

Rule your  
print  
production.



# Centralize output management

Fiery® Central integrates multiple Fiery Driven™ digital printers, and other select printers into a prepress tools and communicates with business management systems.

## Workflow integration hub.

Fiery Central combines printer resources with access to a wealth of prepress applications and business management systems. By using a common, intuitive visual user interface — the award-winning Fiery Command WorkStation® — Fiery Central also becomes the ultimate production workflow integration hub that lets you:

- Produce work faster and more cost-effectively with a centralized output management system.
- Adapt to complex customer needs with Fiery Workflow Suite applications such as Fiery Impose, Fiery JobMaster™, and Fiery JobFlow™.
- Grow by seamlessly integrating leading business management systems such as EFI™ Digital StoreFront® Web-to-Print solution, EFI Pace™ print MIS, and EFI PrintFlow®.

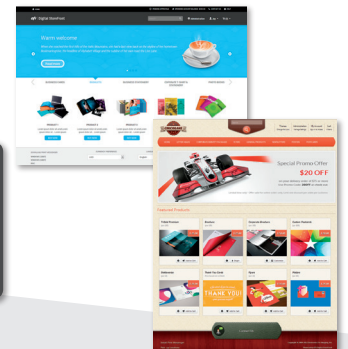
“ Our operators don’t have to pull up a work ticket and look at 5 different systems and cross-reference them. They can see the rush orders, customer due dates, start times, paper types, and everything else they need to know — right from Fiery Central.”

ADAM JOHNSON, SUPPLY CHAIN ANALYST,  
STANDARD REGISTER,  
FROM PODI WORKFLOW CASE STUDY  
WWW.PODI.ORG

## ORDER CAPTURE



Web-to-Print



## PREPRESS



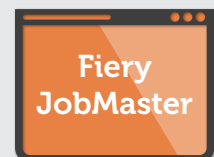
### Fiery JobFlow

**Prepress workflow automation**  
Browser-based PDF workflow automation for a single Fiery server or an environment with multiple Fiery servers.



### Fiery Impose

**Makeready**  
Visual, intuitive, and interactive document imposition tools.



### Fiery JobMaster

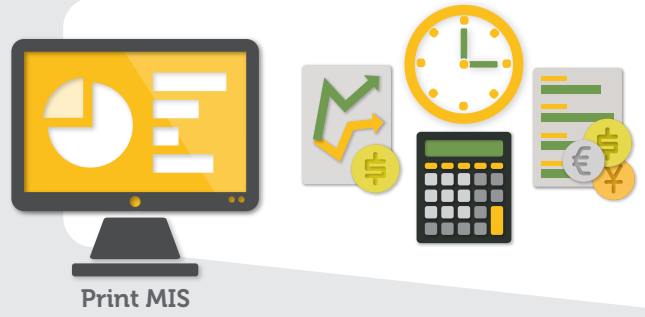
**Advanced makeready**  
WYSIWYG tab design, page numbering, scanning, and powerful late-stage editing features.

# of your printer fleet.

unified print production system that uses common

## BUSINESS MANAGEMENT

**Acquire**  
EFI Digital StoreFront enables e-commerce for print products. It acquires orders online, facilitates customer communication, and translates order requirements into job tickets ready for production.



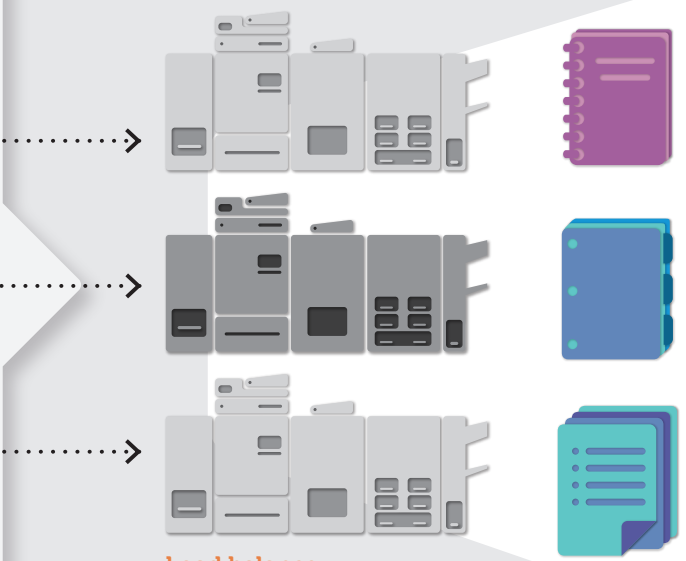
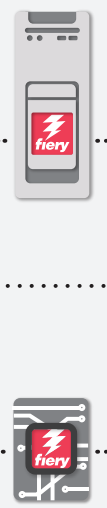
**Manage and execute**  
EFI Print MIS manages sales, business, finance, accounting, purchasing, and inventory.

