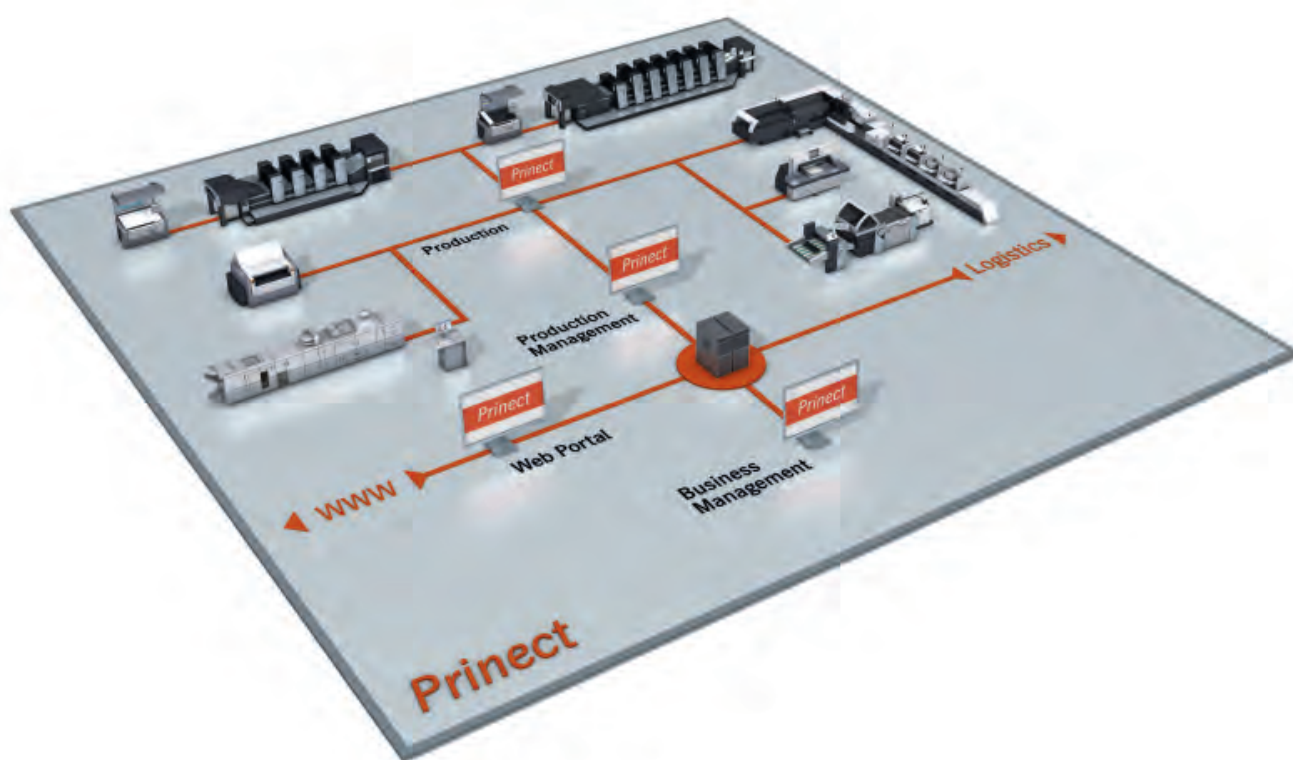


Prinect Digital Print Manager

HEIDELBERG



Maximum productivity with the integration of Heidelberg digital printing systems in the print shop Prinect® workflow. Prinect Digital Print Manager® integrates Heidelberg Linoprint digital printing systems into Prinect management and production workflows. Now, depending on the job, print shops can choose flexibly between offset or digital printing production, whether they want to produce print products in a combination of both printing methods, or, for example, use

the most cost-effective printing method for upfront copies, the main print run and repeat print runs. Prinect Digital Print Manager® can be used as a standalone solution or as part of the Prinect workflow. Both installation types can be expanded with further Prinect components at any time. Expansion through to a seamless JDF-based workflow can take place step-by-step, flexibly matching what you need when you need it. This is the ideal way for modern print

service providers to cash in on competitor advantages at short notice – and retain a competitive edge in the long-term.

Alongside color-consistent hybrid production, Prinect Digital Print Manager also enables the personalized printing of documents. Using a special, document-oriented user interface, typical print products such as personalized flyers and brochures can be rapidly and fully parameterized from impositioning through to postpress.

