EFI Dominates MUST SEE ’EMS

EFI customers benefit from industry-leading innovations highlighted at Graph Expo 2012

Since 1999, the MUST SEE ‘EMS have highlighted the best of the best technology at Graph Expo. The awards program provides a roadmap for business owners and management as they explore technologies to enhance their process and profit potential.

For the second year in a row, EFI was awarded more MUST SEE ‘EMS than any other participant, including three Best of Category awards. Award winners included:

<table>
<thead>
<tr>
<th>Category</th>
<th>Product Description</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales and Order Entry</td>
<td>EFI M500 Self-serve Copy and Print Station</td>
<td>Best in Category</td>
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<tr>
<td>Sales and Order Entry</td>
<td>DSF Design Studio for EFI Digital StoreFront®</td>
<td>MUST SEE ‘EM</td>
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<tr>
<td>Prepress and Premedia</td>
<td>EFI Fiery® SeeQuence Job Master</td>
<td>MUST SEE ‘EM</td>
</tr>
<tr>
<td>Postpress Finishing – Wide Format</td>
<td>EFI M500 Self-serve Copy and Print Station</td>
<td>Best in Category</td>
</tr>
<tr>
<td>Management Systems</td>
<td>EFI PrintFlow Dynamic Scheduling – Employee and Tool Constraints</td>
<td>Best in Category</td>
</tr>
</tbody>
</table>

Visit www.EFI.com or call 800-875-7117 for more information on these and other EFI industry-leading innovations.

December 2012
Omni System™, with headquarters in Cleveland, Ohio, is one of the largest private label converters in America and an Inc. 500/5000 Fastest Growing Private Company. The Omni difference combines a winning combination of capabilities, quality and price – a combination that has drawn the attention and business of the leading Fortune 500 companies within the Internet retailing, poultry, beef and supermarket chains market segments.

Omni plays in the major league and required SmartLinc’s Process Shipper to complete their shipping team. Process Shipper is a web-based, multi-carrier shipping solution with integration co-developed between EFI Radius and SmartLinc.

Once an order is processed within Radius, a simple scan of a barcode in Process Shipper completes the shipment, producing the documents needed for shipping. The process is completed with an e-mail notification to the end-user and a real-time, automated update of shipping details in Radius.

“The combination of Radius and SmartLinc streamlined our shipping processes, improving accuracy while eliminating communication delays and re-keying. We initially installed SmartLinc’s SmartWare solution for UPS and FedEx, but soon realized that we could benefit even more if we extended integration to include the 20 LTL shipments we do each day. We’ve since traded up to Process Shipper.”

SmartLinc’s SmartWare and Process Shipper are available through EFI. SmartLinc is EFI’s exclusive partner for shipping integration providing shipping integration for: EFI Radius, Pace, Monarch, Planner, PrintStream, Prism, PSI and Logic.

To see a demonstration, receive an ROI analysis and/or pricing, please contact your EFI representative. ©

Benny Landa, Industry Pioneer to Keynote Connect

Benny Landa, industry pioneer and Chairman and CEO of the Landa Corporation, will participate in a “fireside chat” Q&A session with EFI CEO Guy Gecht.

For many years, Benny Landa has been championing technical developments in the graphic arts industry, thus constantly re-inventing its structures and processes. Founder of Indigo, Benny is the inventor of the new Nano-based “digital offset print” process launched at Drupa 2012. Learn more about his work and vision at Connect. ©
Fiery® Dashboard is a cloud-based service that captures and aggregates a wide array of performance data from one or multiple Fiery Driven™ digital print devices, giving you a single view into digital print productivity, including usage rates, uptime, color metrics, error rates and more.

Version 1.1 was released on September 10th and includes new features for even greater control of your print operations. The new version delivers support for:

- **The Color Widget** – Get remote access to color quality reporting for one or several Fiery Driven™ engines, allowing you to monitor and compare key color metrics to keep track of color precision over time with the integration of the Color Verifier Assistant included in Fiery Color Profiler Suite.

- **Email Notifications** – Receive alerts about the health of your system and engine availability in your print shop without logging into the application.

- **Fiery Dashboard Agent 2.0** – Take advantage of this updated user interface for faster set up, less clicks and better support for proxy servers.

"As the general manager at University Graphic Systems, California Polytechnic State University’s print shop, Fiery Dashboard has helped keep me on top of what’s happening on the production floor and drill down into the reasons, without even having to be at the shop," said David Messer. "This service provides excellent graphical displays, which in turn have allowed our digital press operators to better understand how reducing waste and downtime positively affects our bottom line."

With Fiery Dashboard, you can collect a vast amount of production-level data to monitor and measure what is most important to your business success. You can customize the dashboard view to focus on specific printers or groups of printers, define targets for engine utilization, or choose different date ranges to measure daily, weekly, quarterly or even annual growth. With Fiery Dashboard, you will also obtain system status such as when engines need calibration to ensure color consistency in addition to identifying current level of software updates.

Get a Free Trial of Fiery Dashboard
To experience Fiery Dashboard in your environment, sign up for a 30-day free trial today.

To find out more about Fiery Dashboard, go to efi.com/fiery-dashboard. Be sure to watch the video to see how easy it is to get more visibility into your print shop operations.

