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## **EFI Releases New Version of High-performance Fiery DFEs for Production Inkjet Systems**

**FREMONT, Calif.**, Nov. 20, 2017 – [Electronics for Imaging](#), Inc., (Nasdaq:EFII) announced the release of its newest-version EFI™ Fiery® XB digital front end (DFE) platform for ultra-high-speed production inkjet presses. The Fiery DFE meets highly demanding requirements for performance, color and imaging, including advanced variable-data production printing, at speeds of up to 13,000 pages per minute – or the data equivalent of 2 streaming movies each second.

### **IPDS support and JDF integration for high-performance production**

The groundbreaking Fiery XB platform used for the new DFE complies with native intelligent production data stream (IPDS) workflows and is certified IS/3 compliant, delivering the performance, functionality and accuracy required for high-volume transactional applications. As one of the most flexible DFEs in the production inkjet market, the Fiery XB DFE platform also consumes all variable data formats and languages, including PDF and PDF/VT.

U.K.-based direct mail company [First Move Marketing](#) (FMM) gains superior data processing capabilities for high-volume variable-data direct mail work with the Xerox® IJ Print Server powered by Fiery, the DFE developed for the Xerox Trivor™ 2400 ultra-high-speed inkjet press used at FMM.

According to FMM Managing Director David Amor, “The Fiery server with the latest RIP technology provides us with the tools and capability to manage, process and run customer files containing a high percentage of variable text and superior-quality images.”

### **Comprehensive color management**

The EFI Fiery DFE provides exceptional color out of the box, as well as advanced tools for fine tuning. This means users can:

- Meet demanding customer requirements for brand colors and extended gamut applications up to seven colors
- Make changes at the job level for on-the-fly corrections
- Perform late-stage color edits right at the DFE to keep production running without interruption
- Create a consistent, easily manageable color workflow.

Proprietary Fiery technology helps ensure uniform, consistent print output, with real-time compensation and correction on the fly at engine-rated speeds. It also

gives users the consistency they need for single-pass printing – across a print run, across a wide variety of inkjet and toner presses, and over time.

The Fiery DFE's color accuracy helps drive new applications, and is enabling users to win new business serving corporations that need timely, high-volume, personalized documents with superior accuracy in client brand colors. For Fiery user FMM, the DFE's color capabilities help the company get superior results in digital printing.

“The Fiery server with its color management system is helping us deliver to our customers the best quality we have seen in the market from the Trivor 2400 inkjet press,” said FMM's Amor.

Inline color management on the DFE automatically corrects for any unwanted color shifts. As a result, users always get exceptional correction for color-sensitive graphics. For maximum flexibility, the Fiery DFE offers superior imaging accuracy on nearly all substrates, including coated/uncoated or treated/non-treated – from narrow-web continuous-feed, up to 1.8-meter boards and B1/B2 sheets. Plus, its color management capabilities extend to a wide variety of inks, including coated media compatible, extended gamut and MICR inks.

The DFE complements the Fiery cutsheet DFE portfolio, the industry's leading DFE technology, with over 25 years of outstanding innovation. Users enjoy the same consistent Fiery [Command WorkStation®](#) job management interface, ensuring continuity across all Fiery Driven™ presses.

The Fiery DFE integrates with almost any existing workflow and prepress software – including EFI's extensive management information systems/enterprise resource planning (MIS/ERP) and web-to-print products – using job definition format (JDF) integration. Customers can also integrate with customized workflows using the [Fiery API](#) application programming interface. This delivers a comprehensive, integrated workflow experience, tailored to meet specific needs.

A scalable, blade-based architecture keeps engines running at rated speeds to meet demanding production requirements, accommodating even the most complex jobs. Plus, industry-proven, automated tools for job layout streamline the job preparation process, whether it is imposition for streaming transactional jobs, or for commercial or packaging applications.

The newest-version EFI Fiery XB DFE technology drives new, ultra-high-speed inkjet presses from most leading digital press manufacturers, and can be purchased from those press manufacturers and/or their authorized resellers. For more information about Fiery Driven digital print production, visit [www.efi.com](http://www.efi.com).

## **About EFI**

EFI™ is a global technology company, based in Silicon Valley, and is leading the

worldwide transformation from analog to digital imaging. We are passionate about fueling customer success with products that increase competitiveness and boost productivity. To do that, we develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalized documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process. ([www.efi.com](http://www.efi.com))

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