

## Quality and productivity for digital photo printers

Selected features	Benefits
Productivity and Workflow	
Dual core high CPU, large disks	Supports the full range of printers and presses in the production environment to process and print large files
Gallop	Print a job while still processing parts of it, minimizing press idle time
Scaleable RIP architecture *	Enables easy addition of computing power to support high-volume processing
Hot folder / Virtual printer	Easily automates workflows for different applications e.g. imposition, duplex printing, color management, finishing, etc.
Centralized server setup and control	No need to reinstall and align all clients to the same setup when configuration is changed, recovered, or upgraded
Color and Image Quality	
4D device links color management provides better match to offset	Ensures digital print better fits the standards, expectations and taste of commercial print buyers
Photo Touch-up Software *	Automates batch image enhancements to increase productivity
Better handling of vignettes and text in images	Increases quality output of images
Applies image quality parameters to non-Graphic Arts files	Significantly improves the look of files generated from non-Graphic Arts applications in the office environment

\* Available with recent technology releases

For more information about **Creo** Branded Products, contact your local representative or visit [www.creoservers.com](http://www.creoservers.com)

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COLOR SERVERS

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## Creo Color Servers for the Digital Photo Print Market

**Creo** Color Servers driving your digital presses—because powerful images require powerful processing



- processing power for large files with complex personalization
- compatibility with popular VDP formats
- stability to run long, complex print jobs
- commercial-print color quality
- scalable architecture and upgrade path
- photo algorithms automatically optimize image printing
- open connectivity to photo workflow solutions

## Creo Color Servers

### Maximizing digital photo print productivity

**Creo** Color Servers deliver the processing speed, color accuracy, and job control that have made them the premier solution for print on-demand professionals—and especially digital photo specialists. They optimize the performance of the industry's leading digital printers, increasing their efficiency, adding automation and providing new levels of operator control. Above all, they provide new opportunities for profitability, through operational flexibility and cost efficiencies.

#### New opportunities in photo printing

New advancements in **Creo** Color Server Technology have brought new flexibility and added new capabilities to meet the variety of print needs typical of photo shops, such as: one-off and short run printing, variable data printing, image enhancements, automatic imposition, and superior color-management.

**Creo** Color Servers are renowned as the superior server for high-end and mid-volume production printing. Recent developments have had a tremendous impact on **Creo** Color Servers' applications. Whatever your primary print market—whatever your production volume—there is a **Creo** Color Server solution that can increase your productivity, flexibility, and output quality.

#### Why choose **Creo** Color Servers for the digital photo market?

The photo printing market encompasses far more than digital photos—the range of photo-related merchandise is constantly evolving, from printed and bound photo books and journals, to custom cards and

calendars and fine art printing. To serve this rapidly-growing market, print providers must be able to electronically receive, and rapidly process, large customer-supplied photo files (which can be of varying quality) and they must print these one-off or very short print run jobs very quickly. Photographic resolution in the prints is a 'given'—and customer expectations are very high.

The photo market is especially well served by the color accuracy and out-of-the-box color print quality of **Creo** Color Server Technology. The unique **Creo** Color Server infrastructure boosts processing performance with Fusion technologies. New Photo Touch-up Software applies intelligent image processing to automatically improve image quality for optimal print results.