



Fiery Central

RICOH

Official Partner of EFI

Powerful, Modular PDF-Based Production Workflow Solution

Production Printing Solutions



efi™ print to win.



Produce Complex Documents Easier, Faster and More Efficiently!

Scalable Production Workflow Solution

In medium to high-volume environments, printers struggle to increase job volume, decrease turnaround times and maximise their equipment investment. Fiery® Central, a powerful modular, PDF-based production workflow solution, eliminates these issues with three modular components: Fiery Central Focus, Fiery Central Flow and Fiery Central Balance. These components deliver ease of use, increased production, and customisable workflow automation to complex document manufacturing environments.

Choose a Solution with High Return on Investment

Focus, the base module, offers a high return on investment by including award-winning Fiery applications such as EFI Command WorkStation® (CWS), EFI™ Hot Folders and EFI Driver. These industry-standard market features, along with the Adobe® PDF format, make it familiar and enable integration of the solution into companies' existing workflow or infrastructure. In addition, users can optionally add single engines, enhanced workflow and load balancing for crunch times.

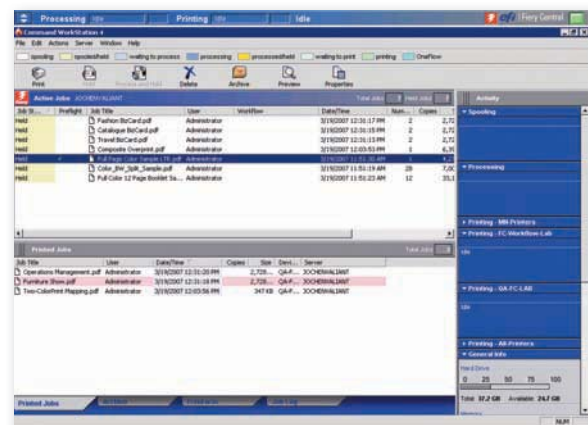
As businesses grow, companies can add on the optional Flow module for prepress automation or job imposition and composition capabilities with the optional EFI Impose and EFI Compose to make complex document production easier and faster. Operators also can harness job splitting and load balancing capabilities to increase production with the optional Balance™ module.

Manage Jobs Faster and More Efficiently

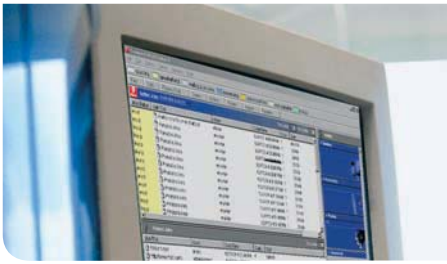
CWS helps users avoid bottlenecks and device contention by centrally managing the workload and swiftly guiding operators through the job process with its easy-to-use interface. EFI Driver makes setting up, submitting and monitoring print jobs simple from submission to completion. Hot Folders reduces costly mistakes by automating the job set-up process and significantly enhancing throughput. EFI Scan improves the job process by providing production scanning of black and white, and color documents to the workflow.

Produce High-Value VDP Jobs

EFI's variable data printing (VDP) solutions offer scalable tools for producing effective one-to-one marketing campaigns and lead the print industry in speed, ease-of-use and flexibility. Fiery Central couples with Fiery to ensure an open platform by supporting the non-vendor specific PPML industry standard and other legacy proprietary languages. It readily integrates into existing workflows and provides centralized VDP job management to execute compelling personalized marketing programs efficiently.



Fiery Central includes the award-winning EFI Command WorkStation, the definitive technology for managing digital document workflows at all levels of the production process.