**Plan and schedule**  
EFI Print MIS and PrintFlow optimize production planning and scheduling.

**Analyze and report**  
EFI Print MIS tracks production data to analyze business.

## CENTRALIZED PRODUCTION

## PRODUCTION



**Workflow integration hub**  
Fiery Central drives mixed (Fiery or non-Fiery Driven) printer environment, provides access to Fiery Workflow Suite tools, and enables bidirectional integration with Web-to-Print and Print MIS.

**Load balance**  
Optimize the throughput of production for multiple printers with mixed capabilities (color, black and white, and finishing).

## Produce work faster and more efficiently.

Combine print resources and control up to 12 printers for efficient production. Centralized output management improves digital print production capacity, turnaround, and productivity as you:

- Unify workflows: Use consistent production processes across multiple printers. All of your printers and print groups can use the same Fiery applications, right from the familiar Fiery Command WorkStation. This assures a quick learning curve and dramatically boosts productivity.
- Split or route jobs for the lowest cost production: Fiery Central printer groups allow you to build logic to intelligently balance production output. So you can split color and black and white pages, balance the workload, and route all or part of jobs to the most productive and cost-efficient printers.
- Enable template-based workflow automation: The Fiery Central Server Preset function translates commonly used job settings into templates with access to the complete Fiery Central feature set. All you have to do is select a template and click print.

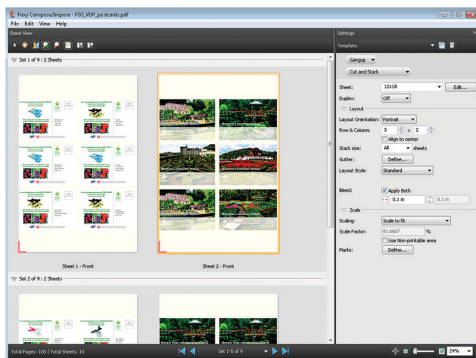


Fiery Central printer groups let you manage multiple Fiery Driven or other select printers from one Fiery Command WorkStation console.

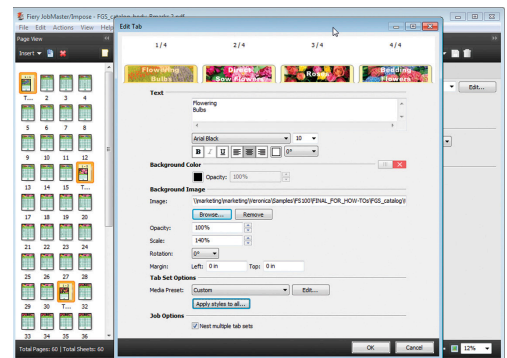
## Adapt to complex customer needs.

Fiery Central provides easy access to Fiery Workflow Suite applications for non-Fiery driven printers as well as Fiery Driven printers. This gives all connected devices the same workflow and user interface, plus a comprehensive set of advanced tools that streamline and automate print processes. By adding these modular products when you need them, you can increase automation, adapt to changing customer needs, and grow with new higher-profit, value-added services.

- **Fiery Impose:** Streamline and automate the document imposition process — booklet creation, gang-ups, cutting, and stacking. With a fully visual, intuitive, and interactive interface, Fiery Impose saves time in job preparation processes and minimizes waste and rework.
- **Fiery JobMaster:** Use advanced makeready functions and powerful late-stage editing features for complex document creation — from fully visual tab insertion and design to page numbering, media assignment, finishing, and scanning.
- **Fiery JobFlow:** Define unique workflows from any supported Web browser to automate repetitive prepress tasks such as proofing, document editing, image enhancement, imposition, and job approval. You save time, reduce rework and waste, and better facilitate customer communication.

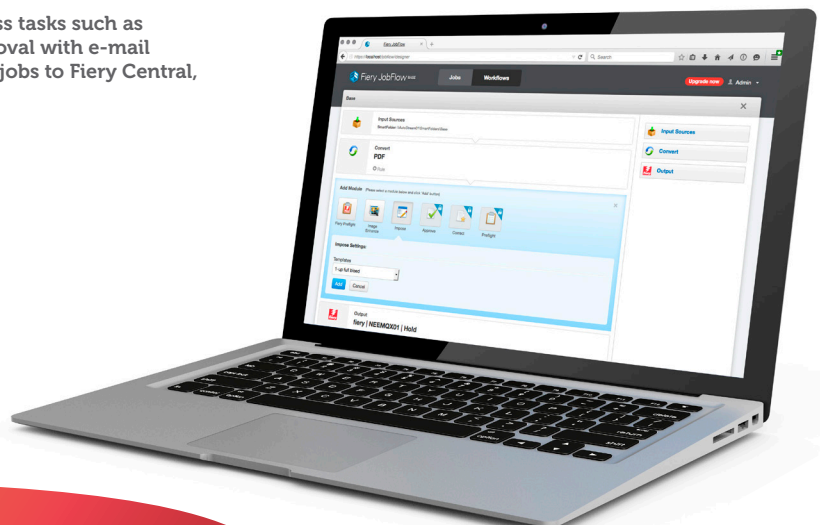


Add Fiery Impose to Fiery Central for intuitive document imposition.



