



IDEAlliance® Digital Press Certification Application Data Sheet

Xerox® EX Print Server, Powered by Fiery®, for the Xerox® 770/700i Digital Color Press

Note: Certification is in accordance with IDEAlliance Digital Press Certification Program v2.2

The IDEAlliance Print Properties Digital Print Working Group has established a certification process for digital production presses (xerographic/inkjet). The following information is intended to assist printers and customers in understanding the printing conditions and how they were achieved and/or to replicate these results on a similar system.

I. Manufacturer

Electronics for Imaging
303 Velocity Way
Foster City, CA 94404



Certified Oct 13, 2011

II. Product Name

770 Digital Color Press / Xerox EX Print Server, Powered by Fiery / System 10 / EFI Laser Proof Paper XF130 Semimatt
700i Digital Color Press / Xerox EX Print Server, Powered by Fiery / System 10 / EFI Laser Proof Paper XF130 Semimatt

III. Overview

Flexible and scalable Fiery servers integrate into any print environment, deliver high performance, image with industry standard precision, and produce accurate color for all environments.

- Deliver professional color and consistency from anyone.
- Color Profiler Suite option provides tools and features to match press standards and monitor colorimetric conformance.
- Decreases set-up time, reduces errors and costly reprints dramatically.

- Provides high return of investment with a flexible, scalable product line.
- Integrates into all print environments because of its open platform technology.
- Supports variable data printing.

IV. System Components and Printing Procedure

DFE:	Xerox EX Print Server, Powered by Fiery
Software:	Fiery Command WorkStation Fiery Color Profiler Suite X-Rite ColorPort
Measurement:	EFI ES-1000 Spectrophotometer Eye-one iSis XL
Printer:	Xerox 770 Digital Color Press
Paper:	EFI Laser Proof Paper XF130 Semimatt 130 gsm

Warm-up printer and calibrate

The printer should first be in a warmed-up state. To accurately calibrate the printer, a new calibration set should be created. Go to Device Center : General : Tools : Calibrate Preferences to set the following properties:

- Measurement method : EFI ES-1000
- Patch layout : 34 Randomized Patches

Next, choose Calibrate Manage and create a new set using 'Server default' properties. Set a name and recommended paper for the calibration set and change the following properties:

- Image: Printer screen mode : 200 line
- Media : Media weight : 129-150 gsm
- Media : Media type : Coated

It is advisable to have at least 4 pages printed before measuring by having the calibrator warm-up preference set to 4. Measure the last calibration sheet that's printed, and save the new output profile based off of the 'Coated 120gsm' standard profile.

Create an output profile

The following print properties are used to capture the printer's calibrated state for creating an ICC profile. Any other settings should be set to the server's factory defaults with the exception of media tray settings. Print the Digital Press Form 1 PDF bypassing color conversion.

- Media : Media weight : 129-150 gsm
- Media : Media type : Coated
- Color : Expert Settings : Color Input : CMYK/Grayscale : Bypass conversion
- Color : Expert Settings : Gray & Black Processing: Gray : CMYK : Off
- Color : Expert Settings : Gray & Black Processing : Black : Black text and graphics : Normal
- Color : Expert Settings : Output : <newly created calibration set profile>
- Image: Printer screen mode : 200 line

Next measure the IT8.7/4 section of the press form into ColorPort, using the i1iSis XL, including UV data. Save the measurements in the CGATS format, conversion none.

Note: While Fiery Color Profiler Suite recognizes this format, the line with "DEVICALSTD XRGB" present in certain measurement file headers should be commented out or deleted. This allows the ColorPort measurement file to conform to the CGATS file specification and be successfully read by Fiery Color Profiler Suite.

Create an output profile with Fiery Color Profiler Suite. Skip to the "Convert Measurements to Profile" module. Import settings from your Fiery server by following the instructions, and select the generic setting. It is important to ensure that the "Include ColorWise calibration goal" is OFF. Save the new output profile to the server, or as a local file to import later.

Print the Digital Press Forms

Use the following set of print properties as a baseline for printing the press forms. There are individual exceptions for some of the press forms that will be noted.

- Media : Media weight : 129-150 gsm
- Media : Media type : Coated
- Color : Expert Settings : Color Input : CMYK/Grayscale : GRACoL2006 Coated1 (EFI)
- Color : Expert Settings : Color Input : CMYK/Grayscale : Processing method : Full (Output GCR)
- Color : Expert Settings : Color Input : CMYK/Grayscale : Paper simulation : On
- Color : Expert Settings : Gray & Black Processing: Gray : CMYK : Off
- Color : Expert Settings : Gray & Black Processing : Black : Black text and graphics : Normal
- Color : Expert Settings : Output : <newly created output profile>
- Image: Printer screen mode : 200 line

For Digital Press Form 4 (Section 2.6) make these changes to the image options.

- Image : Image Quality : Best
- Image : Text/Graphics Quality : Best
- Image : Text sharpness correction : On

For Digital Press Form 5 (Section 2.7) make these changes to the image options.

- Image : Image Smoothing : On
- Image : Image Quality : Best
- Image : Text/Graphics Quality : Best

For Digital Press Form 6 (Section 2.8, 2.9, 2.10) turn off color processing.

- Color : Expert Settings : Color Input : CMYK/Grayscale : ColorWise OFF

For Digital Press Form 3 (Section 2.5), the repeatability test, it is recommended for best results to perform calibration prior to making these prints. Always use the same device as the initial Fiery Calibration.

V. Finishing Procedures (Optional)

VI. Additional Data (Optional)

Users can also achieve this match using Color Profiler Suite (CPS) with EFI ES-1000. Launch CPS and select Create Profile Printer Module. Select "Print Patches". Specify 1617 random (CGATS IT8.7/4) patch set. Select "Use Current Calibration", under Print Patches : Expert Settings. Set Print Properties as specified in the "Create an output profile" section above. Measure patches with the EFI ES-1000 as directed by the Fiery Printer Profiler. Use generic CMYK or custom settings as necessary.

Device Linker "Match to a Standard" iterative profile enhancement can be used to refine color match precision if desired.