

# **Worldwide Distributed Production Prototyping Hard- and Soft-proofing**

## **Technological Downfalls and Possibilities**

Christian Schowalter  
Product Marketing Manager, EFI

# Agenda

- **EFI at a Glance**
- **Distributed Production**
- **Challenges in Color Reproduction**
- **Variables to Consider in Remote Scenarios**
- **Communication is KEY**
- **Cloud Solutions to Maintain Consistent Quality**
- **A Real Life Success Story**
- **EFI Web Control Center**
- **Distributed Proofing and its ROI**

# EFI At a Glance



- Based in Silicon Valley
- Technology company with a more than 20-year history of innovation
- Approximately 20% of revenue reinvested in R&D
- Over 1,000 people in R&D
- Fastest-growing technology company in the industry



# Our Mission

EFI's mission is to lead the print industry's transformation from analog to digital color through best-in-class products, technology and services.





# Our Three Areas of Business

## Industrial Inkjet

### Digital Inkjet Printers

- Wide & Superwide Display Graphics
- Label & Packaging Inkjet Printing
- Ceramic Inkjet Printing
- UV Digital Ink



## Fiery

### Digital Front End Appliance

- Enable Digital Print
- Color Management
- Variable Data
- High Productivity
- Mobile Print



## Productivity Software

### Business Process Automation Software

- MIS/ERP
- E-Commerce
- Workflow



# Distributed Production a Reality?



Brand owner



Agency



Pre-press

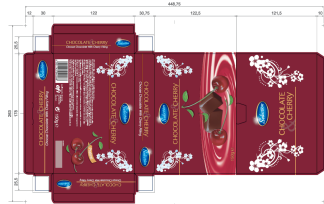


Printing house

# Distributed Production a Reality?



Brand owner



Printing house



Agency



Printing house



Printing house



Pre-press

# Challenges in Color Reproduction

## Multiple stake holders in production process



Color communication between stakeholders is fundamental.  
Process color match is device dependent and challenging.  
Brand colors are essential but strongly device dependent as well.



# Control Worldwide Environments



- Evaluate every device, consumable and environment

# Challenges in Color Reproduction

- Colors are strongly substrate-dependent
- Designer picks solid-coated Pantone book
- Final printed product is unlikely to be produced on offset coated media
- Print process will demand different ink formula, and attributes

