

## Power and productivity for commercial printers

| Selected features  | Benefits   |
|--|--|
| <b>Productivity and Workflow</b>   |  |
| Hot folder / Virtual printer   | Ease of use through preset workflows – define a job's settings once, then repeat it automatically (imposition, duplex printing, color management, finishing, etc.) |
| Last-minute corrections  | Fine-tune colors at the last minute, after the job has been RIPed  |
| Centralized server setup and control   | No need to reinstall and align all clients to the same setup when configuration is changed, recovered, or upgraded   |
| Post-RIP editing   | Saves processing time and avoids delays  |
| <b>Flexibility and Ease of Use</b>   |  |
| Out-of-the-box color   | Professional color output with no learning curve   |
| Straight forward, self-explanatory GUI   | Increases operator productivity with less training   |
| <b>Color and Image Quality</b>   |  |
| Spot color editor  | Ensures the accuracy and consistency of spot colors, both within and between jobs  |
| Advanced color management tools  | Post-RIP image gradation and color corrections   |
| 4D Device Link color management tools  | Matches digital print to commercial print buyers' expectations   |
| Photo Touch-up Software *  | Increases productivity by automating batch image enhancements  |
| Improved vignettes and text within images  | Increases the output quality of images   |
| <b>Open Connectivity</b>   |  |
| JDF/JMF (open standard) based connectivity   | Ensures that partner solutions and <b>Creo</b> Color Servers work together with minimal installation and configuration effort                                      |
| Premium connectivity to <b>Kodak</b> Unified Workflow Solutions                    | Provides integration with commercial print workflow solutions and route jobs between offset and digital systems  |
| <b>Variable Data Printing (VDP)</b>  |  |
| Full support of leading VDP file formats (PPML, <b>Xerox VIPP</b> **, VPS and PDF) | Rapid, efficient VDP processing, regardless of the original authoring tool   |
| Easy VDP creator - a set of pre-defined VDP templates ready for immediate use *    | Enables printers to get started in VDP easily, so they can focus on developing business rather than learning software  |

\* Available with recent technology releases

\*\* **Xerox VIPP** is supported only for **Xerox** Digital Printers

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 Commercial Print Market

Creo Color Servers driving your digital presses—because productivity requires connectivity



- optimal productivity from your digital presses
- greater workflow flexibility
- effective color controls
- built-in VDP features
- digital-offset prepress integration
- stability to run high print volumes 24/7
- ease of training and use

## Creo Color Servers

### Printing with maximum 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. 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 flexibility, new capabilities**

New advancements in **Creo** Color Server Technology have brought new flexibility and added new capabilities to meet the varied needs of commercial printers who print marketing collateral, such as short run and variable-data printing with high-quality photo reproduction and accurate brand colors.

**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 commercial printing market?**

Commercial printers need the flexibility to produce brochures, flyers, mailers and posters in short runs, with consistent brand colors and quality that compares with offset print. They need to print personalized and/or regionalized variable-print output

with no compromise in quality—and stable, reliable server hardware that can operate shift after shift. And for real speed, convenience and efficiency, the digital print system should be able to connect to the conventional prepress workflow.

**Creo** Color Servers provide proven benefits. Their unique architecture and technology deliver accurate, consistent color, and their intuitive user interface provides greater operator control, for faster, more efficient production of short run print jobs. These are robust, stable platforms designed for a professional environment. Variable-print capability is built in, and their comprehensive **JDF** compliance makes it easy to integrate **Creo** Color Servers with other systems, including online ordering-job submission systems and commercial prepress workflow systems.