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 alliances 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 - the Experts in Workflow Connectivity datasheet.*

- Easily automate a VDP job from **Darwin** Software all the way to print

- Launch a **Creo** Color Server job ticket from within **Darwin** Software

- View printer resources, and mismatches with job properties (e.g. media, finishers) from **Darwin** Software

- View job status from **Darwin** Software (e.g. in process, in print, errors)

About **Kodak Darwin** VDP Software

Kodak Darwin VDP Software is a true production tool for generating personalized marketing communications. **Darwin** Software makes it easy to create templates for variable documents, and set the business rules that apply to the different target audiences. The business rules are then translated into a variety of design and/or content schemes, with personalized charts or images, and connected to customer data from a range of databases. With **Darwin** Software, anything can be variable—text, graphics, color, layers, barcodes, character styles, and backgrounds. Entire pages can vary—even the paper stock and the number of pages in a catalog or magazine. With **Darwin** Software, you can create anything from personalized business card templates, to powerful, tightly-focused variable documents with personalized marketing impact.
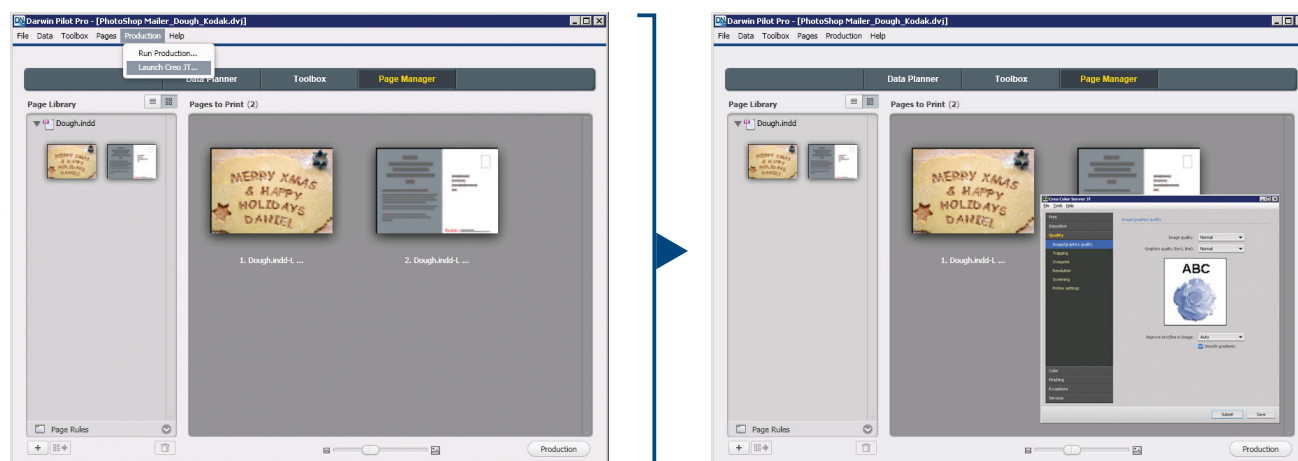
Creo Color Server and **Kodak Darwin** VDP Software Connectivity

The setup process for a VDP (Variable Data Printing) job is simple and intuitive. The **Creo** Color Server Job Ticket Software (that holds all the job properties and syncs them with the **Creo** Color Server) is fully integrated into the **Darwin** Software. This way, you have full control over your VDP job properties, plus the connectivity enables tracking of the printer and its resources. Furthermore, both solutions share the same roadmap, for an assurance of synchronized improvements in connectivity, and features in the future.

You Select. We Connect.

A Typical VDP Scenario

The process below describes a typical VDP workflow for reprinting a variable job. The initial setup time is paid off each time the job is re-run. VDP jobs are commonly re-printed, sometimes with slight changes in data or content, and facilitating quicker re-runs is the way to provide a competitive service that increases in profitability on each job.

Steps	**Darwin** VDP Software flow	**Creo** Color Server flow
Step 1: **Select the VDP job and the customer data**	• Choose the **Darwin** Software job to reprint • Populate it with new customer data, or assign a large customer database to it When you run the **Darwin** Software job, the VDP job is created	
Step 2: **Connect to the Creo Color Server**	• From **Darwin** Software, launch the **Creo** Color Server Job Ticket Software • Select a **Creo** Color Server driving a digital press	• The **Creo** Color Server communicates with the **Creo** Color Server Job Ticket Software for printer resources, and reports status
Step 3: **Submit the VDP job**	• Load a preset Job Ticket file that fits the VDP job properties • The Job Ticket Software plug-in on **Darwin** Software reflects mismatches received from the **Creo** Color Server • If OK it submits the job to the **Creo** Color Server	• The **Creo** Color Server scans for mismatches between the job ticket and digital press resources (e.g. correct media, finishing device, etc.), and flags them • It acknowledges the job submission and reports ongoing job status
Step 4: **Track printer status**	• View real-time printer status, consumables, and other resources	• The **Creo** Color Server sends printer status messages to the Job Ticket Software on **Darwin** Software
Step 5: **Post press operations**	• Set post-print properties (e.g. finisher profile, imposition settings, etc.) on the Job Ticket Software	• Forward to next workflow devices (e.g. finishing, binding) job properties

The **Creo** Color Server's Job Ticket Software can be viewed from within **Darwin** Software

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

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COLOR SERVERS