



Fiery JDF

Profitable, Productive and Cost-Efficient Integration.



Market Trends Driving New Business Behaviors

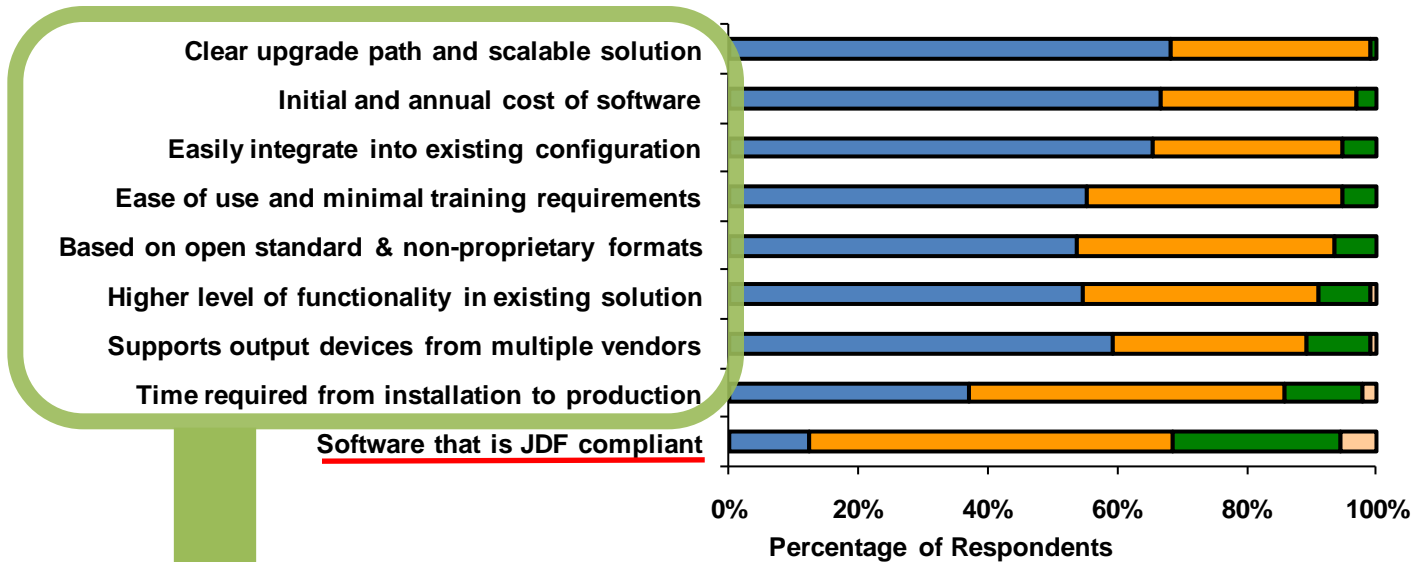
- Shrinking economy and digital transfer of information affect printing industry.
 - Market size is down \$404.74B (2007) to 351.33B (2009) in US, analysts predict CAGR of -3.04% for the next five years*.
 - Increasing customer demands for shorter runs and faster turnaround times and job complexity.
 - Print businesses need better job tracking for accurate billing and cost analysis.
 - Print businesses need to leverage higher technology for cost efficiency and better customer service.
 - Print businesses need value-added services and applications to increase new revenue opportunities.
 - Growing need for personalization, comprehensive marketing campaign programs and other customized outputs.



*Source: InfoTrends, U.S. Printing and Publishing Market Sizing: 2008-2013, 2010

Top of Mind for Commercial Print Environments

■ Extremely Important
 ■ Somewhat important
 ■ Somewhat unimportant
 ■ Extremely unimportant



Source: InfoTrends , Hybrid Offset/Digital Printing Workflow: A Key to Super-Efficiency , 2009

JDF addresses these requirements!

What is JDF?

- An open standard technology that allows data to pass between different applications and systems to help automate print production workflow.
- Simplifies data exchange and collection. Eliminates manual data entry and re-entry. Makes print production faster, more efficient and accurate.
- Specifies how a job should be managed and produced from customer concept to final production.