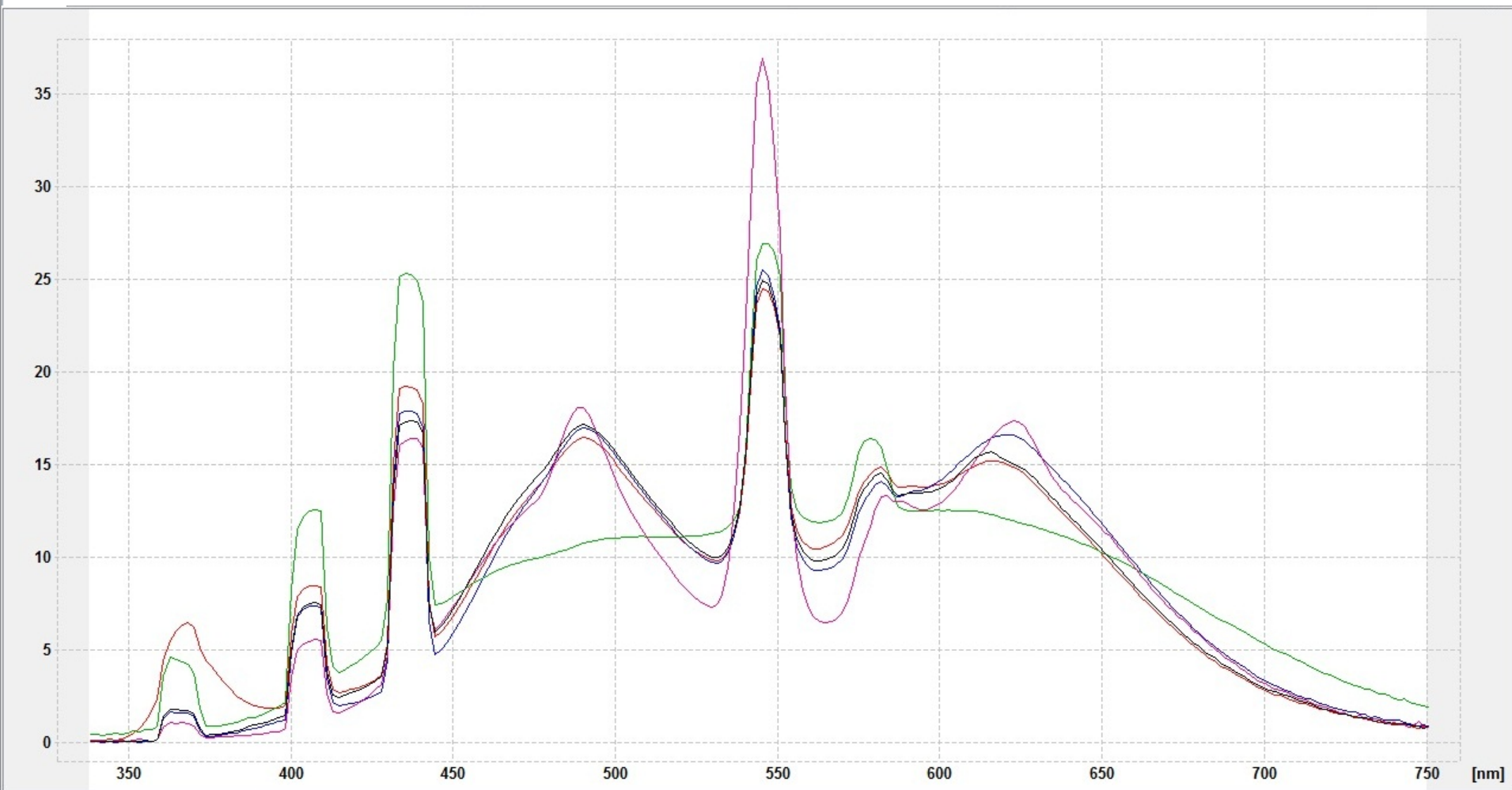


# Lighting = the Source of all Color

- Without light, no color
- Probably the biggest influencer on color perception
- Change in D50 definition recently
  - ISO 3664:2000 -> ISO 3664:2009
- Different manufacturers will have different spectral curve
- Old bulbs will have different spectral behavior



## Spectral Curves of 4 Different Manufacturer's Light Sources Used in Print Production



Slide courtesy of JUST Normlicht





# Lighting is the Sum of Light and Its Environment

## Wrong



Image source: Fogra

## Correct

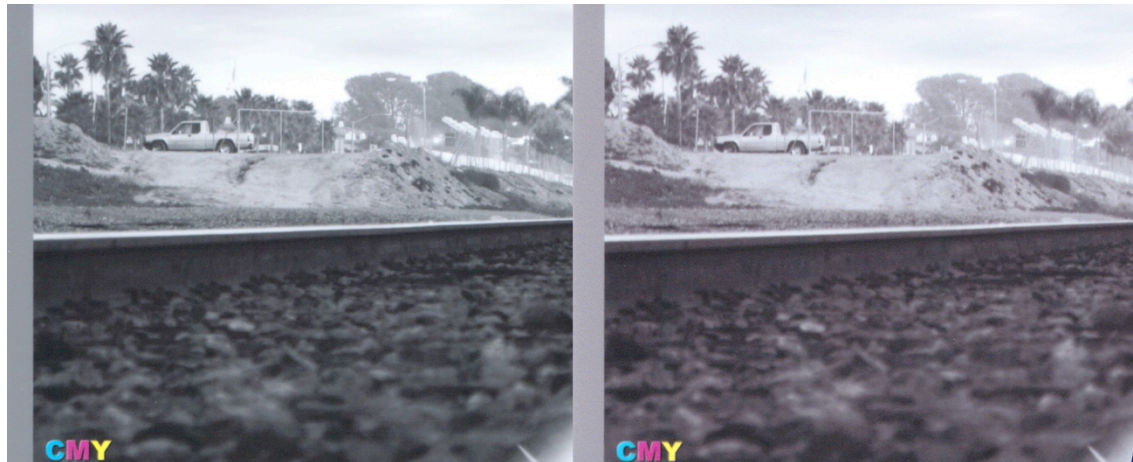


Slide courtesy of JUST Normlicht



# Different Ink Sets Can Create Differences

- Even with tightest tolerances and closest dE match
- Visual difference can occur if different substrates or ink sets are used



Ink Set  
A

Ink Set  
B



# Standardize on One Measurement Device



- Standardization on one measurement device fundamental
- No color communication possible with different metrics
- Calibration and maintenance of devices important

**Control, Control, Control !!!**



# Standardize, Standardize and Standardize

- Standardize to
  - Same light source and environment
  - Same measurement device
  - Same metrics
  - Same media
  - Same ink set
- Same media and ink set in production often not possible
  - Higher visual tolerances need to be accepted
  - Routinely visual cross check necessary to adjust tolerances or targets
  - Local hardcopy proof still necessary to guaranty visually consistent production
  - Printing to the numbers only possible on same media and ink set



# Tolerances Need to be Tight

- Tolerances and control need to be tight to secure closest visual match
- Be realistic about achievable tolerances
  - Under 1 dE is not reproducible in production (a reasonable cost)
- More important to have accurate, consistent and ongoing control than tight tolerances



# The Recipe for Successful Distributed Production

- Standardize
- Tight, but realistic, tolerances
- Local champion
- Communicate
- Control
- Control again
- Start from the top

**Color is a process, not a event**

# Communication is Key

Just because we know we were able to produce an accurate proof once, does not mean it is repeatable



Pre-press



Printing house



- Is the engine turned on?
- Was it recently calibrated?
- Is the right media loaded?
- Are all nozzles firing?

- Is the ink loaded?
- Is the ink expired?
- No one changed the settings, right?

# Without Communication, Errors Happen

## Control Strip Should Show This Error

- Original



- Clogged Cyan Nozzle





# Without Communication, Errors Happen

## Standard Control Strip will NOT Show This Error

- Original
- Spot Color Defined Incorrectly



# Without Communication, Errors Happen

## Standard Control Strip will NOT Show This Error

- Original
- Bad RIP Settings – Disappearing Artwork



# Communication is Key



Pre-press



Printing house



- Automated communication system needs to take over color communication
- Every job needs to be measurable and trackable
- Automated processes to reduce failure rate
- Secure and save data management

# Cloud Production and Proof Submission



Pre-press



Printing house



- ✓ • Job was sent
- ✓ • Job was received
- ✓ • Job printed
- ✓ • Job measured correct
- ✓ • Job was annotated
- ✓ • Job was accepted

