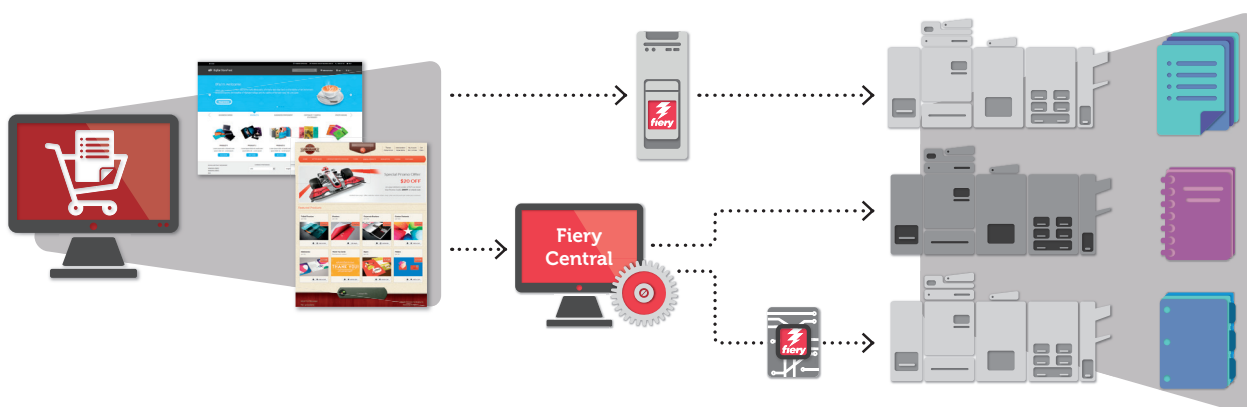# Profit more with integrated workflows

Business-wide workfl ow automation and integration are keys to success in a print market with shorter run lengths and demands for faster turnaround times. EFI™ MarketDirect StoreFront® with a Fiery® digital print server offers all that and more.

Industry-leading print buyer experience with automated production

MarketDirect StoreFront lets you accept print orders online, facilitates customer communication, and translates order requirements into job tickets. Through the EFI certified workflowintegrationutilisingjobdefi nition format (JDF) technology, the job tickets are ready for production at the Fiery digital print server with virtually no job preparation or operator intervention.

MarketDirect Storefront offers an integration setup wizard for Fiery servers to help establish a touchless workflowquicklyandeasily.Onlineorderattributesare automatically translated into print job settings and mapped to media libraries, layout settings, and inline fi nishing capabilities of your Fiery Driven™ press.

Automated, integrated workflow benefits

The integrated solution allows jobs to flow directly from order input to the appropriate Fiery Driven press to:

• Eliminate repetitive tasks and reduce manual touchpoints to make digital production faster, more efficient, more productive, and more profitable

• Allow for better communication with real-time bidirectional status updates to both customers and operators

• Set up variable data printing (VDP) jobs flowing seamlessly to the Fiery server for personalised communication

EFI MarketDirect StoreFront - Fiery integration highlights

DIGITAL PRESS CONNECTIVITY AND APPLICATIONS

FEATURE	HIGHLIGHT	DESCRIPTION
EFI Fiery Driven Digital Presses	The best performance, usability, colour, and integration for digital presses	• The widest selection of digital engines with industry-leading Fiery technology • CIP4 JDF-certified to maximise interoperability • Integration ready for EFI Print MISs and PrintFlow® as well as MarketDirect StoreFront • Industry-leading processing speed with Fiery HyperRIP • Match offset colour quality with Fiery colour management tools including Fiery Color Profiler Suite • Simplify prepress workflows including complex makeready tasks through Fiery Impose, Compose, and JobMaster™
Fiery Central	Unified workflow for mixed printer environment	• Bring Fiery Driven printers and popular production black-and-white printers into a unified workflow that uses the shared Fiery applications and enables JDF integration with EFI MarketDirect StoreFront and Print MIS solutions
Digital Applications	Value-add digital printing uses	• End-to-end digital printing from online job order with imposition and inline finishing such as booklets, calendars, business cards, and postcards • Automatic quick short-run print production or short-run reprints • High-speed variable data printing

PRODUCTION PROCESS AUTOMATION

FEATURE	HIGHLIGHT	DESCRIPTION
Dynamic Automation	Order attribute mapping for touchless production	• MarketDirect StoreFront directly translates online order attributes such as number of copies, media selection, colour mode, layout, and finishing selection into print job settings for Fiery Driven printers to produce jobs without touches
Media	Mixed media with page range automation	• Map mixed media selections with page ranges automatically for production, including special media for covers and custom inserts • Inserts tab media and prints tab ear content automatically
Layout	Multi-up and booklet imposition automation	• Automatically set up multi-up imposition layouts such as business cards, booklets, and postcards generated through MarketDirect StoreFront (e.g. DSFdesign Studio templates) at Fiery servers
Finishing	Inline finishing automation	• Configure online orders with finishing such as stapling, punching and folding automatically at Fiery Driven printers equipped with inline finisher
Template-based Automation	JDF templates to automate any colour, media, layout, finishing settings, and more	• Directly select JDF job ticket templates associated with Fiery Virtual Printers or Fiery Server Presets from MarketDirect StoreFront • Fiery Virtual Printers and Fiery Server Presets are available in MarketDirect StoreFront to provide access to complete Fiery feature sets and fully automates any job production settings available on Fiery servers

INTEGRATED USER INTERFACE

FEATURE	HIGHLIGHT	DESCRIPTION
Device Configuration Wizard	Quick Fiery server discovery and configuration	• MarketDirect StoreFront automatically finds available Fiery Driven printers and easily guides users through configuring the integration
Device Capability	Automatic media and finishing synchronisation	• The configuration wizard synchronises media libraries and finishing options between MarketDirect Store Front and Fiery Driven printers, and adds Fiery Virtual Printers and Fiery Server Presets as automatic job templates
Device and Job Status	Bi-directional device and job status updates in real time	• Check job status right from Digital StoreFront operator view: spooling, printing, printed, rejected, canceled, error • Direct access to MarketDirect StoreFront order ticket right from Fiery Command WorkStation®

EFI fuels success.

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalised documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process, increasing your competitiveness and boosting productivity.
Visit www.efi.com or call 0808 101 3484 (UK only) or +44 (0)1246 298000 for more information.

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