- 10-page document
- 100 copies on 20# letter –size white paper
- Glossy front and back cover.
- Printed both sides
- Saddle stitch booklet
- Need to be ready by 04/16/2010
- Etc..etc...



Customer Name: XXXX
 Title: Marketing Manager
 Company Name: XXX
 Address: XXXXX XXXXXX
 XXXXXXXXXXXXXXXXXXXX



JDF Job Ticket



Why Does JDF Matter?

- *Customers face significant challenges without JDF:*
 - Limited automation capabilities
 - No scalability for customized workflows or any other future expansion
 - Numerous entry and re-entry of job-related information throughout job preparation, production processes and reporting
 - Inaccurate billing, business analysis and reporting
 - No true utilization of digital printing solution - quick proofing, low running cost for short-run, small re-prints and power of personalized documents.

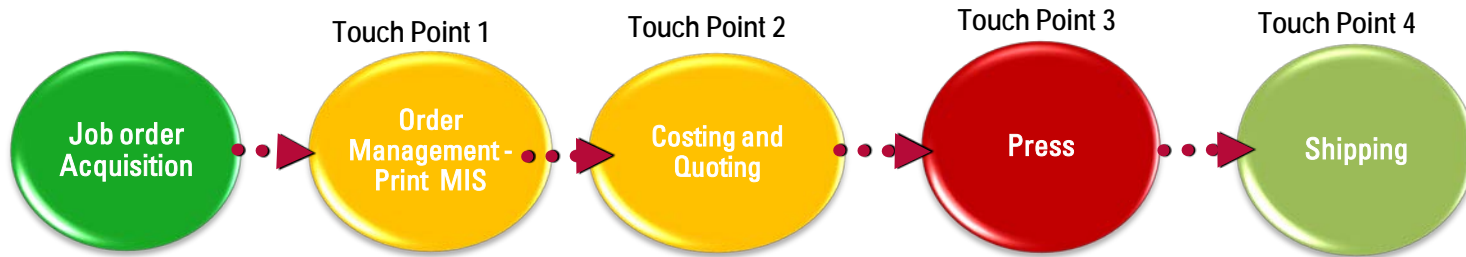


Fiery® JDF Integration Benefits

- Increases productivity and efficiency.
- Delivers highly accurate business intelligence.
- Supports hybrid workflows.
- Maximizes ROI and profitability.



Increases Productivity and Efficiency



Challenges

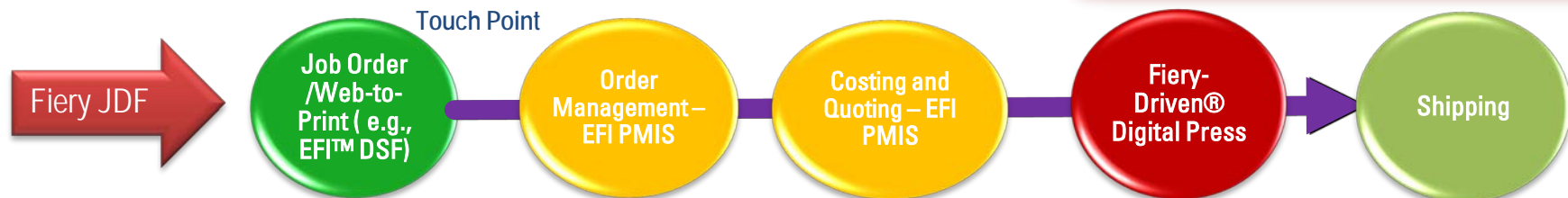
- Multiple touch points to enter customer and job information
- Highly skilled workers perform minor tasks
- Increasing demand of short run jobs and fast turnaround

Effects

- Redundant data re-entry
- Avoidable human errors
- Waste of time and physical resources
- Multiple touch points have negative effect on bottom line for small jobs

Fiery JDF Benefits

- Eliminates touch points and errors.
- Enables unattended job processing.
- Increases operators' production speeds and work volumes.