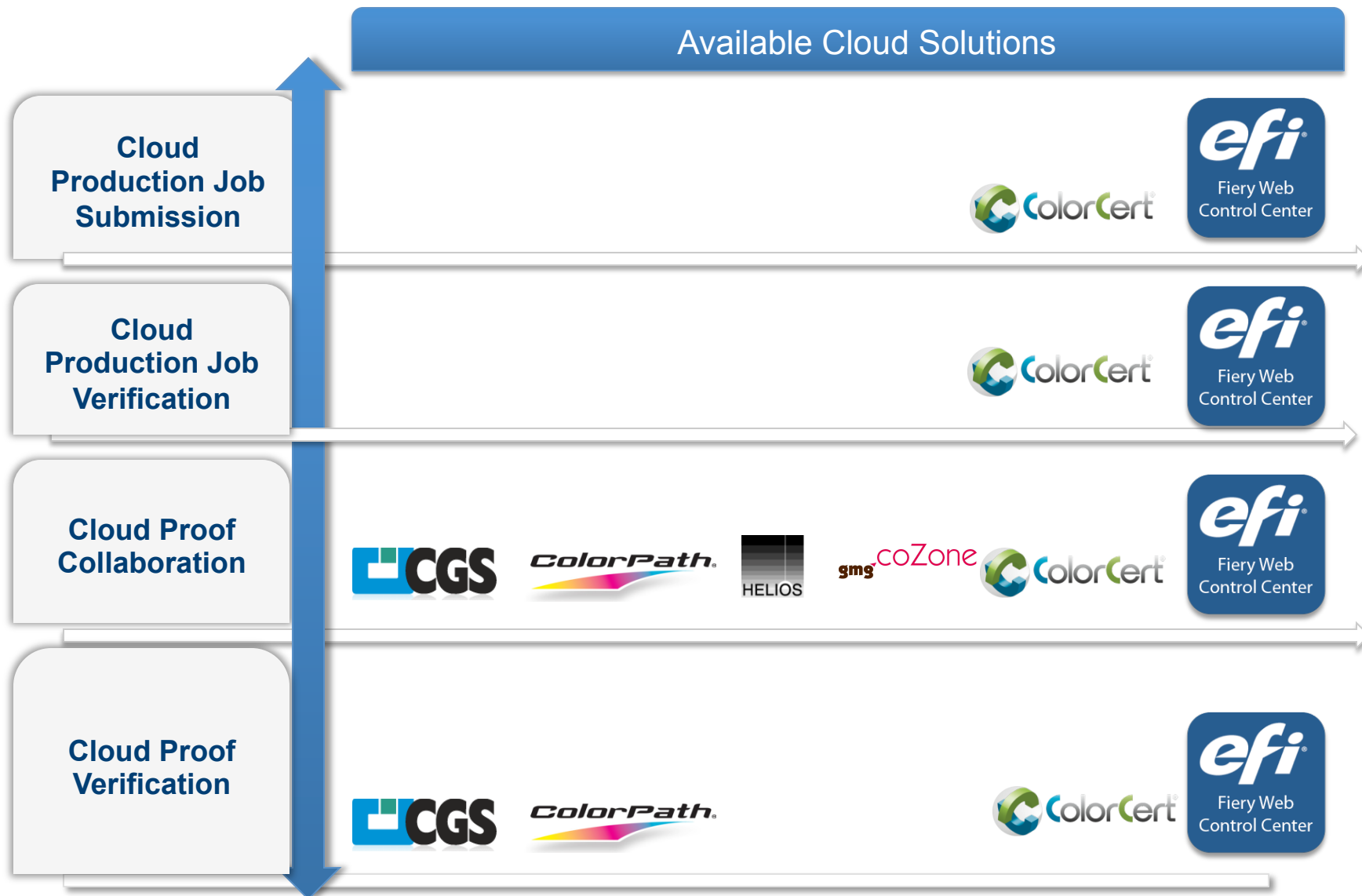
# General Requirements for a Cloud System

- Sophisticated user management
  - Secure setting and workflows
  - Ensure IP is not shared with wrong client
- Rock-solid hosted system with solid backup
- Custom rules and standards
- 100% control of print job
  - Never lose tracking and control of supplied job

# Cloud Job Management Requirements

	Commercial	Packaging	Wide Format
<b>Cloud Production Job Submission</b>	<ul style="list-style-type: none"> <li>• Plate curves</li> <li>• Tolerances</li> <li>• Post press</li> </ul>	<ul style="list-style-type: none"> <li>• Anilox rollers</li> <li>• Color definition</li> <li>• Screen per color</li> <li>• Pressure</li> <li>• Cut path</li> </ul>	<ul style="list-style-type: none"> <li>• Curing settings</li> <li>• Print mode</li> <li>• Resolution</li> <li>• Cut path generation</li> <li>• Inline cutter support</li> </ul>
<b>Cloud Production Job Verification</b>	<ul style="list-style-type: none"> <li>• Offline measurements</li> <li>• Inline measurements</li> <li>• G7 support</li> <li>• ISO support</li> </ul>	<ul style="list-style-type: none"> <li>• Offline measurements</li> <li>• Inline measurements</li> <li>• G7/ISO support</li> <li>• Custom standard</li> <li>• Spot color support</li> </ul>	<ul style="list-style-type: none"> <li>• Offline measurements</li> <li>• Inline measurements</li> <li>• G7/ISO support</li> <li>• Custom standard</li> <li>• Spot color support</li> </ul>
<b>Cloud Proof Collaboration</b>	<ul style="list-style-type: none"> <li>• Job submission</li> <li>• Annotation</li> <li>• Approval process</li> </ul>	<ul style="list-style-type: none"> <li>• Custom standards</li> <li>• Centralized Spot Color Library</li> <li>• Advanced job settings</li> <li>• White/ Clear/ Silver/ Cutting annotation</li> <li>• Approval process</li> </ul>	<ul style="list-style-type: none"> <li>• Print mode</li> <li>• Resolution</li> <li>• Cut path generation</li> <li>• Inline cutter support</li> </ul>
<b>Cloud Proof Verification</b>	<ul style="list-style-type: none"> <li>• Offline measurements</li> <li>• Inline measurements</li> <li>• G7 support</li> <li>• ISO support</li> <li>• Trending</li> </ul>	<ul style="list-style-type: none"> <li>• Offline measurements</li> <li>• Inline measurements</li> <li>• G7 support</li> <li>• ISO support</li> <li>• Trending</li> <li>• Grading system</li> </ul>	<ul style="list-style-type: none"> <li>• Offline/inline</li> <li>• G7 support</li> <li>• ISO support</li> <li>• Trending</li> <li>• Machine error statistics</li> <li>• Ink usage</li> </ul>

