

## 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

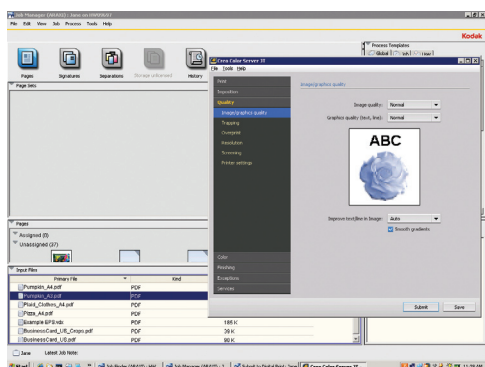
## About Kodak Prinergy Workflow

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

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