Delivers Highly Accurate Business Intelligence



■ Challenges

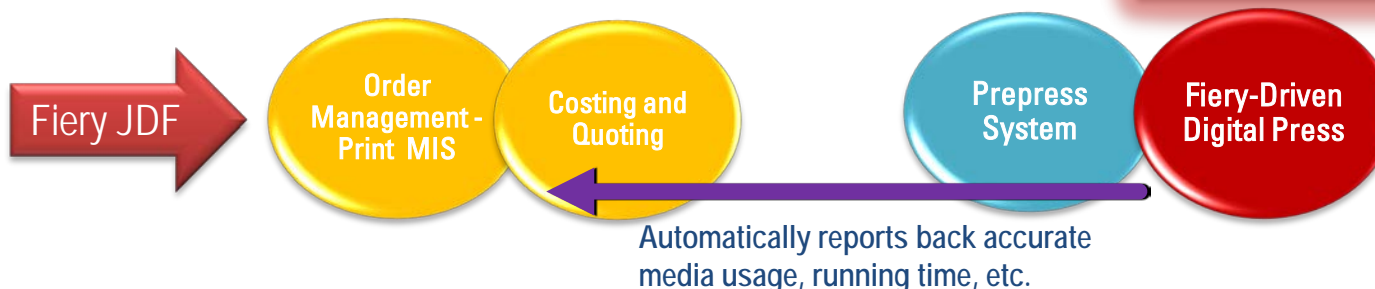
- Increasing market demand for short-run jobs
- Lack of business intelligence due to disconnected business systems
- Inaccurate estimate of production costs and billing

■ Effects

- Is difficult to track the cost associated with the increased number of short-run jobs.
- Offers no clear indication of business profitability.

■ Fiery JDF Benefits

- Produces accurate production data tracking for business reporting.
- Tracks media usage and inventory levels.
- Tracks exact running time.
- Calculates accurate costs and billing.



Supports Hybrid Workflows for Best of Both Worlds



Challenges

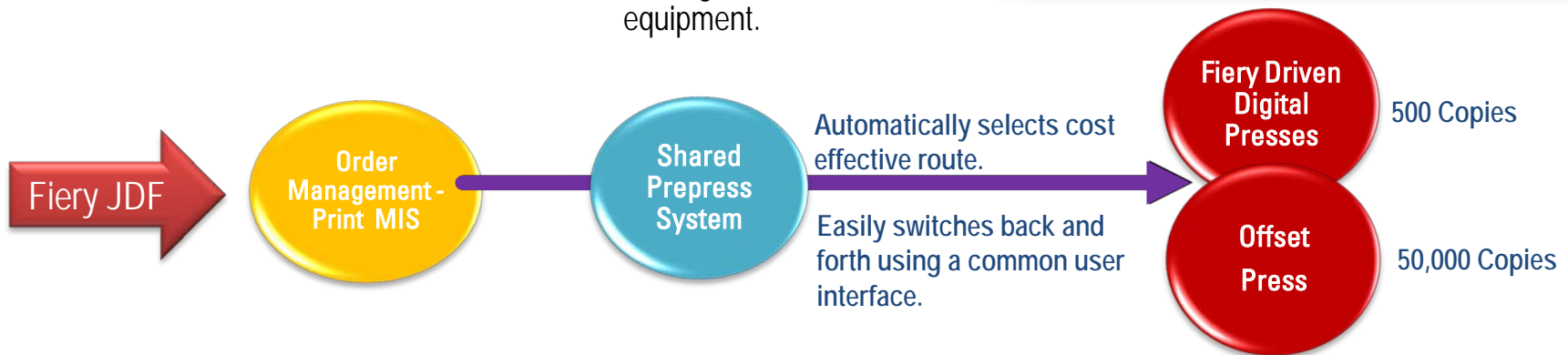
- Increasing customer demand for short-run jobs and faster turnaround times
- Increased job complexity.
- Margin pressures.

