

Creo Color Servers - the Experts in Workflow Connectivity

Creo Color Servers are backed by a strong track record in workflow, and engineered to provide your business with a sustainable competitive advantage. They allow seamless integration of digital production presses in various production workflows, without any need for additional utilities, plug-ins or costly options. **Creo Color Servers** benefit from broad connectivity through strong partnerships with leading workflow and VDP vendors. They support automation with tested, flexible, industry-standard open connectivity, including built-in **JDF** (Job Definition Format) and tight bi-directional integration with the other workflow solutions on your print production floor.

*Read more in the **Creo Color Servers datasheet- the Experts in Workflow Connectivity**.*

- Reduce costs and increase efficiency with complete workflow automation
- Streamline productivity with system-wide workflow connectivity
- Drive digital and offset print jobs with a single centralized workflow solution
- Easily transfer jobs from offset to digital presses, for proofing, preprints or reprints

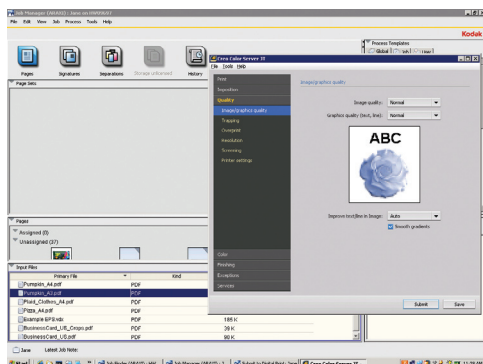
About Kodak Prinergy Workflow

The **Kodak Prinergy Connect** Workflow enhances productivity in any printing environment—from the largest jobs to the shortest runs, on conventional or digital presses. **Prinergy** Workflow enables you to reduce costs and increase efficiency with improved workflow control and automation based on industry standard specifications.

The **Prinergy** Workflow offers Digital Press Management, a single centralized solution that drives digital jobs with the power, flexibility and control that **Prinergy** Workflow brings to conventional prepress. Now one workflow can control input, processing and output for conventional and digital print, with power and automation for streamlined productivity.

Creo Color Server and Kodak Prinergy Workflow Connectivity

With first-class connectivity to prepress and graphic arts systems, **Creo Color Servers** are an integral part of **Kodak Unified Workflow Solutions**. Tight integration with **Prinergy** Workflow helps print providers to expand their service offerings and leverage their existing investments. The built-in **JDF** capabilities of **Creo Color Servers** have been developed in close collaboration with the **Prinergy** Workflow team, to provide unique features that enable system-wide workflow connectivity and automation.



The **Creo Color Server's** Job Ticket Software can be launched from within the **Prinergy** Workflow workshop screen

What can print providers achieve with a **Prinerger Workflow** and a **Creo Color Server**? Some typical examples.

- 1. Print a multi-piece marketing collateral package, with some items printed offset and some printed digital:** With the **Creo Color Servers** plug-in for **Prinerger Rules-Based Automation (RBA)** Software, you can design an automated rule that sends any job with a quantity of more than 1000 to the offset press and smaller quantities to the digital press. All job instructions are automatically transferred with the job via **JDF**, and all data from the **Creo Color Server** is sent via **JMF** to the **MIS**, for accurate, real-time costing and billing.
- 2. Print a proof, for an offset job on your digital press:** Within the **Prinerger Workflow** workshop, use the **Creo Color Server Job Ticket Software** to set the Job Ticket settings and submit to the digital press. The digital press is ideal for quick-print preprints or reprints of a long-run job.
- 3. Efficient operation via a centralized point of control:** Send files to your digital press from **Prinerger Digital Submit**. Send and manage jobs on your digital press using **Prinerger Digital Direct**.
- 4. Save time and money with full workflow automation:** Create a complete workflow that initiates a job in your **Kodak InSite Storefront System**, automatically sends it to a **Prinerger Workflow**, then to a **Creo Color Server** and submits to your digital press. After completion, the job parameters are sent back from the **Creo Color Server** via the **Prinerger Workflow**, and the job information is instantly updated on to the **InSite Storefront System**.

Connectivity Benefits

| Benefit | How? |
|--|---|
| Centralized control over digital and conventional print production | <ul style="list-style-type: none"> One workflow can manage offset and digital jobs, via Creo Color Servers' connectivity with Prinerger Workflow and Digital Press Management |
| Efficient, flexible job submission through to the digital press | <p>Jobs can be submitted through Prinerger Workflow in a number of ways:</p> <ul style="list-style-type: none"> Drag-and-drop jobs using Prinerger Digital Submit Submit jobs from the Prinerger Workflow workshop Submit jobs from Kodak InSite Storefront System Submit jobs through third-party applications, such as storefronts and MIS systems Connect through the Prinerger Workflow's managed and unmanaged connections <p>Technical channels used for the above submission options are:</p> <ul style="list-style-type: none"> Basic job submission: Hot Folders Advanced, bi-directional submission and control: HTTP, including JMF (SubmitQueueEntry command) ⚙ |
| Intelligent automation of repeatable job processes | Creo Color Server plug-in for Kodak Prinerger Rules-Based Automation (RBA) Software ⚙ |
| Job configuration for digital print jobs, directly from the Prinerger Workflow to the digital press | To create an automated workflow, launch the Creo Color Server Job Ticket Software from within the Prinerger Workflow , and set the job programming using bi-directional connectivity to the Creo Color Server ⚙ |
| Real-time production-floor job status to aid decision making | <p>Two-way communication between the Prinerger Workflow and the Creo Color Server can provide operators and management:</p> <ul style="list-style-type: none"> Real-time Job status - in progress, printed, failed Device status - Ready to Print, Out of Paper, Power Save Mode Tray status - loaded media ⚙ Ink status- ink/toner status ⚙ Storage queue information ⚙ Queue management (Abort) ⚙ Job history logging in the Prinerger Workflow job database |
| First-class compatibility and communication with Kodak and third-party solutions | <p>Excellent compatibility with Kodak Unified Workflow Solutions: InSite Storefront System ⚙</p> <p>Connectivity with leading third-party workflow solutions, including web-to-print, prepress systems, digital workflow management systems, and MIS via the Workflow Partnership Program (www.creoservers.com/partners)</p> |
| Support for static and variable data print (VDP) jobs | <p>Static and VDP jobs can be dragged and dropped to the Creo Color Server via Prinerger Digital Submit, to take advantage of Creo Color Servers' specialized processing of variable data flows and support of all major VDP formats, including Variable Print Specification (VPS), and connectivity with leading VDP authoring tools via the VDP Partnership Program (www.creoservers.com/partners)</p> |

⚙ Advanced features, enabling optimal connectivity between **Creo Color Server** and **Prinerger Connect Workflow**

For more information about **Creo Branded Products**, contact your local representative or visit www.creoservers.com

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