All jobs can be centrally managed, planned and produced in one workflow system, no matter what printing method you have selected. Feedback reports from the digital printing systems are immediately available for post-production job costing and analysis according to the machine or the job.

More than just an interface: seamless integration

Prinect Digital Print Manager drives Heidelberg digital printing systems only. It works both with the industry standards JDF/JMF and PDF for easy data transfer as well as integrating the Heidelberg Linoprint digital printing systems bidirectionally into Prinect management and production workflows in the same way as offset printing presses. This opens up a new dimension when it comes to the depth of integration for digital printing systems in Prinect, ensuring a fully-fledged and flexible, color-consistent hybrid workflow – vital for maximum productivity and flexibility and the mainspring to remaining competitive today and tomorrow.

More than just user-friendly: Document-oriented prepress

• The short runs that are typical for digital printing can only become profitable when processes in your print shop are efficient. Document-oriented prepress with real WYSIWYG for layout as well as for color is essential for minimizing overs and waste sheets. This is not only true for short print runs but especially when producing personalized documents too.



Prinect Digital Print Manager integrates Heidelberg Linoprint digital printing system into the Prinect production and management workflow. It can however be installed as a standalone application directly at the printing press.



Example of a hybrid workflow for the production of upfront copies using Prinect Digital Print Manager and the main print run using the offset printing workflow.

Short throughput times with systematic presets and automation

Profit margins in digital printing and capacity utilization of digital printing systems can be considerably boosted by automating any prepress processes that can be standardized. Numerous, frequently redundant operations can be eliminated and the digital printing systems can be supplied with ready-for-production data faster. Since there is less manual input, the number of input errors also drops. When a Management Information System, for example Prinect Business Manager, is already integrated in the Prinect workflow, presets for Heidelberg Linoprint digital printing systems start here. Alongside basic job information, this parameter also submits, for example, the production run length and the required substrate to the Digital Print Manager. These data can however also be parameterized directly in Prinect Digital Print Manager without a Management Information System.

Working efficiently with presetting data

The Heidelberg Linoprint digital printing systems integrated in Prinect inform the Prinect system of their machine-specific attributes and performance capabilities. These features can be used in Digital Print Manager for presetting – simply a few clicks in Prinect Cockpit are all it takes. If the digital printing system is equipped with the appropriate devices, you can preset it for more than just the digital print run and enter the parameters for inline finishing as well. The user interface shows only the setup options that apply to the digital printing system connected, which effectively prevents any incorrect parameterization.

Prinect Workflow has proved itself especially efficient for standard jobs. With Prinect Digital Print Manager, you can store the specific presetting data for digital printing as a template. You can add new content to these templates and use them as often again as you want. The job is then processed automatically, without having to input any more parameters into Digital Print Manager. As well as eliminating some process operations, multiple entries and user errors, there is yet another advantage for your print shop: efficient work processes significantly lessen the risk of capacity bottlenecks.

More transparency with integrated feedback reports

During the print run, the Heidelberg digital printing systems report back to Prinect on the progress of the print production run as well as other process data. This means operators at Prinect Cockpit know about the on-going status of the actual print process they have initiated at all times.

When the print process has been completed, Heidelberg digital printing systems report back to Prinect again on process times, cost-relevant consumption data such as clicks and the number of printed sheets. If Management Information Systems such as Prinect Business Manager are signed up for these feedback reports, they are now sent data for the post-production job costing for that specific job.

