurry because this offer expires September 30th, 2010.

subscribe to World of Fiery, send us your comments.
According to You

"I was so impressed. EFI thought of everything! With Fiery VUE, we will save 2-3 hours a day producing and printing our documentation. Not only will we save incredible amounts of time per project, but also significantly reduce our waste. Everyone in my office will want Fiery VUE, it will change how we print."
- Angi Hast, Project Manager, Company Nurse

"Our digital print center is small on staff but overloaded with customer requests. We need an intuitive, reliable document production system to help us quickly and accurately meet customer needs. We rely on EFI MicroPress, and particularly TrueEdit, all day, every day. Without them, I'd have to hire at least two more staff members to meet deadlines."
- Deena Sousa, Digital Print Center Manager, Medtronic, Inc.

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