



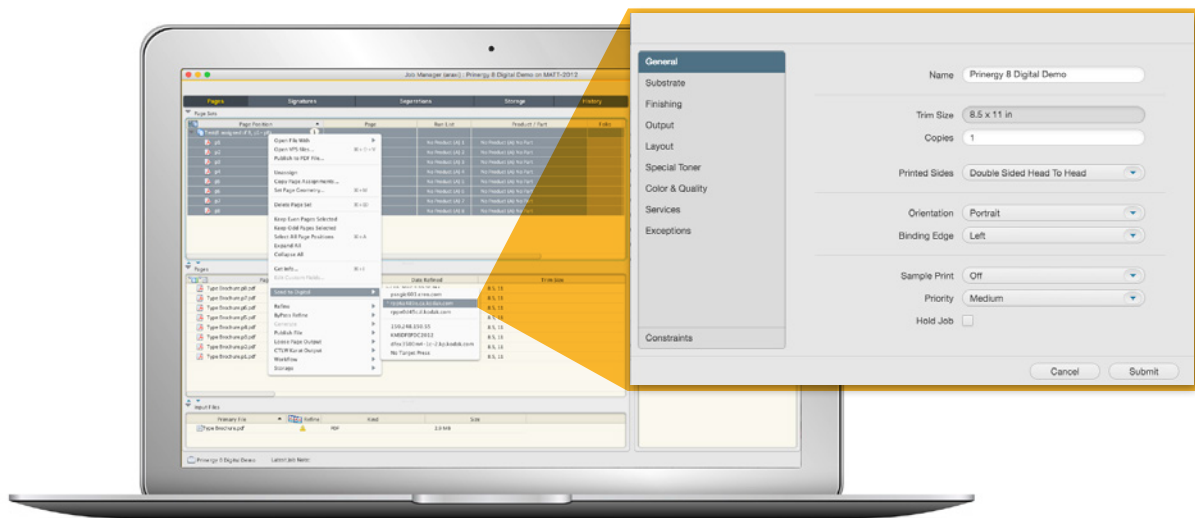
For printers, workflow automation is all about lowering costs, increasing efficiency, improving customer satisfaction—and ultimately, retaining customers. The right workflow investment is one that will keep pace with your business growth, today and tomorrow.

**Kodak Prinergy Workflow** is the industry's leading prepress automation software. It's the foundation of Kodak's workflow portfolio, and the core of a modular suite of products. **Prinergy Workflow's** comprehensive automation drives costs down, and is easily expandable, so you can add capabilities as your needs change and your business evolves. With **Prinergy Workflow**, you are in control: you have the efficiency that gives you a competitive edge, and the features you need to succeed.

## 30-60% reduction in prepress costs with Prinergy Workflow RBA

### Advantages

- Drives costs out of every core function—job creation, collaboration, file processing, trapping, proofing, imposition and color management
- Reduces rework and delays by identifying errors before they occur
- Delivers best-in-class output quality
- Modular and customizable—add capabilities and automation as your needs change
- Integrates conventional and digital print production in a single workflow
- Compatible with more presses—supports virtually all third-party press equipment in addition to Kodak
- Fully automated, from job submission to print output
- Industry-configured solutions for commercial and packaging printers
- Robust digital capability



Consolidated time savings with robust digital capabilities.

