

Kodak Versamark 700 Print Manager is a digital front end (DFE) and press controller designed to take full advantage of very powerful workflow solutions while driving Kodak's advanced quality digital printers. Whether it is operating stand-alone or within a cross technology environment using traditional offset printing, digital printing, and electronic media, the **Kodak Versamark 700 Print Manager** offers superior customer communications.

Job Submission Flexibility

Whether you are creating a new fully automated workflow, desire simple manual operation, or you just want your new printer to work within your existing process, the **Kodak Versamark 700 Print Manager** provides you with many job submission possibilities. Integration is straightforward as the print manager can connect to the most commonly used industry data sources and communication methods.

Accept job data directly from PDF, PostScript, PPML-GA as typically used for commercial and graphic arts applications. For production speed variable printing, your choice for page description language (PDL) might be VPS or PPML-VDX. Data centers may opt for the IPDS data stream commonly used with AFP input data. This breadth of selections is extremely beneficial should your business require you to accept jobs from a variety of composition sources.

Jobs may be submitted in three ways:

- If automation is your goal, then the 700 Print Manager's robust integration with the **Kodak Prinergy** Digital Workflow System is for you. In this environment, the production management server automates job submission and load balancing through job ticketed input using JDF, plus a JMF communication interface that closes the control communication loop.
- For remote submission over distributed networks, such as with a production control center, a job may be submitted via hotfolders into the job queue. Job status is reported back over the network
- Local operation may be accomplished manually with simple file selection from the print manager or any network server. Great for single printer applications with a simple workflow.

Centralized, Automated Job Management via Optimized Interface with Kodak Prinergy Systems

Kodak Prinergy Digital Workflow Software is designed to manage and control in a multi-printer environment, including those with mixed technology outputs. Through the **Kodak Prinergy** jobs can connect to many printing technologies using rules based automation:

- **Kodak Stream Inkjet Technology (future):** High speed, offset-class digital inkjet printers for best digital quality
- **Kodak Versamark V-Series Printing Systems:** Very high speed digital inkjet printers for maximum productivity
- **Kodak NexPress and Kodak Digimaster:** Print on demand class electrophotographic printers
- **Kodak Versamark D-Series Printing Systems:** Digital & offset hybrid environments for the best of both worlds
- **Kodak Magnus and Kodak Trendsetter:** CTP for traditional non-variable offset quality and cost
- **3rd Party Output Devices**



The Kodak Unified Workflow Solutions

The 700 Print Manager supports the **Kodak** Unified Workflow Solutions portfolio of software tools, which includes cross technology workflow such as:

- | | | |
|----------------------------|------------------------------|----------------------------------|
| > Job Composition | > Data Preparation | > Campaign Management |
| > Web to Print Portals | > Variable Data Printing | > Print on Demand |
| > Asset Management | > Imposition | > Automated Job Management |
| > Color Management | > Proofing | > Production Operations Planning |
| > Business Software | > Data Storage & Archiving | > Automated Document Factory |
| > Collaboration & Approval | > Electronic Media / E-mails | > Reprints |

Our "open architecture" structure allows many users to provided custom applications, as well as those offered by 3rd party suppliers.

Ensures Accurate and Consistent Color

Advanced color management technology includes ICC profiling support, linearization/ink reduction, and grey-scale conversion. Spot colors are supported with custom color ink or converted to to CMYK recipe. Color matching assistance using **Pantone**, **HKS**, and **Toyo** color systems are also supported. The 700 Print Manager supports color registration and closed loop color calibration.

Production support

Many peripheral features that you would need to assist production are included, such as:

- **Special cue and registration marks**
- **Test and calibration patterns**
- **Event Logging** - includes job logs, accounting information, and system events to assist troubleshooting.
- **Production tracking and reporting** - helps you optimize the performance of not only the printer but the production facility, as well.
- **Archive and restore jobs**
- **System settings** - bringing the printer back to the same state as when you had previously run the same job before



Easy to use:

Once defaults are setup, automated processing can occur with little operator intervention. Advanced users can access additional job features, with the appropriate password level.

Fix Imperfectly Prepared Job Data at the Printer

The job preflight process checks the input job with the printer setup upon submission and flags any mismatches. Many fixes can be done at the press eliminating the need to return a job to its composition source. Since many jobs are created offsite, this can save costly production delays.

Kodak Versamark 700 Print Manager also allows for last minute color adjustments. Spot colors can be converted to CMYK equivalent outputs and color to grayscale conversion, allows a color job to proceed even on a printer setup for monochrome printing.

Jobs previously composed without regard to imposition or imposed for a different printer can be modified at the printer. Convert 1-up to 2-up or vice versa. Convert simplex to duplex or vice versa 1-to-N and N-to-1 reverse page order printing support finishing lines, and document rotation are among the possibilities.

To learn more about solutions from Kodak:

Visit: graphics.kodak.com
Or in North America, call +1-866-563-2533

Printed using **Kodak** Technology.

Eastman Kodak Company
343 State Street
Rochester, NY 14650 USA

©Kodak, 2008. Kodak, Versamark, Prinergy, NexPress, Digimaster, Magnus and Trendsetter are trademarks of Kodak.

Subject to technical change without notice.

Kodak Versamark 700 Print Manager will be available in April 2009

Kodak Versamark IPDS Data Prep Software will be available in June 2009

U.CIJ.054.1008.en.01

Special Features for Long Production Jobs

The 700 Print Manager can support very large production jobs up to 1,000,000 pages each. IPDS is the exception as it is a data stream, not a file format, and is virtually endless from the point of view of the DFE.

Gallop mode - Automatically RIPs and prints the same job. This allows jobs to begin printing before an entire job is downloaded and ripped. Once enough data is ripped to sustain printing, the printer will begin.

The DFE internally stores enough Ready To Print (RTP) elements to hold 500,000 unique A4 pages. This is useful in advanced (perhaps overnight) pre-RIP of multiple jobs for long production. The operator can easily move within a job with lower risk of unnecessary delays.

Special Features for Short Production Jobs

Simultaneous job printing, processing, and downloading keeps data flowing seamlessly. Jobs print non-stop, back to back with customized banner pages in between.

Smoothly Handles Exceptions to Basic Job Flow

The **Kodak Versamark** 700 Print Manager handles all basic job queue functionality such as start, stop, cancel, and job concatenation but often interruptions occur. Job reordering may be performed by an operator for last minute changes, changes in priority, or when a rush job comes in. Jobs may restart from any page in a job, as well as a range of pages within a job.

The Kodak logo, consisting of the word "Kodak" in a bold, red, sans-serif font, with a horizontal yellow bar underneath it.The logo for Kodak Versamark 700 Print Manager. It features the word "Kodak" in red, "Versamark" in blue, and "700 Print Manager" in blue, all in a sans-serif font. The logo is positioned in the upper right corner of the page, partially overlapping a large yellow triangle that contains a photograph of yellow flowers.