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## **EFI and Ricoh Deliver Two Powerful New Fiery Servers for New Ricoh Pro C7200X Series Production Printers**

**Ratingen, Germany** – 7 March 2018 – Electronics For Imaging, Inc. (Nasdaq:EFII) today announced the availability of two new EFI™ [Fiery®](#) digital front ends (DFEs) driving Ricoh Pro™ C7200X Series production printers.

Based on the new Fiery FS300 Pro system software, the Color Controller E-85A and E-45A leverage the latest Fiery technology enhancements to deliver blazing fast performance and outstanding colour out of the box. The new Fiery DFEs include powerful tools to make expert colour adjustments, plus job make-ready and automation enhancements for greater workflow efficiency.

“Fiery is the premier DFE platform for commercial digital print, and we’re pleased to use the latest Fiery technology for our newest digital presses,” said Eef de Ridder, director of commercial printing for the Ricoh Europe Commercial and Industrial Printing Group. “Clients can expand their business offerings with the winning combination of our Pro C7200X Series’ unique creative capabilities, along with powerful Fiery colour and workflow functionality.”

### **Speciality toner and imaging support**

Both Fiery DFEs fully support the Pro C7200X Series’ speciality toner capabilities, including clear, white, neon pink, neon yellow, and invisible red. Users can easily manage speciality toners throughout the entire job workflow, preventing inadvertent errors and reducing waste.

Plus, users have the ability to add speciality toner to jobs without going back to prepress or changing the design file. Users also have full control over whether to apply white toner over or under CMYK, and whether to mirror or invert any of the files. EFI’s innovative Dynamic HD Text & Graphics feature on these new Fiery DFEs prints sharp fine details, small font size text and ultra-thin lines with clarity.

“These new Fiery DFEs for Ricoh printers provide the essential tools to make customers more productive,” said John Henze, vice president of Fiery marketing at EFI. “In addition to the advancements of the Fiery FS300 Pro software, they include Fiery Command WorkStation® 6, the industry standard job management software, which allows customers to work more efficiently and keep all of their print engines producing profitably. Plus, Fiery HyperRIP enhancements on the E-85A enables print service providers to double the processing speed on more types of jobs.”

### **Fiery NX hardware platform**

Both servers utilise the Fiery NX hardware platform, delivering unparalleled performance along with a sleek, modern design for higher operational efficiency. The servers can be housed in the optional Fiery NX Station LS, a cutting-edge, ergonomic work environment for customers who need a highly efficient and comfortable workspace.

### **Workflow automation to effortlessly set up complex jobs**

Both Fiery servers come with Fiery [JobFlow](#)™ Base automation software for streamlined prepress job preparation. An additional automation upgrade is also available for intelligent job routing, advanced scripting and other features.

### **Best-in-class integration**

Fiery DFEs help print service providers achieve business-wide workflow automation by integrating EFI management information systems, EFI Web-to-Print software, and other popular prepress workflows, such as Kodak™ PRINERGY™, Heidelberg® Prinect® and Agfa Apogee®.

The E-85A and E-45A driving the Ricoh Pro C7200X Series are available from March. For more information about Fiery Driven™ digital production printing, 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 analogue to digital imaging. We are passionate about fuelling 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 personalised 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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