Kodak Prinergy Digital Workflow System: Rules Based Automation


Kodak Prinergy Digital Workflow is designed specifically for the needs and requirements of digital printing workflows, such as higher job volumes, variable data printing and short production runs. This year’s InterTech judges were impressed by the technology’s Rules Based Automation (RBA) aspect, which graphically maps order intent. Effective use of this feature eliminates manual processes (such as file handling), simplifies production and automates procedures regardless of the level of complexity.

A print service provider can apply RBA to interpret job intent, control job routing and manage a series of automated manufacturing processes. Human errors are reduced, touch points disappear and the process is much faster. This is absolutely critical in today’s digital print production process, where jobs have to be processed as efficiently as possible. When integrated with Kodak Unified Workflow Solutions, zero-touch automation is achieved.

Prinergy Digital Workflow provides centralized control over digital and conventional prepress systems, with the power, flexibility and control that have made Prinergy Workflow the long-standing leader in conventional print.

Prinergy Digital manages, schedules and drives digital printers and digital presses with unprecedented levels of workflow automation. It features Digital Press Management, a single centralized solution for driving digital presses. Now, one workflow can control input, processing and output with all popular digital presses, for efficient, automated production on all job sizes and run lengths.

For print service providers with more than one digital workflow system, Prinergy Digital provides an efficient strategy for controlling digital printers and presses with a single, integrated, JDF-based workflow system that connects to third-party digital color presses as well as to the NexPress, of course. It provides an intuitive and direct way for operators to dynamically sort and access jobs. From one station, an operator can plan and schedule print jobs for any number of presses. Before the job is launched, the operator can view the number of hours of printing that are scheduled for each digital press and track ink and paper status. It allows for centralized control over digital printing. This system optimizes the digital workflow and maximizes the available press capability. It also can route jobs to conventional offset printing presses, as required.

Furthermore, Prinergy Digital Workflow can be expanded with many other Kodak solutions. It tightly integrates with Kodak Web to Print Solutions, enabling print service providers to become marketing service providers by giving their customers easy, flexible ways to order marketing printed materials anytime via the Internet. Prinergy Digital, together with the Kodak InSite Storefront System and InSiteVariable Data Print System, provides an integrated environment that delivers total workflow automation—from the customer’s order right through to print output on the digital press.

“Prinergy Digital has become a big part of our production environment,” says Yves Gray of ING Belgium’s Digital Color Printing division. “It has proven to be very easy to integrate, very easy to use and very robust. Our operators felt comfortable with the interface right away, and the status reporting and live device feedback are helping us to become much more efficient—saving time and money on each job.”