Launch Fiery JobMaster from Fiery Central for advanced tab insertion and editing.

Fiery JobFlow automates prepress tasks such as image enhancement or job approval with e-mail notifications. You can then send jobs to Fiery Central, right from your browser.



## Grow by integrating leading business management systems.

Today's digital print buyers expect orders to be delivered faster than ever. Rapidly evolving Web and mobile technologies are pushing the printing industry to adapt to new value-added digital printing technologies to effectively compete. Fiery Central uses certified, industry-standard job definition format (JDF) integration to cut costs by enabling end-to-end business workflow automation from ordering to production. It also helps you be more competitive by offering new products and services.

- Web-to-Print integration: Acquire print orders online, facilitate customer communication, and translate order requirements into job tickets ready for production. EFI Digital StoreFront maps your online print services to your media library and printer capabilities so that Fiery Central can fully automate production of the job tickets.
- Bidirectional communication with EFI Print MIS and more: Fiery Central opens the door to business-wide automation that provides more transparency in scheduling, cost estimation, and business profitability. Print MIS and advanced scheduling solutions – such as EFI Pace, PrintSmith™ Vision, and Printflow – can use press capabilities, process time, click counts, media usage, and other production information from Fiery Central to efficiently schedule production and more accurately estimate cost.



EFI Digital StoreFront maps Fiery Central media library and printer capabilities to online print services.



EFI Pace automatically discovers Fiery Central server and maps capabilities such as media library, finishing options, and Fiery Central Server Presets.

# Buy Fiery Central today.

Increase productivity for all your digital workflows. Adapt more quickly and easily to business needs and customer demands. Amplify your competitive advantage to help you grow your business with Fiery Central. With a support and maintenance contract agreement, you receive the latest updates and upgrades online. You can also directly access EFI technical support by phone, email, or on the Fiery Workflow Suite User Forum.

For more information, or to buy Fiery Central, visit [www.efi.com/fierycentral](http://www.efi.com/fierycentral) or contact your Fiery dealer today.



# Fiery Central technical specifications.

## Configuration and options for Fiery Central

### Fiery Central software

You can run the Fiery Central base software on your own PC system with 4GB RAM, 500GB HDD running Windows® 7 Professional/Ultimate, 64-bit.

- Includes printer licenses for 3 Fiery Driven printers
- Supports up to 12 printer licenses

### Fiery Central integrated server hardware

Get up and running fast with the optional new Fiery Central server, which is optimized to run the preloaded Fiery Central software more efficiently out of the box.

- Includes hardware and printer licenses for 3 Fiery Driven engines
- Supports up to 12 printer licenses
- Intel® Core i5-2400 (3.1GHz, Quad Core, 6MB cache), 4GB RAM, 1TB hard drive, Windows 7 Professional, 64-bit

## Supported printers

For the latest list of Fiery Central supported printers, visit [www.efd.com/fierycentral/Supported-Printers/](http://www.efd.com/fierycentral/Supported-Printers/).

## Supported Fiery WorkFlow Suite products

- **Fiery Impose:** visual, intuitive, and interactive document imposition
- **Fiery JobMaster:** advanced PDF-based makeready software that includes tab design and insertion, scanning workflow, page numbering, and more
- **Fiery Impose-JobMaster:** integrates all makeready tasks in a common application
- **Fiery JobFlow:** browser-based PDF workflow automation for a single- or multi-Fiery server environment

## Fiery WorkFlow Suite

Fiery Central is part of the Fiery WorkFlow Suite, a comprehensive set of advanced products that streamline and automate print processes for a new level of productivity from job submission to output. By adding these modular products when you need them, you can increase automation, adapt to changing customer demands, and grow with new higher-profit, value-added services. For more information, go to [www.efd.com/fieryworkflowsuite](http://www.efd.com/fieryworkflowsuite)

# EFI fuels success.

From Fiery to superwide inkjet, from the lowest cost per label to the most automated business processes, EFI has everything your company needs to succeed. Visit [www.efd.com](http://www.efd.com) or call 650-357-3500 for more information.



Nothing herein should be construed as a warranty in addition to the express warranty statement provided with EFI products and services.

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