Effects

- Needs digital print production set-up to handle demand.
- Have redundant production set-up and increased space requirements.
- Need more training and staffing effort to handle equipment.

Fiery JDF Benefits

- Reroutes jobs automatically to most cost effective device.
- Uses common user interface for both devices.
- Uses same job ticket and print-ready files for both devices and switches back and forth.



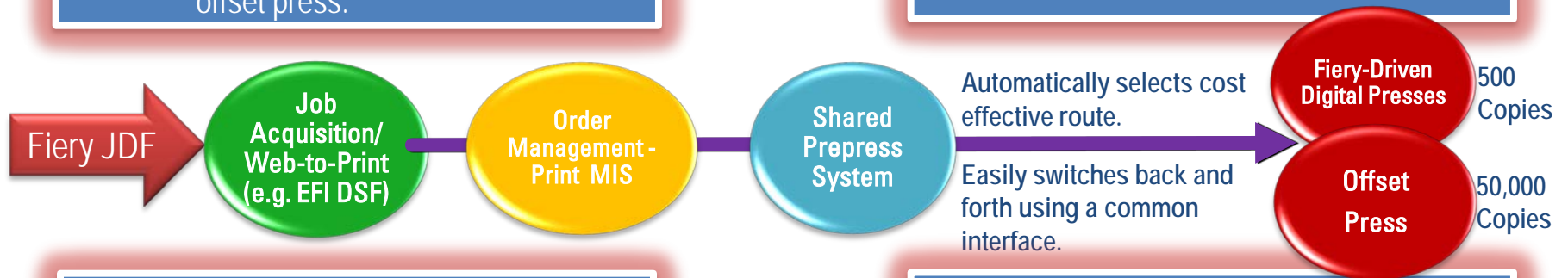
Supports Hybrid Workflow - Case Scenarios

Overnight Short-Run

- Customer initially requests 500 digitally printed brochures for pilot marketing program. If program is successful, the customer requests 50,000 more copies, which are most cost-effectively printed by an offset press.

Short-Run Reprints

- After completing and delivering 50,000 copies of marketing brochures, the customer needs 500 more copies, which are more cost-effectively printed on a digital press.



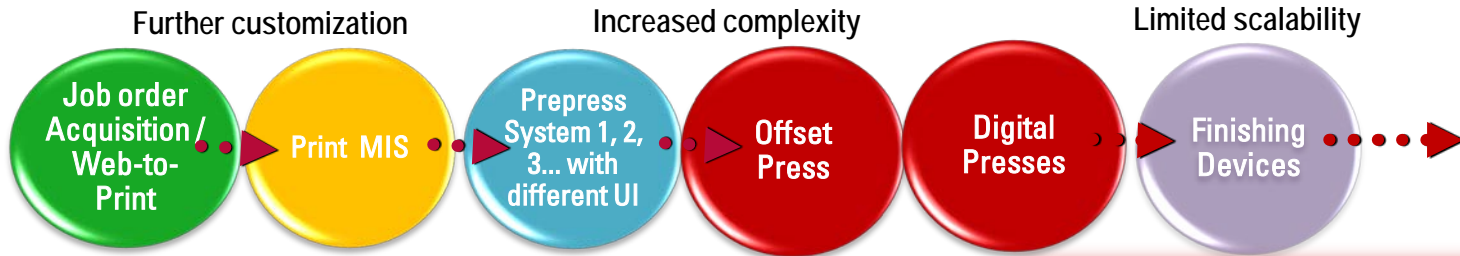
Fast Turnaround Using Web-to-Print Solutions

- Jobs submitted through a Web-to-Print storefront, like EFI Digital StoreFront, are automatically routed to the most cost-effective device based on the job property.

True Value of Digital Printing

- Meets market demand for short-run printing.
- Meets marketing demand for more targeted approach using VDP.
- Enables quick digital proof creation for accurate output.