# Cloud Job Management Landscape





# Cloud Job Management Landscape

- Cloud collaboration



- Cloud production/proof submission



- Cloud production/proof verification





# Cloud Job Management Landscape

- Some of the available cloud solutions



- Evaluate your needs
- Differentiation between, production and proof verification, collaboration and job management

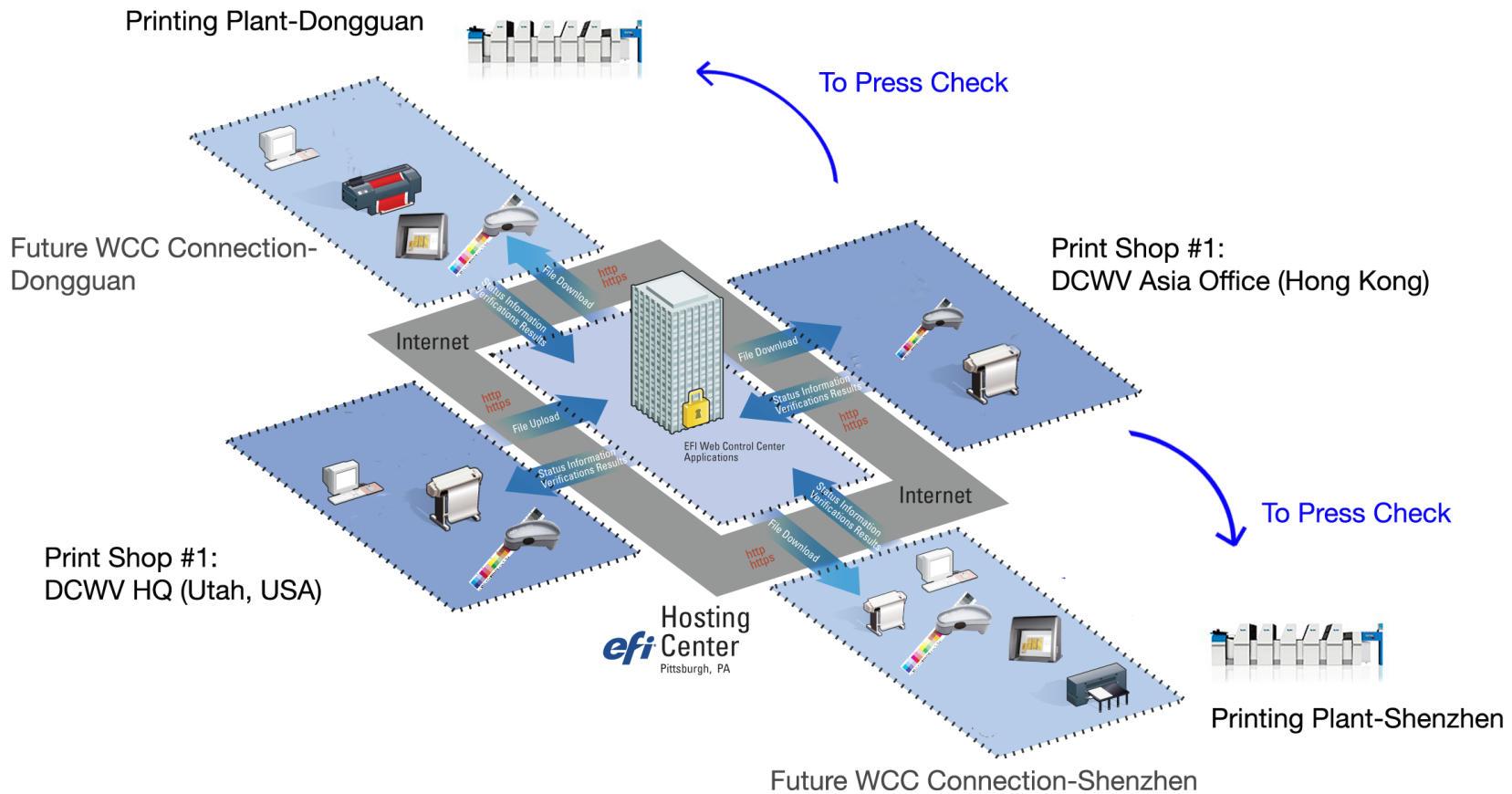
# DCWV, Inc. Case Study

Mike Strickler, MSP Graphic Services

- **Customer:** DCWV, Inc.
- **Status:** Privately held
- **Profile:** Wholesale supplier of hobby materials and home decor items.
- **Offices:** Provo, Utah; Hong Kong
- **Production:** China
- **Major customers:** Walmart, Target, Joann's
- **Print shops:** 2
- **Active users:** 5
- **Proof throughput:** 40 proofs/week



