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## Kodak Launches Kodak Prinergy Workflow Connectivity to EFI Fiery Digital Print Servers

### Real-time connectivity allows print service providers to meet increasing demand for short-run jobs, faster turnaround

**ROCHESTER, N.Y. - June 13, 2012** - Kodak has teamed up with EFI (Nasdaq: EFII) to develop connectivity between Kodak Prinergy Workflow and EFI™ Fiery Digital Print Servers, providing print service providers with a fully-integrated solution that allows them to manage jobs for multiple offset and digital devices from a single user interface. Using a centralized workflow in an offset and digital blended production environment drives higher levels of automation and increased job control, both of which are key to delivering profitable print across different job sizes and run lengths.

Attendees at last year's EFI Connect annual users' conference were the first to see a live technology demonstration of this solution. After completion of a successful testing program, this connectivity is now commercially available.

"The release of this Prinergy Workflow connectivity with Fiery Servers demonstrates that Kodak remains committed to the success of our customers. This integration allows them to maximize their existing technology investments and cut costs from the manufacturing process," said Jon Bracken, Kodak's general manager of Unified Workflow Solutions. "It also represents another milestone in the evolution of Prinergy Workflow as a true unified workflow solution that enhances productivity in any printing environment."

John Henze, vice president of Fiery marketing at EFI, said, "The Fiery Server and Prinergy Workflow combination is ideal for today's common blended production environment, routing jobs to the most appropriate and cost-effective device while providing centralized control from a single operator station. The integration is not only simple to deploy but it eliminates errors and touch points to ensure the greatest efficiency, and customers have been anxiously awaiting its release."

Two-way flow of data between Kodak Prinergy Workflow and Fiery Servers is enabled by Job Definition Format/Job Messaging Format (JDF/JMF), allowing users to drive output to the most suitable device for the job, schedule jobs more easily, and maximize press usage, while also providing critical tracking and reporting information. Centralized control allows users to easily and quickly direct jobs to offset or digital systems using the same content files and dynamic layouts for the target device. This connectivity is available for EFI Fiery, Fiery Central, and EFI wide format presses.

#### About EFI

EFI™ ([www.efi.com](http://www.efi.com)) is a worldwide provider of products, technology and services leading the transformation of analog to digital imaging. Based in Silicon Valley, with offices around the globe, the company's powerful integrated product portfolio includes digital front-end servers; superwide, wide-format, label and ceramic inkjet presses and inks; production workflow, web to print, and business automation software; and office, enterprise and mobile cloud solutions. These products allow users to produce, communicate and share information in an easy and effective way, and enable businesses to increase their profits, productivity, and efficiency.

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#### About Kodak

As the world's foremost imaging innovator, Kodak helps consumers, businesses, and creative professionals unleash the power of images, information, and printing to enrich their lives. In the graphic communications industry, Kodak serves customers in the printing, publishing, packaging and enterprise markets with intelligent solutions for competitive advantage and greater return on investment. For more information, visit [graphics.kodak.com](http://graphics.kodak.com). Follow us on Twitter at [twitter.com/kodakidigprint](https://twitter.com/kodakidigprint) and visit our blog at [growyourbiz.kodak.com](http://growyourbiz.kodak.com)

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