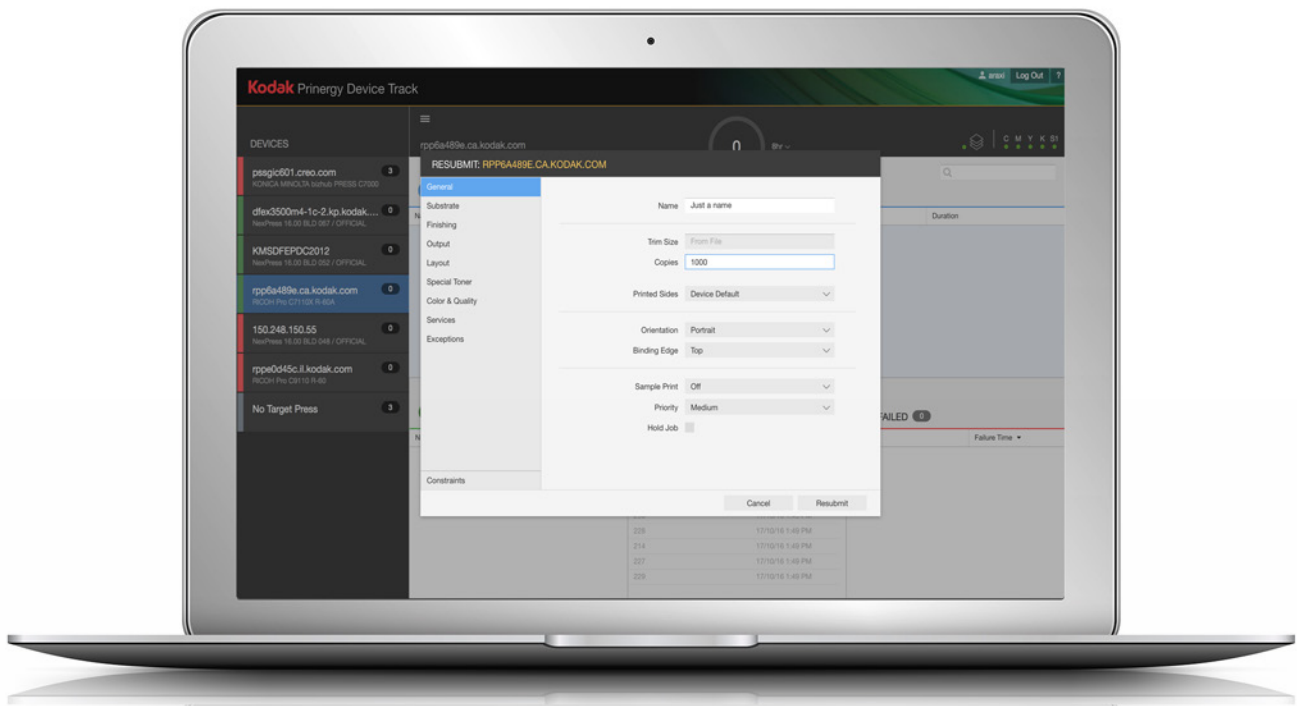
## What's New

Industry-first digital capability increases flexibility and cuts costs.

- One workflow for offset and digital: you have flexibility to determine a job's output without reworking files; no need to retrain your staff.
- Universal Digital Job Ticket Editor: the industry's first workflow that lets digital printing operators make production decisions in real time.
- Digital integration allows you to maximize ROI by fully leveraging offset and digital presses for the most cost effective results.

Improved packaging capabilities satisfy the most demanding customers with high quality output.

- Maxtone SX Screening for four-color applications delivers higher resolution and greater control for top quality packaging.
- Supports XMP Screening assignments from other workflow systems—so you can use Kodak's industry leading screening technologies through automation.
- Compliant with the latest Ghent Workgroup packaging industry standards, enabling the world-wide consistency demanded by multi-national brands.



Digital track feature also includes the resubmit job ticket editor.

## Automation and Reporting

### Rules-Based Automation Software (RBA)

- Intelligent, cause-and-effect automation designed to eliminate human decisions and touch points, and drive down costs.
- Can be customized to create simple, powerful rules: if event X occurs, perform action Y, that run in the background, waiting for the specified event.
- Used to create automatic rules that replace nearly any manual event, business process, or step in a print-production workflow. Move files to and from the server, run scripts, send emails, schedule tasks, make decisions based on the Job Ticket—and much more.
- RBA is proven to drive results \*
  - » 10 – 20% increase in productivity with basic rules like automated preflight and auto-archiving
  - » 30 – 60% reduction in prepress costs when used with **Prinergy** Workflow with **InSite** Prepress Portal
  - » 1 – 2% addition to profit margins

### Packaging Layout Automation (PLA)

- Automates the creation of complex press sheet layouts. PLA validates the job intent with your shop's equipment and capabilities so that production layouts can be automatically generated upon receipt of XML data from MIS and ERP systems.
- Reduces operating costs through the re-use of existing templates or previously used production layouts. Maximizes media usage and drives accuracy and timesaving to new levels, eliminating redundant data entry.
- For advanced editing requirements, PLA creates layouts that are fully compatible with **Kodak Pandora** Step-and-Repeat Software

### Business Link

- Enables two-way communication between a **Prinergy** Workflow and qualified management information systems (MIS) using JDF.
- Allows automated job creation and set-up, via the exchange of product- and process-related JDF data between the MIS and **Prinergy** Workflow.
- Imposition information from an MIS can be automatically imported or used to create impositions for **Prinergy** Software. The material and status type information that is automatically gathered by Business Link during the production process can be sent to an MIS, allowing automated tracking of materials and distribution of status information from **Prinergy** Workflow and **Kodak InSite** Solutions in the MIS.
- Includes production reports that allow users to run several pre-configured reports from a web-based interface, independent of an MIS

\* Based on studies of Prinergy Workflow customers who have implemented RBA. Typical printer spending 3-4% of revenue on prepress labor and materials.

## Color Management

**ColorFlow** Software accesses your facility's Resource Equipment and Materials database to automatically validate your color capabilities. Operators simply choose the print condition and run the job. **ColorFlow** Software now supports tonal curves for spot colors and has enhanced support for flexo, digital and inkjet presses. It features packaging-oriented enhancements such as easy-to-use bump curves for flexo printing and improved gray balance.