Maximizes ROI and Profitability



Challenges

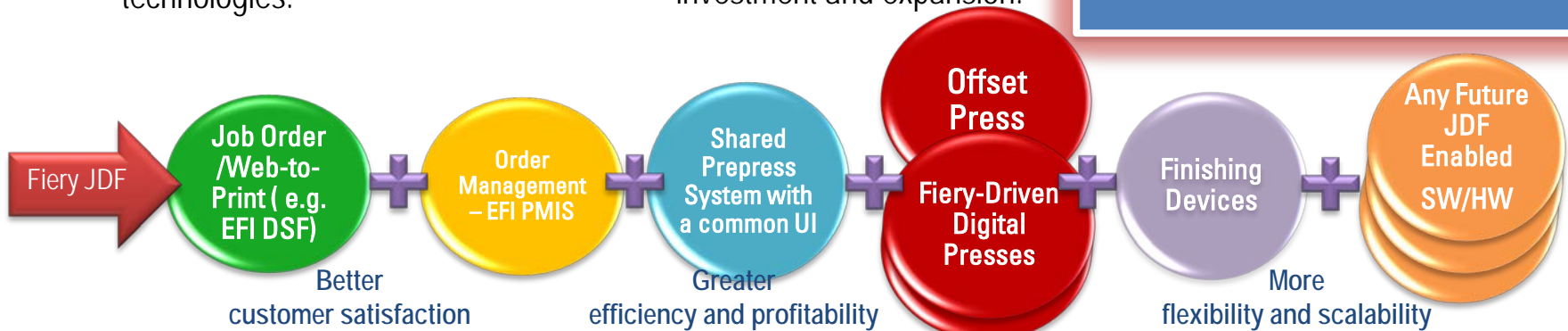
- Increased customer demand for shorter runs, faster turnaround times and complex jobs.
- Need to expand business with new technology.
- Have highly customized set-up with proprietary formats and technologies.

Effects

- Creates more system complexity.
- Increases job complexity and system customization with proprietary formats and technologies.
- Limits scalability for future investment and expansion.

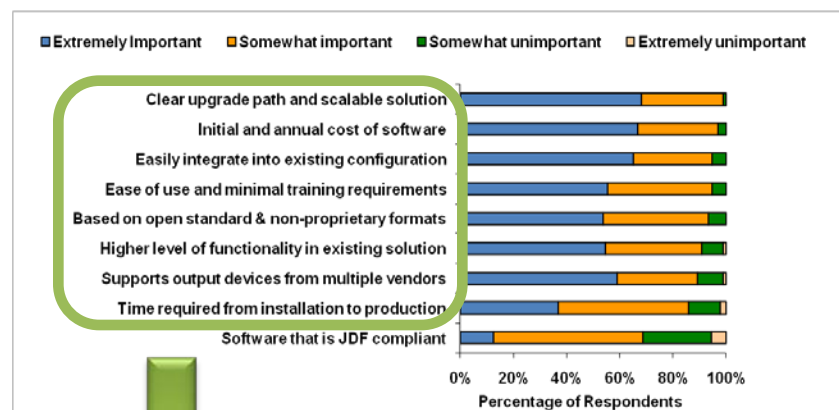
Fieri JDF Benefits

- Enables scalability through open platform technology that follows JDF standards.
- Minimizes spending and training on new operations and business expansion.
- Is free for Fieri users.

