



Fiery® FreeForm

SERVER & CONTROLLER SOLUTIONS



Open
Powerful
Flexible

Fiery FreeForm



By using EFI Fiery FreeForm™ to personalize brochures, direct mail, and other marketing material, businesses can achieve higher and faster response rates, as well as improve customer relationships. For the printing industry, variable data printing represents a major opportunity to offer value-added services that tap new revenue streams.

Fiery FreeForm technology from EFI® unleashes the power of variable data printing. Fiery FreeForm offers both speed for maximizing output and the ability to be easily integrated into existing workflows—features not found in other off-the-shelf variable data applications.

Fiery FreeForm

Fiery FreeForm is EFI's unique and powerful VDP solution. Fiery FreeForm RIPs master (static) data just once, enabling print engines to run at or near their rated speed. In addition, Fiery FreeForm is simple to deploy and support, and its Fiery® integration eliminates the need to learn a separate front-end application. Fiery FreeForm is a standard part of many of EFI's Fiery print controllers.

Fiery FreeForm 2

Fiery FreeForm 2 adds several features to Fiery FreeForm's already strong foundation. By allowing users to pick and choose individual pages from a multiple-page master file, Fiery FreeForm 2 provides even greater personalization and more flexible VDP applications.

Graphics professionals can still use their favorite applications and platforms when creating masters. Now they have the unique and unprecedented option of linking design with database functionality. The powerful PrintShop Mail – Fiery Version is fully integrated into Fiery FreeForm 2 technology and allows database fields to be simply dragged and dropped into VDP documents. Fiery FreeForm 2 is standard on EFI's Fiery mid-range and high-end production servers.



Fiery FreeForm – A Good Fit

1. Create variable and master elements with familiar applications and commonly used databases. Then define the elements through the print driver or through the EFI Command WorkStation®.
2. Send your files to the Fiery controller. The Fiery RIPs the master data only once and holds them in memory or stores them on the network.
3. The variable elements are matched to the master elements and sent to the output device. The Fiery drives print engines at their maximum rated speed.

Fiery FreeForm fits variable data printing into the way you already work.

Variable data printing has the power to transform digital printing services and positively impact revenue.



Cost-effective customized printing

Variable data printing (VDP) refers to the ability to customize printed material by mixing and matching both graphical and text content. Document layouts are linked to databases of text and graphics, and sent to digital print engines for customized output.

When digital print technology is fully used, variable print runs can be any length and remain cost-effective, since only what is needed is printed. Each piece can be tailored to individuals or groups and vary by appearance and content.

According to a recent study from the Digital Printing Council, variable data projects can increase target customer response rates from the low single digits to double digits.

Fiery FreeForm for ease and speed

Fiery FreeForm enables printers to take full advantage of digital printing technology by making variable data printing easy and fast. Any software application can be used with Fiery FreeForm to create master templates and variable information. Other solutions require data to be exported to one platform-specific application.

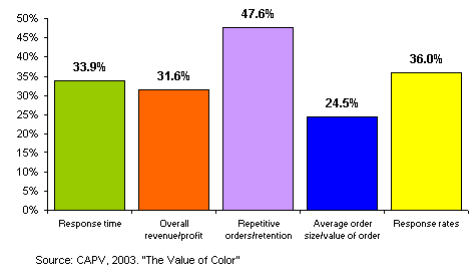
Fiery FreeForm's open design fits into existing workflows and enables graphic professionals and businesses to achieve the benefits of variable data printing without learning new applications and processes.

Fiery FreeForm's unmatched speed maximizes output. With Fiery FreeForm, variable data is paired with master data at the Fiery controller to take advantage of the controller's computing power. In addition, the master data is RIPped only once and can be stored and reused, saving both printing time and computing resources.

By optimizing data for processing by the Fiery controller, Fiery FreeForm maximizes RIP speed, increases throughput, and raises productivity.

When paired with the Command WorkStation, variable print jobs can be centrally managed through a single interface. The interface offers a wide range of job controls, from the ability to preview any master file—once it has been RIPped—in thumbnail or full-size format, to the ability to modify print queues and merge jobs before printing.

Fiery FreeForm masters are easy to select and manage. Thumbnail previews identify them at the Fiery Driver and are continually updated through bidirectional communication with the Fiery, which saves time and reduces errors in the print submission stage.



The benefits of 1-to-1 communication.

Benefits of Variable Data Printing

- Realize the full potential of investments in digital printing.
- Stand out from the competition by offering variable data printing services.
- Increase customer loyalty through collaboration that involves designers, data management, and printing services.
- Shift the focus to print projects and away from cost per page.
- Tap new business opportunities by enabling customer relationship management and one-to-one marketing through projects such as personalized advertising and customized brochures.



Transform digital printing services and raise revenue with Fiery FreeForm. By easily integrating variable data printing into existing workflows, and maximizing output, Fiery FreeForm offers the cost-effective, powerful performance that has been shown to make smart business sense.

Benefits of Fiery FreeForm

- Fits into existing workflows because the open design works easily with all operating systems and software applications, including commonly used databases.
- Boosts productivity by saving time and computing resources. Master and variable data are merged at the Fiery controller, which is designed to process color files quickly. In addition, Fiery FreeForm data is optimized for Fiery processing and master data is RIPped only once.
- Easy to use and powerful, with the ability to specify an unlimited number of variable elements and even layer and rotate those elements. EFI also offers specialized authoring tools such as the optional Atlas PrintShop Mail – Fiery Version for an integrated approach to design and database linkages.
- Easy to manage with no need to install and maintain separate client software applications.

303 Velocity Way
Foster City, CA 94404
(650) 357-3500
www.efi.com

Auto-Count, ColorCal, ColorWise, Command WorkStation, DocBuilder Pro, EDOX, EFI, Fiery, the Fiery logo, Fiery Driven, the Fiery Driven logo, Fiery Spark, MicroPress, OneFlow, Printcafe, PrinterSite, PrintMe, Prograph, Proteus, RIP-While-Print, Splash, and Spot-On are registered trademarks of Electronics for Imaging, Inc. in the U.S. Patent and Trademark Office and/or certain other foreign jurisdictions. Bestcolor is a registered trademark of Best GmbH in the U.S. Patent and Trademark Office. ADS, AutoCal, Balance, Build, Digital StoreFront, DocStream, Estimate, Fiery Link, Fiery Prints, FreeForm, Hagen, Intelligent Device Management, Logic, PrintFlow, PrintSmith, PrintSmith Site, PSI, PSI Flexo, RIPChips, Scan, SendMe, VisualCal, WebvTools, the EFI logo, the Fiery Prints logo, and Essential to Print are trademarks of Electronics for Imaging, Inc. Best, the Best logo, Colorproof, PhotoXposure, Remoteproof, and Screenproof are trademarks of Best GmbH. All other terms and product names may be trademarks or registered trademarks of their respective owners, and are hereby acknowledged.

© 2004 Electronics for Imaging, Inc.