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### Kodak ColorFlow Software Pro

- Upgrade for **ColorFlow** Software Workflow Edition.
- Create and edit ICC device profiles and ICC DeviceLink profiles. Stores color tonal curves, DeviceLink profiles, and ICC profiles and aligns them for consistent color production.

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### Kodak Ink Optimizing Solution

- Upgrade for **ColorFlow** Software Pro.
- Saves ink, shortens make-readies and improves press stability by applying sophisticated color-conversion intelligence to measure color blends, then converts them to ink-reduced blends that create the same visual result on press.

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### Kodak Spotless Software

- 4-color  
- n-color

- For replacing spot colors with process color recipes in digital, flexographic, and lithographic printing. Transforms a library of spot colors into easy-to-manage, digital libraries of process color recipes that are based on a print condition—typically an ink set, press, and substrate.
- Supports color blends of 4, 5, 6, or 7 process colors.

## Imposition

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### Preps Imposition Software

- Completely integrated in the **Prinergy** Workflow interface, **Preps** Imposition Software allows “on-the-fly” impositions and marks, offering a new level of template building and control, with new signature views and independent page handling.

## Digital Printing

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### Digital Press Management

- Centrally manage jobs to a variety of digital presses from **Kodak**, and other vendors including **Konica Minolta**, **Canon**, **Ricoh**, **Xerox** and **HP**. Includes:
  - » **Digital Submit**: drag-and-drop job interface that can be used with RBA to automate job creation, file processing, imposition and output to a digital press.
  - » **Digital Direct**: digital press and job management interface that simplifies the management of digital print work. Jobs can be filtered, sorted and queued to multiple presses. Job progress and press status can be viewed from one window.
  - » **One Managed Press Connection**: Connectivity to one digital front end (DFE) or controller device.

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### One Additional Digital Press Connection

- Upgrade for Digital Press Management.
  - Adds an additional digital press connection
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## Acrobat Plug-ins

### PDF Production Tools

- Five production tools are included:
  - » **PDF PlateBuilder:** Tools for selecting and isolating common elements of a job to quickly create varnish plates, white plates and bump plates.
  - » **PDF File Editor:** Tools that facilitate check-out, conversion and editing of files using **Adobe Illustrator** and **Adobe Photoshop** Software. Once editing is complete, the revised file is checked back into **Prinerigy** Workflow for processing.
  - » **PDF Trap Editor:** Interactive, vector-based trapping tools. Trap entire pages or selected objects; edit and add traps; set trap geometry; create keepaway traps; and view trapping. Unique packaging trapping tools for the flexo and offset markets.
  - » **PDF Compare:** Quickly determines the differences between revisions of PDF files. Using **Adobe Acrobat** layers, the common elements are separated from the changed elements for easy inspection.
  - » **PDF Merge:** Merges new or changed elements in a design file into the production-ready PDF file, preserving existing traps, **DotShop** settings, and overprint changes made previously to the production-ready file.

### DotShop Composer

- Access to **Prinerigy** Workflow screening options within **Adobe Acrobat** Software: operators can apply per object and per separation in **ColorFlow** Software setup, curve, custom dot shape, line ruling, dot size, angle set, and angle orientation.

## Kodak Screening Solutions

### Advanced Screening

- A system-wide license that includes four unique Kodak Screening Solutions:
  - » **Kodak Maxtone Screening Technology:** A hybrid of AM and FM screening technology. Useful for flexo packaging and other applications, to overcome highlight and shadow reproduction limitations. Comes in three variations for different printing conditions: Maxtone CX, Maxtone SX, and Maxtone FX.
  - » **Kodak HyperFlex Screening Technology:** Produces smaller, more stable dots on flexographic plates, allowing highlights to be reproduced more faithfully, with a less discernible transition in blends or vignettes.
  - » **Kodak DigiCap Screening:** Applies a user definable texture pattern to the surface of a flexo printing plate to improve ink transfer and the appearance of solid areas.
  - » **Raster Scaling:** Randomizes pixel removal and prevents visible artifacts when CopyDot images are contained in electronic artwork.

### Kodak Staccato NX Screening Technology

- Advanced, second-order FM screening technology that produces high-fidelity, continuous tone images with fine detail and an extended color gamut.
- A system-wide license for all **Staccato** Screening sizes and training kits.



## Web-to-Print Integration

### DSF Integration

- License and services required for integrating EFI DSF Web-to-Print Solutions with **Prinerger** Workflow. Via RBA, production files and order information are received (in cXML format) and processed in **Prinerger** Workflow when a new order is created.