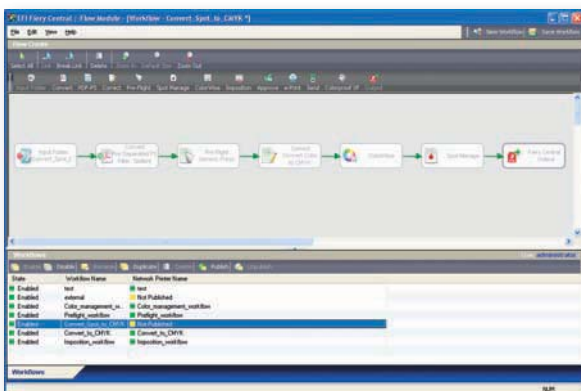


Maximise Productivity at Crunch Times

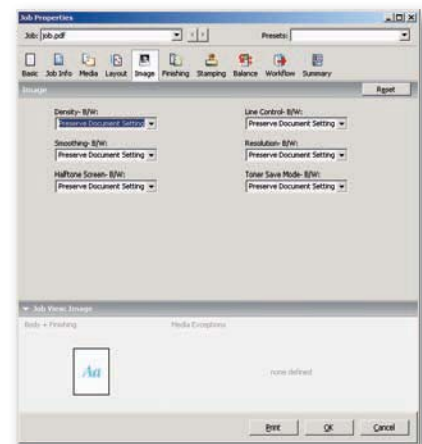
The optional Balance module increases productivity by combining multiple devices into a “printer group” for optimised asset utilisation and flexibility. For complex documents, it routes jobs to one or more devices within the printer group for load balancing, enabling operators to do colour, copy and long job splits. In addition, the optional EFI Compose makes job composition easier by allowing users to visually assign and communicate page-level attributes and tabs to any printer. Optional EFI Impose also reduces production time and errors by allowing WYSIWYG display for nearly any imposition scheme and by creating templates using Hot Folders for simple, scalable workflows.

Automate Prepress Functions Easily and Quickly

Optional Flow offers advanced digital prepress capabilities in a simple, cost-effective solution. With its intuitive icon-driven drag n’ drop interface, Flow incorporates file conversion, preflight, document correction, color management, spot color detection, imposition, approval, routing and proofing processes into customisable workflows that can be edited and managed by operators of any skill level. By automating workflow, operators optimise resources and increase production. They also can reduce labour-intensive manual tasks and provide greater consistency and reliability.



Flow’s intuitive icon-driven drag n’ drop interface reduces manual tasks and provides consistency and reliability.



Fiery Central offers an intuitive, icon-driven interface to control job properties.



Optional EFI Impose streamlines and automates the imposition process, making production more efficient.

EFI Essential

EFI's integrated solutions – Production Printing, Superwide format printing, Graphic Arts, Web to Print, Print MIS, and Corporate – increase profits, optimize business processes, and deliver greater customer satisfaction. Find out more at www.efi.com.

Fiery Central Features and Options

Features	Fiery Central Focus	Fiery Central Balance	Fiery Central Flow
Control Bar	X		
EFI Command WorkStation	X		
EFI Driver	X		
Hot Folders	X		
EFI Scan	X		
EFI Compose	Optional		
EFI Impose	Optional		
Additional Engine to Focus	Optional		
EFI Color Profiler Suite	Optional		
Fastest Single Engine		X	
Color Split		X	
Copy Split		X	
Long Job Split		X	
Error Recovery		X	
Approve			X
Correct			X
PDF to PS			X
Preflight			X
Convert			X
Spot Manage			X
EFI Fiery ColorWise®			X
E-Print			X
E-mail			X
Output Folder			X
Send			X
Batch			X
Imposition			X
Colorproof™ XF			X
Image Enhance			X

Note: Optional Fiery Central Flow and Balance require Fiery Central Focus.

Auto-Count, Bliss, Changing the Way the World Prints, ColorWise, Command WorkStation, DocBuilder, DocBuilder Pro, DocStream, EDOX, EFI, Fiery, the Fiery logo, Fiery Driven, the Fiery Driven logo, OneFlow, PrinterSite, PrintFlow, PrintMe, PrintSmith Site, Prograph, Proteus, RIP-While-Print, Setting the Standard in Digital Printing, Ultravu and VUTEK are registered trademarks of Electronics For Imaging, Inc. in the U.S. Patent and Trademark Office and/or certain other foreign jurisdictions. Bestcolor is a registered trademark of Electronics For Imaging GmbH in the U.S. Patent and Trademark Office. AutoCal, Balance, BioVu, BioWare, Build, ColorCal, Digital StoreFront, Estimate, Fiery Link, Fiery Prints, Fiery Spark, FreeForm, Hagen, Jetrion, Logic, MicroPress, PhotoXposure, Printcafe, PrintSmith, PSI, PSI Flexo, Remoteproof, RIPChips, Scan, Screenproof, SendMe, Splash, Spot-On, UltraTex, UV Series 50, VisualCal, WebTools, the EFI logo, the Fiery Prints logo and Essential to Print are trademarks of Electronics for Imaging, Inc. Best, the Best logo, Colorproof, PhotoXposure, Remoteproof, and Screenproof are trademarks of Electronics For Imaging GmbH. All other terms and product names may be trademarks or registered trademarks of their respective owners, and are hereby acknowledged. © 2008 Electronics for Imaging

EFI Ltd, Stonebridge House, Padbury Oaks, Old Bath Road
Longford, Middlesex UB7 0EW, United Kingdom

tel +44 [0]1753 283676
fax +44 [0]1753 283636

www.efi.com

D047.06.08_UK