## DCWV WCC System Configuration





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## Cloud Distribution Successes:

- **Dramatic compression of production cycle**
- **Elimination of proof shipping costs**
- **Accurate, dependable, *verified* proofs: what's seen in Utah is seen in China**
- **More predictable, consistent product, faster press OKs**

## Remote Proofing Challenges:

**In remote site:**

- **Minimal IT resources**
- **Language difficulties**
- **Power failures**

**In host office:**

- **Maintaining supervision of remote facility**
-



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## Conclusions/Recommendations:

- Remote proofing is *local* proofing, only farther away!
  - Make no assumptions about remote facilities or their management.
  - Treat all shops as your own and control everything: consumables, software, hardware, services, *and* personnel, at all sites.
  - Remember that at the other end are real machines and real people, and things do go wrong.
  - No technology replaces clear communication and chain of command.
  - Remote proofing amplifies good practices, and bad ones.
- 

*Thank you*



# EFI Web Control Center

## One Solution

- Web based application lending itself to
  - job distribution between sites using Colorproof XF or Fiery XF
  - centralized monitoring of XF software, printers and output
- Acts as the link between any geographically remote site participating in a supply chain

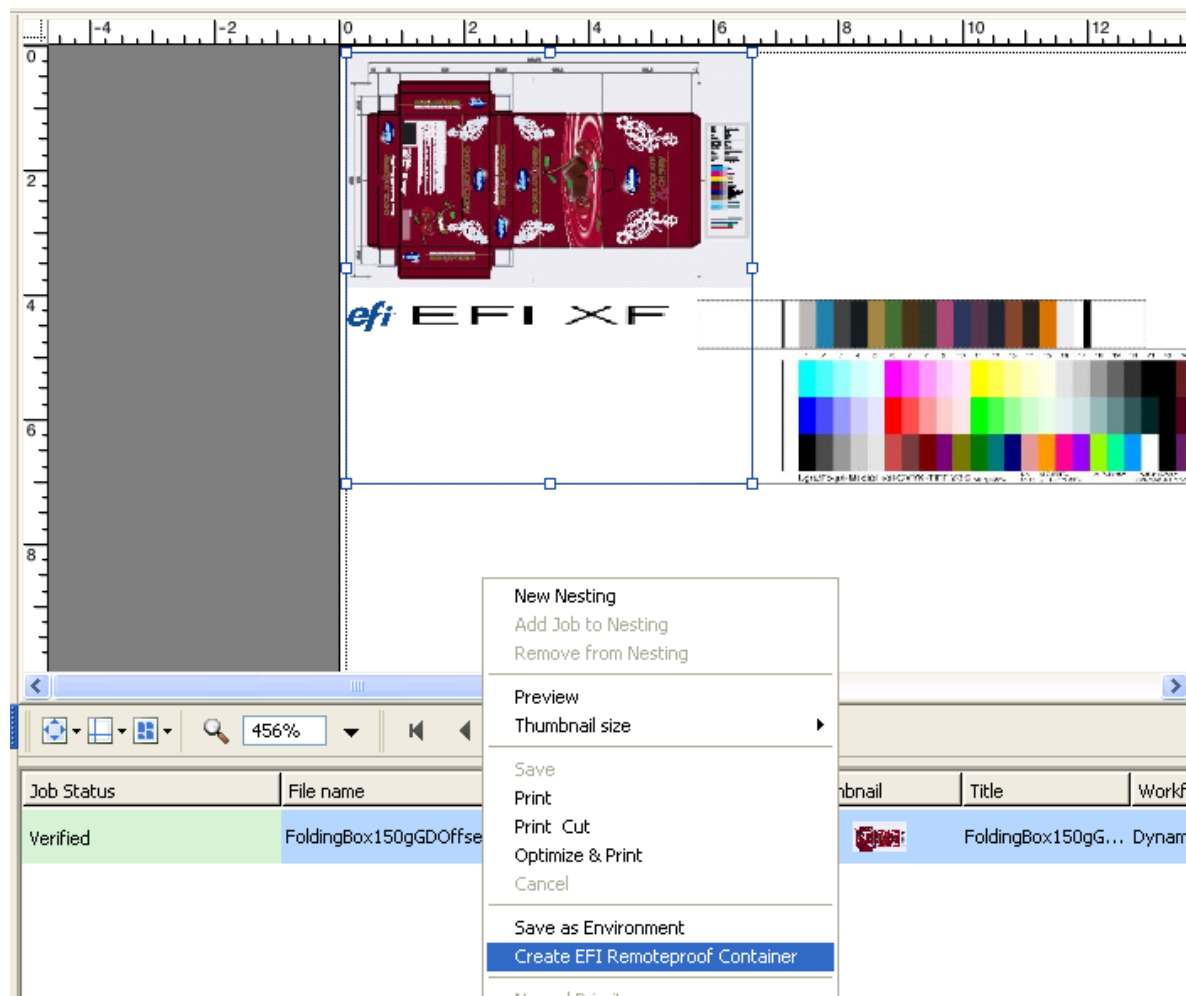
The screenshot displays the EFI Web Control Center (WCC) interface. At the top, there's a blue header with the 'efi' logo and 'Web Control Center'. Below this, a navigation bar includes links for Home, Administration, WCC, Jobs, Devices, Manage Files, Distribution List, Create New Job, and EFI File Uploader. A 'Welcome!' message and a 'Logout' link are also present. The main content area features a 'Notifications' section with a list of actions: Submit Job(s), Forward Job(s), Apply Distribution List, and Show Deleted Jobs. Below this is a table displaying job information. The table has columns for Job name-(#), Print shop, Device, Created / Sched. date, Job status, Verifier status, and Job preview / approval. The table shows five rows of job data, including job names like 'Sara-Jane-89', 'EAGS\_Demonstrations\_Ad\_A5\_H\_GE\_EFI\_XF\_v41', and 'FoldingBox150gDOffset\_151-7\_GE\_EFI\_XF\_v41'. The bottom of the interface includes a footer with copyright information: 'Copyright © 2008-2010 Electronics For Imaging, Inc. | Terms of Use' and version information: 'Version 1.05.0000 | Powered by EFI Digital StoreFront'.