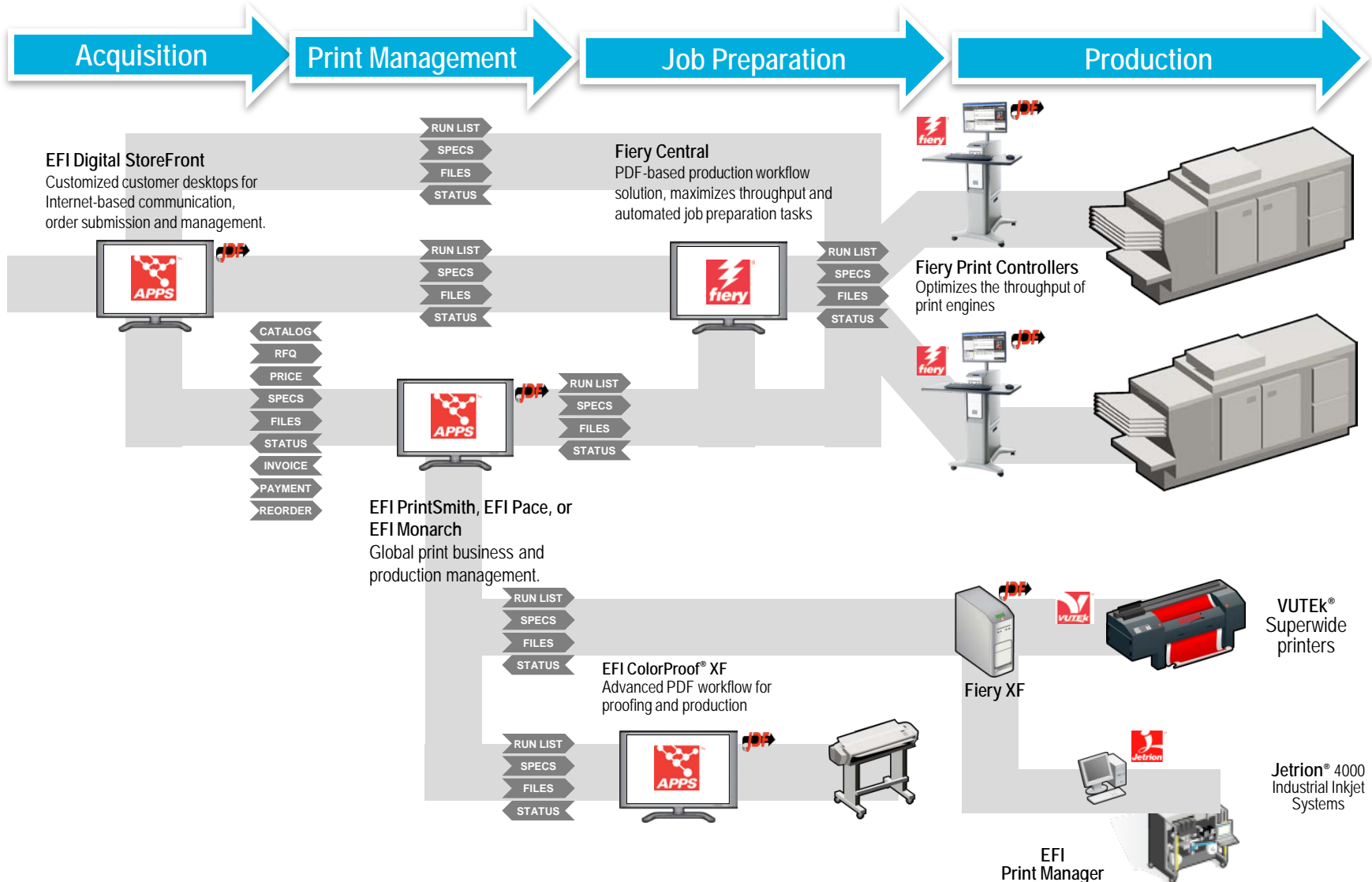


Fiery JDF Answers your Needs

- ✓ Fiery JDF is free.
- ✓ Is a scalable solution that connects Fiery digital print solutions to any JDF-enabled workflow.
- ✓ Integrates easily with existing system configurations and uses common user interface.
 - ✓ Is easy, so minimal training is required.
 - ✓ Supports hybrid workflow to use best of both worlds.
 - ✓ Integrates with over 30 third-party development partners.
 - ✓ Has professional services available for easy integration.
- ✓ Uses industry JDF standards with non-proprietary formats for flexible out-of-the-box interoperability.



Seamless Integration of EFI Digital Print Solutions





Fiery JDF

Thank you!