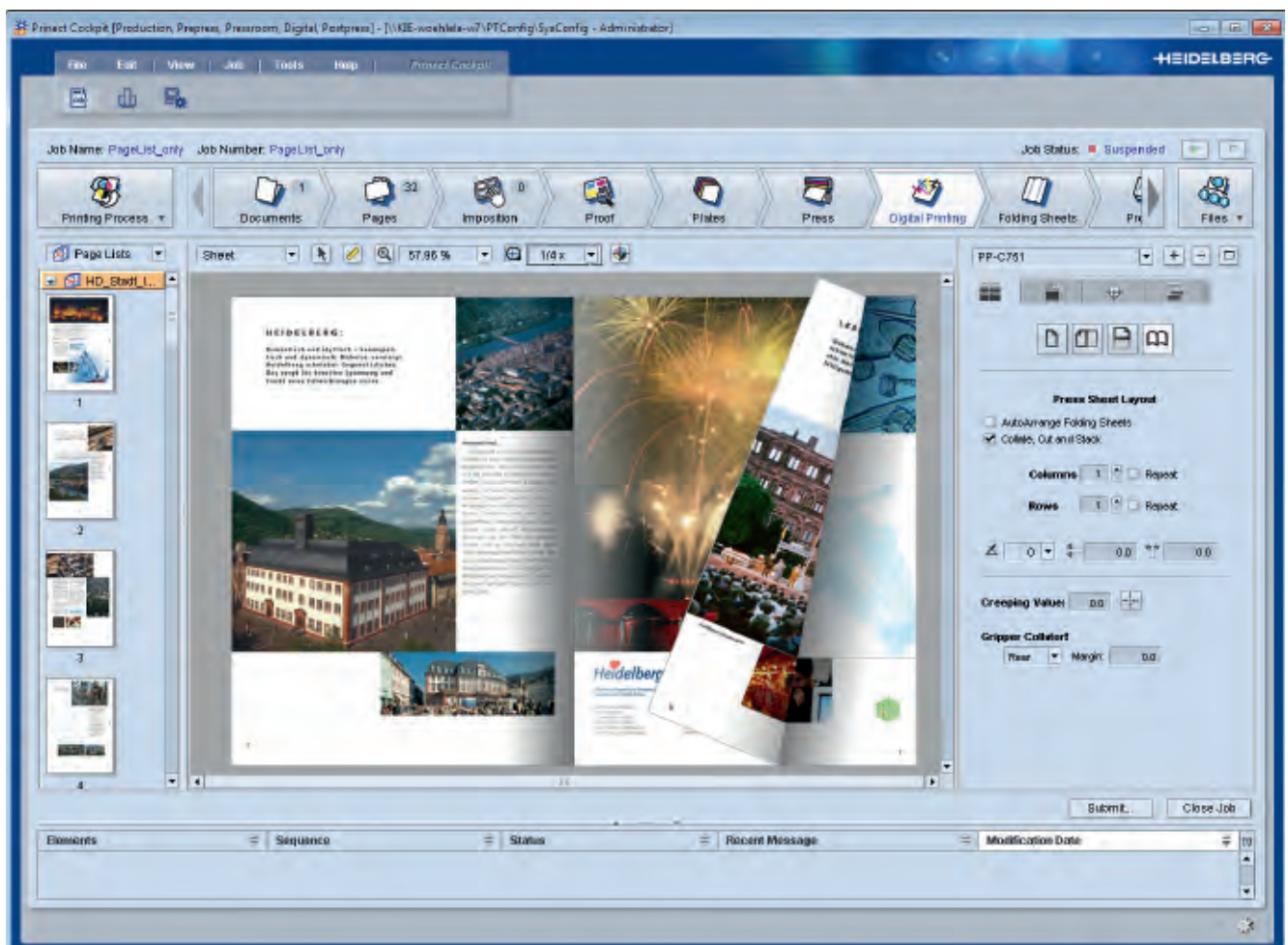
The optimal production path without exception

When Prinect Digital Print Manager is integrated into Prinect Workflow, the workflow becomes a one-of-a-kind hybrid workflow in which Prinect's savings potential, performance and production reliability can be used for both offset and digital printing alike. Despite the high level of automation, there is no need to decide from the onset which printing method you want to use for a specific job. You can change easily and rapidly between offset and digital printing at any time. This means, for example, you can use digital printing to produce upfront copies and then offset printing for the main print run.



Prinect Digital Print Manager's new-look user interface enables easy and rapid parameterization from impositioning through to postpress.

Prinect Digital Print Manager is the path to a complete Prinect workflow • With Prinect, Heidelberg is the only manufacturer to offer a print shop workflow that is capable of integrating and controlling the entire production process for print products. This across-the-board integration means all work processes are setup for verifiable efficiency. Prinect Digital Print Manager is a part of the Prinect workflow. The workflow is modular and is built up from an array of individual hardware and software components to flexibly match your individual requirements. Because, no matter with which modules you begin to control the work processes in your print shop: you can add components at any time. This means you can build your workflow up to a JDF-based workflow step-by-step and Prinect Digital Print Manager can be used as either a standalone solution or as part of the Prinect workflow.



Example of a complex hybrid print product; Prinect enables high-quality, color-consistent production across technological borders.

Publishing Information

Printed in: 04/12
Photographs: Heidelberger Druckmaschinen AG
Platemaking: SupraSetter
Printing: Speedmaster
Finishing: Stahlfolder
Consumables: Saphira
Fonts: HeidelbergGothicML
Printed in Germany

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Subject to technical modifications and other changes.

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