Job name-(#)	Print shop	Device	Created / Sched. date	Job status	Verifier status	Job preview / approval
<input type="checkbox"/> Sara-Jane-89	DSFPDAPP28	● Default	11/19/2010 10:40:04 AM	Assigned	<input type="checkbox"/>	
<input type="checkbox"/> EAGS_Demonstrations_Ad_A5_H_GE_EFI_XF_v41		● IN_XFv41	10/6/2010 5:12:56 PM	Aborted: Deleted		
<input type="checkbox"/> EAGS_Demonstrations_Ad_A5_H_GE_EFI_XF_v41		● IN_XFv41	10/5/2010 6:53:46 PM	Assigned		
<input type="checkbox"/> EAGS_Demonstrations_Ad_A5_H_GE_EFI_XF_v45		● XF_v45_IN	10/5/2010 6:01:26 PM	Assigned		
<input type="checkbox"/> FoldingBox150gDOffset_151-7_GE_EFI_XF_v41		● IN_XFv41	10/5/2010 5:07:10 PM	Assigned		

# EFI Web Control Center Workflow


## 1. Create remoteproof container

- Job will be uploaded to EFI Web Control Center
- Job can be automatically distributed to several sites or the user chooses the location manually



# EFI Web Control Center Workflow

## 2. Jobs uploaded appear in the job list

 Web Control Center

HomeHelp

Welcome Saurabh Agrawal! [Logout](#)











AdministrationWCC

[Jobs](#) [Devices](#) [Manage Files](#) [Distribution List](#) [Create New Job](#) [EFI File Uploader](#)

Notifications

[Submit Job\(s\)](#) [Forward Job\(s\)](#) [Apply Distribution List](#) ☐ Show Deleted Jobs

1 2 3 4 5 ... Displaying page 1 of 7, items 1 to 5 of 31

<input type="checkbox"/>	Job name-(#)	Qty.	Extrn. job ID	Printing condition	Print shop	Device	Created by user	Created at print shop	Fwd. by user / print shop	Created / Schd. date	Job status	Verifier status	Job preview / approval
<input type="checkbox"/>	EAGS_Demons	1	EAGS_Demons	GRACol2006_K	GE_EFI_XF_v41	IN_XFv41	gedemo41	GE_EFI_XF_v41	gedemo41/GE	10/6/2010 4:12:56 PM	Aborted: Deleted		
<input checked="" type="checkbox"/>	EAGS_Demons	1	<a href="#">EAGS_Demon</a>	GRACol2006_K	GE_EFI_XF_v	IN_XFv41	gedemo41	GE_EFI_XF_v41		10/5/2010 5:53:46 PM	Assigned		
<input type="checkbox"/>	EAGS_Demons	1	<a href="#">EAGS_Demon</a>	GRACol2006_K	GE_EFI_XF_v	XF_v45_IN	gedemo45	GE_EFI_XF_v45		10/5/2010 5:01:26 PM	Assigned		
<input checked="" type="checkbox"/>	FoldingBox15	1	<a href="#">FoldingBox15</a>	GRACol2006_K	GE_EFI_XF_v	IN_XFv41	gedemo41	GE_EFI_XF_v41		10/5/2010 4:07:10 PM	Assigned		
<input checked="" type="checkbox"/>	EAGS_Demons	1	EAGS_Demons	ISOcoated_v2_	GE_EFI_XF_v45	XF_v45_IN	gedemo45	GE_EFI_XF_v45	gedemo45/GE	10/3/2010 4:17:44 PM	Submitted		

1 2 3 4 5 ... Displaying page 1 of 7, items 1 to 5 of 31



# EFI Web Control Center Workflow

## 3. Distribution list can be used to push jobs out to several sites

The screenshot displays the EFI Web Control Center (WCC) interface. A modal dialog box titled 'Apply Distribution List - Windows Internet Explorer' is open, showing a distribution list for 'Distribution North America'. The dialog contains a table with columns 'Print shop' and 'Quantity'. Two items are listed: 'GE\_EFL\_XF\_v45' and 'DSFPRDAPP28', both with a quantity of 1. Below the table, there is a checkbox for 'Submit job(s) at:' followed by a time field set to '1 : 00 AM'. Buttons for 'Apply' and 'Apply and Submit' are visible.