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### Fiery at Connect 2013

Check out New Ways to Grow Your Business at Connect 2013

Don’t miss out on new ways to grow your business with the EFI Fiery® products you already own. Increase your productivity and reduce operational costs with the Fiery Connect 2013 Production Print Management Program:

- **ROI of a Fiery Driven™ Digital Workflow**
- **Let’s Get Personal – Getting Started with Variable Data Printing (VDP)**
- **Save Time and Money – Leveraging Fiery Tools to Increase Automation**
- **Producing High Value Jobs – Fiery Imposition and Make Ready**
- **Get to Know Your Fiery**
- **Achieving Amazing, Precise and Consistent Color**
- **Designing Files for Digital Print – Tips, Tricks and Troubleshooting**
- **Brand Colors – Consistently Predict, Prototype and Produce**
- **Think BIG – Integrate and Monitor Your Wide to Superwide Printer Investment with Fiery Servers and Fiery Dashboard**
- **Fiery Command Workstation for Advanced Operators – Tips, Tricks and Techniques for an Efficient Production Workflow**

Attendees are welcome to attend any or all of the Fiery sessions – see the Connect breakout registration schedule for additional details. Fiery Experts will also be on hand throughout the conference in the Connect Solution Center to answer questions and demonstrate the latest Fiery products and technologies.

Register now at www.efi.com/connect.
Jetrion has been an innovator in full-color, digital label presses using UV inkjet technology. Over the years, we have continuously expanded the capabilities of our presses by starting with a 5.5 inch machine and then going to 8.3 inches, adding the market’s most opaque white and ultimately in-line laser die cutting. This has created an installed base that has delivered almost 14 billion digital labels printed on our machines, and is leading the charge in transforming the market.

One of our Northeast customers recently sent us an email saying they were contributing 4.5 million labels per week to our ever-increasing count of billions of digital labels produced. This has resulted in 93% increase in ink usage as our customers discover new and exciting applications for Jetrion presses.

Visit www.efi.com/jetrion to learn more about the Jetrion digital press and how it can provide new revenue opportunities for your business.

Your organization, like many others, has access to an abundance of data with the potential to give you a multi-dimensional view of your customers. The million-dollar question: how can I leverage this data to increase sales and market share?

Online Print Solutions, OPS, EFI’s latest acquisition, is a leading innovator in the areas of web-to-print, dynamic publishing and cross-media marketing solutions. OPS brings a decade of experience developing and deploying applications developed specifically to manage the unique needs of corporate storefronts, retail sites and online design to variable data and cross-media solutions. Its customers include many commercial printers throughout North America, Europe and Asia.

Understanding data and having the tools to leverage that data is essential to success in today’s marketplace. The more you know about your clients and, more important, the way in which you use that information can propel a business to new levels. Learn how OPS can play an important role in market share development by making business more personal and more visible to your clients. Join a free OPS Cross Media marketing Webinar.

Technique consists of privately held Technique Business Systems Limited, a UK company located in Leeds, UK, and Technique, Inc., a Delaware corporation.

More information about the company, its award-winning products and clients can be found at: www.technique-mis.com.
Innovation Updates:
PrintFlow Employee and Tool Constraints

PrintFlow now offers features for both employee and tool constraints and can optimize a print company’s complete schedule automatically, taking into consideration multiple, concurrent constraints, including:

- Proof dates, material dates, and outside vendor dates.
- Automatic load balancing on parallel (group) cost centers.
- Switchover/make-ready minimization.
- Capacity utilization and optimization.
- Employee constraints including skills and calendars.
- Cost center constraints including capabilities and calendars.
- Tool constraints on cost centers.

This capability provides users a new level of scheduling capabilities, supporting the automated matching of skills, employees and equipment.

“We at EFI, particularly among the PrintFlow team, are very proud and excited about this achievement, which, to our knowledge, is the first on the market,” commented Udi Arieli, PrintFlow Director of Product Management. “A few competing products claim to manage these constraints, but our clients and prospects have told us that other systems lack optimization and automation – the two most important aspects of constraint management.”

Contact your EFI representative or call 800-875-7117 for more information.

Auto-Count DMI Auto Paper Feature

The Auto-Count® Auto-Paper feature is now available for EFI Monarch. The feature allows you to track material paper usage (web or sheetfed). When the job is completed, your inventory is automatically updated based on the paper used on the job. Auto-Count creates paper material transactions, sending them to Monarch Foundation. The transactions can be reviewed a material transaction open batch or in the job file.

Contact your EFI representative or call 800-875-7117 for more information.

EFI Events

Join us for information on new products and updates at these upcoming industry events:

Connect
January 15 – 18, 2013
The Wynn, Las Vegas, NV

ISA
April 4 – 6, 2013
Booth 3721, Mandalay Bay Convention Center, Las Vegas, NV

Visit www.efi.com/events for a complete listing of EFI attended and supported events.

Visit www.efi.com for more information on EFI’s full range of products and services.

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See inside for all the latest news and reviews from EFI:

- EFI Dominates MUST SEE ‘EMS
- Extend the Power of Your Digital Services
- Connect 2013 News
- Cross Media Marketing Builds New Revenue Streams

Learn more about the industry’s leading Web-to-Print revenue-generating tools at www.efi.com/ops or www.efi.com/dsf or call 1 800 875 7117 to schedule a personalized demonstration.