## Preflight & Refining

### Preflight+

**Prinerger** Workflow includes the preflight power of callas pdfToolbox. With Preflight+, files can be analyzed and/or repaired within a fully automated prepress, or problems can be reported for advanced repair. Preflight+ supports all common file types, including PDF/X-1a, PDF/X-3, PDF/X-4 and-4p, PDF/VT-1 and VT-2. It can validate PDF/X-5 files, and create layered PDF/X-4 OCCDs for multilingual/multi-version publication and packaging files. It supports major profile standards including GWG 2012, and supports ICC and DeviceLink profiles and color-conversion blends.

### Preflighting

- Profile-based preflighting helps identify and correct problems in input files. Includes a profile editor, so users can create their own profiles. Generates a preflight report that itemizes the results, with links to the objects in the PDF digital master.

### PDF Batch Trapping

- Additional PDF Batch Trapping engine to a **Prinerger** System.
- Automatically traps PDF pages during the refining process. Includes advanced features like enhanced trap corner geometry settings and keep away traps for packaging work.
- More trap engines can be added based on your production needs.

### Refining

- Additional Refine engine (or Job Ticket Processor, JTP) for a **Prinerger** System.
- Provides standard preflight, normalizing, color management, and optimizing of input PostScript, PDF, and other file formats into a PDF or PDF/X digital master.
- Expandable to meet customers' production needs.

## System Options

### Dashboard

- Consolidated web-based display of job status for an unlimited number of users.

### Archive

- Job archiving, retrieval and purging capabilities. Stores jobs and associated files, history and settings can be stored on nearline disk volumes for future retrieval and re-processing/output.

### Hot Standby Software

- Minimizes downtime: the database server is replicated on a secondary, so the system can continue to run with no data loss if primary fails. Also known as Emergency Platemaking or EPM+.

### Job Replication

- Protects job data by providing real-time backup of the RAID data storage to a second server with RAID. If the main RAID fails, production can be quickly reconfigured to use the replicated job data on the second server.

### Hardware or Virtualization

- As always you can run Prinerger Workflow on a Windows Server Class hardware or you can virtualize and choose between Hyper-V and VMWare

## Collaboration Tools

### Kodak InSite Prepress Portal

- Provides secure Web access to the **Prinerogy** Workflow. Customers, prepress operators, and service representatives can upload files and create new jobs for automatic processing in **Prinerogy** Workflow. They can also remotely track a job's progress from any Web-connected computer. Smart Review (a component of the **InSite** Portal) allows on-screen proofing with high-resolution zooming, panning and accurate measurements, and page-by-page approval, annotations, and change requests.
- iPad app support—the iPad app for **InSite** Portal provides mobile on-screen proofing, with high-resolution zooming, panning and accurate measurements, and page-by-page approval, annotations, and change requests.

### Kodak InSite Creative Workflow

- A powerful, yet intuitive web-based system for centrally organizing design files. Collaborate with partners and clients with flexible file sharing, task base review/approval workflow and an audit trail that tracks every action. The Asset Library, an **InSite** Creative Workflow component, stores all assets—images, fonts, project specification, etc. With the addition of metadata, all stakeholders can easily organize, access, use and reuse content across projects and libraries with consistency and accuracy.

## Output Options

### Layered PDF Versioning (LPV)

- Versioned printing—for multiple languages or regional pricing—is more flexible, reliable and repeatable than ever. Multiple layers in input files can be mapped to multiple layers in the mapping profile, allowing highly complex publication and packaging jobs to be automated.

### PrintLink Ink Key Setting

- Generates JDF-compliant Print Production Format (PPF) files that define ink key settings for the plate.

### Web Growth Compensation

- Provides linear and non-linear distortion of individual plate separations to compensate for paper stretch in web press operations.

### Digital Blueline Proofing (Signature Booklet)

- Cuts and collates pages from an imposed flat and sends the pages to a printer in 1-up or 2-up reader order.

### Output Renderer

- Adds one additional high-resolution output engine (or Job Ticket Processor, JTP). Renders PDF files and populated imposition job tickets in JDF and PJTF formats.
- Expandable to meet customers' production needs.



## Training

### Prinergy Workflow Training

- A variety of classroom, onsite and online training options are available for managers and prepress operators. Attendees learn to configure their system and gain insight into workflow optimization.

## Kodak Service and Support

**Kodak** Unified Workflow Solutions are backed by **Kodak** Service and Support. Reduce downtime and optimize system performance, with product updates, scheduled system audits and expert maintenance. With coverage in 120 countries, Kodak's highly trained Technical Response Center personnel and Workflow Application Specialists can help diagnose and resolve issues quickly. Rely on **Kodak** Service and Support to help keep your system operating at peak performance.

## THE POWER OF PACKAGING

- **Prinergy** Workflow delivers the high quality results that brand owners demand
- Higher resolution and greater control for top quality packaging with Maxtone SX Screening.
- World-wide consistency demanded by multi-national brands.

Produced using **Kodak** Technology.

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