The background interface shows the 'Administration' tab with 'WCC' selected. A 'Notifications' section is visible, and a table of jobs is displayed. The table has columns for 'Job name-(#)', 'Printing condition', and 'Printer'. The first row is 'DW\_Final\_98-94' with 'ISOcoated\_v2\_eci.icc' and 'DE'. The second row is 'DW\_Final\_98-95' with 'ISOcoated\_v2\_eci...' and 'DE'. The third row is 'FoldingBox150gG...-90' with 'ISOcoated\_v2\_eci.icc' and 'GE'. The fourth row is 'Sara-Jane-89' with 'DS'. The fifth row is 'EAGS\_Demonstrati...-86' with 'GRACoL2006\_Coat...' and 'GE'. The sixth row is 'EAGS\_Demonstrati...-81' with 'GRACoL2006\_Coat...' and 'GE'. The table is displaying page 1 of 7, items 1 to 5 of 34.

# EFI Web Control Center Workflow

## 4. Job feedback provided by XF

The screenshot displays the EFI Web Control Center (WCC) interface. The top navigation bar includes the EFI logo, "Web Control Center", and a "Home" link. A user greeting "Welcome Saurabh Agrawal!" and a "Logout" link are visible. The main menu contains "Administration", "WCC", "Jobs", "Devices", "Manage Files", "Distribution List", "Create New Job", and "EFI File Uploader".

The "Notifications" section is expanded, showing a table of jobs. The table has columns for Job name-#, Qty., Extn. job ID, Printing condition, Print shop, Device, Created by user, Created at print shop, and Fwd. by user / p shop. The table displays 5 items on page 1 of 7.

Job name-#	Qty.	Extn. job ID	Printing condition	Print shop	Device	Created by user	Created at print shop	Fwd. by user / p shop
EAGS_Demons	1	EAGS_Demons	GRACol2006_C	GE_EFI_XF_v41	IN_XFv41	gedemo41	GE_EFI_XF_v41	gedemo4
EAGS_Demons	1	EAGS_Demons	GRACol2006_C	GE_EFI_XF_v41	IN_XFv41	gedemo41	GE_EFI_XF_v41	gedemo4
EAGS_Demons	1	EAGS_Demons	GRACol2006_C	GE_EFI_XF_v45	XF_v45_IN	gedemo45	GE_EFI_XF_v45	gedemo4
FoldingBox15	1	FoldingBox15	GRACol2006_C	GE_EFI_XF_v41	IN_XFv41	gedemo41	GE_EFI_XF_v41	gedemo4
EAGS_Demons	1	EAGS_Demons	ISOcoated_v2_	GE_EFI_XF_v45	XF_v45_IN	gedemo45	GE_EFI_XF_v45	gedemo4

The detailed view on the right shows the "Verifier status" and "Job preview / approval" for each job. The status is indicated by a green checkmark (success) or a red X (failure). The job preview / approval is indicated by a green checkmark (approved) or a red X (rejected).

# EFI Web Control Center Workflow

## 5. Measuring values and job status will be send back to EFI Web Control Center

The screenshot displays the EFI Web Control Center (WCC) interface in a web browser. The main window shows a list of jobs with columns for Job name, Printing condition, Print shop, Device, Created by user, and Fwd. print. A job named 'DW\_Final\_98-95' is highlighted. A secondary window, titled '95 - View Verifier Status - Windows Internet Explorer', is open, showing the detailed verifier status for this job.

**Jobs - Windows Internet Explorer**  
efi https://EFI-WCC.myprintdesk.net

efi | Web Control Center

Administration | WCC

Jobs | Devices | Manage Files | Distribution List | Create New Job | EFI File Upload

Notifications

Submit Job(s) | Forward Job(s) | Apply Distribution List

Displaying page 1 of 7, items 1 to 5 of 34

Job name-(#)	Printing condition	Print shop	Device	Created by user	Fwd. print
DW_Final_98-94	ISOcoated_v2_eclicc	DE_EFI_Ratingen	Remote_IN...	administrator	
DW_Final_98-95	ISOcoated_v2_eclicc	DE_EFI_Ratingen	Remote_IN...	administrator	
FoldingBox150g... -90	ISOcoated_v2_eclicc	GE_EFI_XF_v45	XF_v45_IN	administrator	
DW_Final_81-94		DSFPRDAPP28	Default	administrator	
EAGS_Demonstrati... -86	GRACol2006_Coat...	GE_EFI_XF_v41	IN_XFv41	gedemo41	gedemo41
EAGS_Demonstrati... -81	GRACol2006_Coat...	GE_EFI_XF_v41	IN_XFv41	gedemo41	

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**95 - View Verifier Status - Windows Internet Explorer**  
efi https://EFI-WCC.myprintdesk.net

DW\_Final\_98-95

Verifier Strip 1

Characterization Data	Dynamic wedge			Dynamic wedge		
Comparison Method	dE CIE76			dE CIE76		
Delta E Format	dE CIE76			dE CIE76		
Color Verifier Status:	Passed			Passed		
	ORIGINAL MEASUREMENTS			VERIFIED MEASUREMENTS		
Channel	Measured	Tolerance	Approved	Measured	Tolerance	Approved
<b>General dE Limits</b>						
Average dE Overall Patches	1.24	3.00	✓	1.32	3.00	✓
Maximum dE Overall Patches	2.37	6.00	✓	2.45	6.00	✓
Paper White	--	--		--	--	
<b>Primary Color dE Limits</b>						
Cyan	--	--		--	--	
Magenta	--	--		--	--	
Yellow	--	--		--	--	
Black	--	--		--	--	
Average dE Over CMYK Patches	--	--		--	--	
<b>Hue Difference Tolerance Limits</b>						
Maximal For CMYK Patches	--	--		--	--	
Maximal Average For Gray Patches	--	--		--	--	
<b>Tone value tolerance limits</b>						
Maximal Peak CMYK Patches	--	--		--	--	

