



EFI® Digital StoreFront®

EFI Digital StoreFront provides a scalable, customer-hosted web to print solution for creating and managing an online storefront that integrates with your current EFI applications.



Create A Web Presence. Customers demand more from print service providers everyday. With today's on demand culture they want access to their files and your production capabilities regardless of time or location. EFI Digital StoreFront (DSF) is a web to print solution that helps you meet these challenges. DSF enables printing facilities to extend products and services from their shop floor to their customers' desktops via the Web. The solution permits around the clock access and allows customers to submit print-ready PDF files including static, variable, and ad-hoc jobs directly to your shop from their desktop.



Expand Your Revenue Stream. Web to print solutions provide a vehicle for generating new revenue streams with digital printing. DSF enables you to offer new value-added print products to increase your revenue with your current customer base and to win new business. Customers can personalize online templates to produce both versioned products such as business cards and personalized products like direct mail campaigns (VDP).



Utilize A PDF Workflow. Put your print shop on your customers' desktop for 24/7 access. Eliminate typical file submission headaches by enabling your customers to seamlessly deliver print-ready PDF files directly to your print shop. With PrintMessenger Driver, a virtual print driver and standard feature for DSF or an optional Server Side PDF Conversion module, customers can create and send accurate PDF files from their desktop using the File→Print command quickly and easily.



Integrate Production and Business Workflows. DSF bridges the gap between production and business workflows through integration with EFI print controllers and MIS applications. This integration means less redundancy in keying job data and fewer chances for production errors, leading to greater productivity and profitability.



Customized Communications

To help you be successful in growing your digital print business, imagePRESS Workflow Solutions focuses on six critical areas, one of which is *Customized Communications*.

Canon's production digital engines allow you to develop and offer new opportunities to your customers. Our customized communication solutions are designed to capture more business from your existing customers and generate new net revenue, develop a web presence to streamline interactions with your customers, and increase the effectiveness of your marketing campaigns.

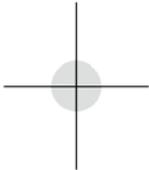


Expand Your Business. DSF can help you build a unified shopping and ordering experience around a configurable storefront. It offers the ability to customize the look and feel of your site, while providing multiple brandings for individual customers or user groups.

Communicate With Customers. DSF allows you to communicate with customers more efficiently regarding job status updates and order history through the Web and automatic e-mail messages sent in real time.

Integrate Your Production Environment. With connectivity to EFI's Fiery® Central, MicroPress™ and Fiery Driven® output devices, DSF can integrate to virtually any output device on the market today. Jobs flow directly from DSF to the appropriate production device without the need for manual intervention or timely and potentially error prone job detail re-entry.

Receive a Print-Ready File. Customers can "print" directly to DSF via an installed virtual printer decreasing time between order submission and production while increasing efficiency.



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