



Automation is at the heart of Kodak's integrated print workflow solutions

The prepress workflow is a central production component at any print shop. Kodak has been setting benchmarks for more than 25 years with the KODAK PRINERGY Platform. The level of workflow automation ultimately determines how efficiently and profitably production runs from white paper to the final printed product. The KODAK PRINERGY Platform provides an integrated and future-proof workflow automation solution for streamlining production from end-to-end, across digital and analog printing processes and for efficient collaboration between printers and their clients.

The PRINERGY Platform offers support for offset, flexo, digital, gravure and wide format printing. It offers multiple deployment options including on premises, in the cloud or as a hybrid solution with subscription bundles giving printers ultimate value and cost savings. PRINERGY boasts compatibility with virtually all third-party software and equipment, and connectivity with the broadest range of digital presses. As an integrated end-to-end workflow for all production needs of the printing industry, it eliminates the need to manage multiple software investments and reduces manual touchpoints to a minimum. In terms of production efficiencies, PRINERGY maximizes ink savings, improves quality, reduces waste, and maintains consistent and accurate color across all printing processes.

A framework for flexible automation

Kodak is committed to continuously enhancing and expanding the automation capabilities of its production workflow solutions. Enabling intelligent automation of job processing, PRINERGY's Rules-Based Automation (RBA) software allows printers to create powerful automation rules for any existing manual event, business process, or daily step in their production workflow.

The use of RBA minimizes labor expenses and decreases costs arising from errors. RBA provides a framework in which the user can instruct PRINERGY and other third-party software and equipment, how to react when certain events occur, giving printers the opportunity to systematically eliminate manual touchpoints and errors.

Preflight+ is another efficiency-boosting automation component within the KODAK PRINERGY Workflow. It automatically verifies incoming files against selected preflight profiles, correcting and reporting errors based on industry standards or predefined user-based criteria. Additionally, when integrated with RBA, Preflight+ can automatically alert the job owner that file optimization is needed to address a critical issue.

PRINERGY version 11.0 brings a host of enhancements

The recently launched version 11.0 of PRINERGY has been designed to provide even more efficient support for digital, analog and hybrid print production in addition to greater security and usability. PRINERGY 11.0 also features enhancements to Rules-Based Automation (RBA), improved usability



for the Virtual Proofing Software Plus (VPS+), seamless import of Harmony calibration curves into KODAK COLORFLOW Software and many more functional and performance improvements. Direct connectivity to KODAK PROSPER Inkjet Presses is another significant new feature.

All production and business processes integrated into a single platform

KODAK PRINERGY Business Solutions is a comprehensive solution that goes beyond the production workflow to cover all of a print shop's processes, bringing together proven, print-specific applications in a single, completely cloud-based platform. From e-commerce and MIS/ERP to collaboration tools, PRINERGY Business Solutions seamlessly integrates all aspects of a print shop, enabling end-to-end automation at the highest level of performance. With KODAK PRINERGY Business Solutions, printers can focus on delivering exceptional results while streamlining their operations for enhanced productivity and profitability.

Completely secure and fully managed by Kodak, PRINERGY Business Solutions does not require a print shop to make multiple investments for the acquisition and maintenance of different software solutions. Likewise, no high initial investment with corresponding capital costs for high-performance IT infrastructure is required.

Powerful automation capabilities in a lean SaaS solution

The powerful KODAK PRINERGY Access 2.0 SaaS Digital Workflow Solution combines PRINERGY's high-performance automation and portal tools with the versatility of connectivity to any digital press and any on-premises workflow. PRINERGY Access 2.0 includes proprietary Intelligent Layout technology, which dynamically imposes files for any production line. Intelligent Layout reduces waste by automating complex tasks and reducing manual touchpoints. The browser-based solution offers a feature-rich customer portal with Smart Review as well as Kodak's advanced Preflight+, color management, file management, backup, trapping and routing software.

PRINERGY Access 2.0 stores files securely on the Microsoft Azure cloud platform. It can automatically receive and process customer job files 24/7 according to their specific production requirements. Access 2.0 processes files and fixes issues on the fly or indicates corrections to be made. Once processed, a printer's customer can proof, annotate, edit and approve the job. The approved file is ready to be sent to print.

With all these features, PRINERGY Access 2.0 is an innovative digital solution enabling printers to maximize customer value and business productivity through embedded, end-to-end automation.