Verifier Strip 2

Characterization Data	FOGRA39_MKCheck11Lit8			FOGRA39_MKCheck11Lit8		
Comparison Method	ISO 12647-7 Contract Proof "Media Wedge"			ISO 12647-7 Contract Proof "Media Wedge"		
Delta E Format	dE CIE76			dE CIE76		
Color Verifier Status:	Passed			Passed		
	ORIGINAL MEASUREMENTS			VERIFIED MEASUREMENTS		
Channel	Measured	Tolerance	Approved	Measured	Tolerance	Approved
<b>General dE Limits</b>						
Average dE Overall Patches	1.24	3.00	✓	1.32	3.00	✓
Maximum dE Overall Patches	2.37	6.00	✓	2.45	6.00	✓
Paper White	--	--		--	--	
<b>Primary Color dE Limits</b>						
Cyan	--	--		--	--	
Magenta	--	--		--	--	
Yellow	--	--		--	--	
Black	--	--		--	--	
Average dE Over CMYK Patches	--	--		--	--	
<b>Hue Difference Tolerance Limits</b>						
Maximal For CMYK Patches	--	--		--	--	
Maximal Average For Gray Patches	--	--		--	--	
<b>Tone value tolerance limits</b>						
Maximal Peak CMYK Patches	--	--		--	--	

125

# EFI Web Control Center Workflow

## 6. User can approve/reject jobs and can add annotations

The screenshot displays the EFI Web Control Center (WCC) interface in a Windows Internet Explorer browser. The main window shows the 'Jobs' tab with a list of jobs. A secondary window is open, showing the details for a specific job titled 'EAGS\_Demonstrations\_Ad\_A5\_HR\_166-88'. This window includes an 'Add Annotation' tool with a text input field and 'Save'/'Cancel' buttons. The job details section on the right lists the content file, creation date, and user. The job notes section is empty. At the bottom of the job details window, there are buttons for 'Approve', 'Approve with comments', 'Reject', and 'Close'.

**Jobs - Windows Internet Explorer**  
efi https://EFI-WCC.myprintdesk.net

**efi | Web Control Center**  
Home

Administration WCC  
Jobs Devices Manage Files Distribution List

Notifications

Submit Job(s) Forward

Displaying page 1 of 7, ite

Job name-(#)	Printing condition	Print shop
DW_Final_98-94	ISOcoated_v2_eciicc	DE_EFI_Ratingen
DW_Final_98-95	ISOcoated_v2_eci...	DE_EFI_Ratingen
FoldingBox150gG..._90	ISOcoated_v2_eciicc	GE_EFI_XF_v45
DW_Final_81-94		DSFPRDAPP28
EAGS_Demonstrati...-86	GRACoL2006_Coat...	GE_EFI_XF_v41
EAGS_Demonstrati...-81	GRACoL2006_Coat...	GE_EFI_XF_v41

Displaying page 1 of 7, ite

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**88 - Job File(s) - Windows Internet Explorer**  
efi https://EFI-WCC.myprintdesk.net

**EAGS\_Demonstrations\_Ad\_A5\_HR\_166-88**

Add Annotation

comment

Save Cancel

**Job Details:**

**Content File (s):** EAGS\_Demonstrations\_Ad\_A5\_HR\_1... (8.91 MB)

**Created at:** GE\_EFI\_XF\_v41

**Created by:** gedemo41

**Forwarded by:** administrator / DSFPRDAPP28

**Job Notes:**

Save

**EAGS Demonstrations**  
GROW YOUR OWN!

Note: This image may contain annotations. Move your mouse over the image to see them.

Approve Approve with comments Reject Close

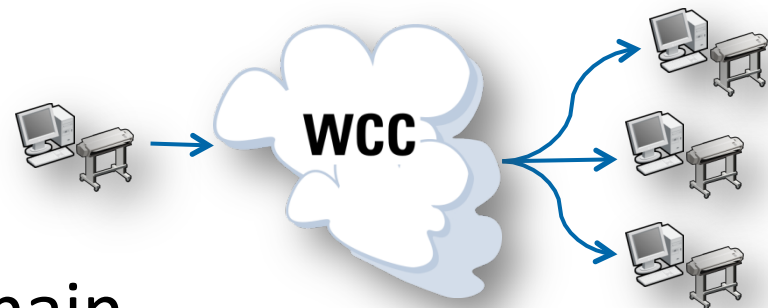
## 7. Administrator can run reports to analyse sent jobs



# EFI Web Control Center

## Key benefits

- Web-based application
- Low investment due to ASP model, hosted by EFI
- Flexible job data upload and distribution
- Fully automatable onsite proofing / printing
- Significant reduction of
  - Job turnaround time
  - Shipping cost
- Efficient control of the entire Colour Supply Chain



# Remote Proofing Saves Shipping Costs

## Use Case:

- 2 shipments of 10 proofs each week to Hong Kong
- Labor, printing, packaging: \$100
- Shipping/duties (2-day): \$300
- Shipping/duties (overnight): \$1300

**Savings \$38k - \$130k / year  
(2 proof shipments/week)**





# What's the Real ROI of Remote Proofing / Production

- Saving shipping cost: \$50k
- Saving a day in go to market : **priceless**
- Being in the movie industry and **eating** \$50k worth of shrimp: **overrated**



A color calibration bar at the top of the slide, featuring a series of colored squares: yellow, cyan, magenta, black, white, red, green, blue, and grey.

Thank you for your time and attention!

[www.efi.com/FieryXF](http://www.efi.com/FieryXF)