

**More power to meet today's printing workflow challenges**

***A proven partner for advanced workflow solutions... and more***

:ApogeeX enables you to create the most efficient, well-managed, all-digital workflow possible. Its open architecture ensures smooth integration with your existing design, prepress, printing, and finishing hardware and software — as well as a smooth growth path. With :ApogeeX, you can build an efficient digital workflow that matches your specific needs and applications today, and that grows with your organisation in the future.

*:ApogeeX taps the power of PDF and JDF technology, as well as the Web, to bring you a new vision of workflow — one designed to help keep your business competitive and successful.*

## **Are you ready for today's workflow challenges?**

Today's prepress and printing professionals face tough challenges. How can you stay profitable when press runs are shorter and turnaround is faster than ever? What's the best way to manage your increasingly complex digital workflow? How can you keep the whole production team communicating and collaborating? Are you keeping pace with all prepress technologies? Do you have the tools you need to succeed in a fiercely competitive environment? How can you control costs and increase profit margins?

If questions like these sound familiar, Agfa has the answer — :ApogeeX, a complete, integrated digital workflow solution that helps you redefine and streamline your prepress workflow like never before. It's the most automated, easy-to-use workflow application on the market, putting more control and advanced capabilities at your fingertips. It uses the latest workflow technologies and standards — including PDF and the emerging Job Definition Format (JDF) — to enable your business to succeed. With :ApogeeX, prepress houses, commercial printers, and packaging printers can complete more jobs in less time, raising profitability.

### ***Workflow is an evolving story***

To appreciate the full impact :ApogeeX can have on your efficiency — and your bottom line — it's important to recognize that the definition of workflow is changing. Now workflow means much more than prepress operations. It encompasses the entire production cycle, from the time a customer places an order to the final delivery of the printed materials. The workflow team includes many people, from the content creator to customer service representatives to prepress specialists to printers, including remote sites. And your digital workflow must communicate with the many systems and technologies in use within your environment. Your workflow challenges are unique to your organisation. But all prepress and printing professionals share a common need for more control, more precision, and more automation throughout the entire workflow. Only then can your business stay profitable, competitive, successful, and ready for the future.

*CIP4 is a worldwide operating standards consortium that serves as an impartial resource for developing, approving, and implementing standards — including JDF — in the prepress and printing industries.*

*Agfa helped create the powerful JDF standard, a comprehensive, XML-based file format for end-to-end job tickets and much more. JDF streamlines the exchange of information between different applications and systems, making it easier for your entire operation to communicate and collaborate.*

*:ApogeeX encompasses your entire prepress workflow, bringing new productivity to your workcentres, new capabilities to your people, and new efficiency to key business processes. :ApogeeX taps the power of JDF technology to link critical areas of your organisation and streamline communication and collaboration throughout your entire operation.*

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*:ApogeeX brings you a winning combination of the key capabilities you need to succeed in today's competitive environment. From sophisticated job tracking and management to advanced job ticketing, :ApogeeX is an integrated solution that gives you everything you need to bring new efficiency to your workflow — and new profits to your bottom line. At every level, :ApogeeX is designed to bring you more.*

## **Streamlining your entire workflow with more capabilities, more power**

Many organisations that are considering a move to an all-digital workflow have been daunted by the complexity and expense of today's workflow solutions. :ApogeeX on the other hand provides you a comprehensive, all digital and fully integrated workflow solution that meets your budget, and requires less operator skill. : ApogeeX comes with a wide range of sophisticated, but easy-to-use capabilities in one application — including job management, advanced job tickets, PDF trapping, enhanced connectivity to other systems and devices, Web-based approval of pages and imposed flats, and much

more. Other workflow offerings require you to patch together different products to get a complete solution. In most cases such a workflow will demand more user interaction from your operators, adding an unnecessary burden on your prepress activities. Not with :ApogeeX. Its comprehensive approach, integrates key workflow tools in one application, one interface, one database. It's that simple. :ApogeeX brings everything you need to streamline your workflow — from normalizing incoming files into PDF Digital Masters to creating Digital Film (screened bitmaps) and managing its output to a wide range of devices, including proofers, imagesetters, plate-setters, and more. And every element of :ApogeeX is designed for top performance, constant availability, and unbeatable reliability.

### ***Taking the work out of workflow***

:ApogeeX uses an extremely visual design approach to make it easy for any operator to achieve an automated workflow. Operators quickly master :ApogeeX— even if they have never used a workflow solution before. For example, :ApogeeX comes with a range of job ticket templates. Modifying them or creating your own job tickets is a simple, drag-and-drop process. Intuitive user interfaces make it easy to monitor and control your workflow. And :ApogeeX's unique scheduler automatically determines how jobs should flow through the system for fastest processing and highest efficiency.

### ***Tapping the power of the Web***

:ApogeeX's integrated Web approval solution enables remote clients to approve or reject pages and fully imposed flats via their standard Web browser. In addition, clients can upload revisions or new PDF pages for a specific job. :ApogeeX keeps track of all events and communicates them to the operator via its sophisticated messaging system — keeping everyone up-to-date.

### ***More than a workflow tool***

Web-enabled features are just one example of how :ApogeeX uses advanced technology to extend control and maximise automation throughout the entire prepress workflow. With :ApogeeX, your organisation gains more than a powerful software tool — it gains a business advantage. Because a streamlined, well-managed workflow means higher profits — now and far into the future.

#### **More intuitive**

*:ApogeeX comes with a highly visual, intuitive Client application designed to be used by a wide range of operators. It empowers your team with advanced tools that are easy to learn and use.*

#### **More dynamic**

*:ApogeeX lets you create flexible production plans that respond to the ever-changing needs of your business. In a business where constant change is inevitable, :ApogeeX keeps you ready for anything.*

#### **More control**

*:ApogeeX presents all process and job activity in one window. In combination with simple to use tools, jobs are easily tracked and managed. Performing a re-make or changing the priority of a job is a simple drag-and-drop operation.*

#### **More scalable**

*:ApogeeX is extremely scalable. It's a flexible solution that can be easily tailored to respond to your evolving business needs, growing and adding new functionality and processing power as needed.*

#### **More connected**

*:ApogeeX connects people, processes, and devices like never before. Using JDF, customer and process information is easily communicated via your MIS or planning software to :ApogeeX. Other tools will help you import legacy production files, or help you connect your non-Agfa output device to :ApogeeX.*

*:ApogeeX is a flexible solution that lets you meet your needs today, then grow and evolve in the future. Add more processing power. Provide new capabilities. Go after new markets. It's all possible with :ApogeeX — a cost-effective workflow solution that gives you more.*

## Keeping your business ready for more growth

Every prepress and printing organisation is a unique combination of people, equipment, technology, workflow, customers, and applications. To meet the diverse workflow needs of today's marketplace, :ApogeeX is designed to be exceptionally flexible and scalable. It brings new automation and control to commercial and packaging printers, service bureaus, prepress houses, and other groups in the graphic arts. It's designed to fit seamlessly within small and large organisations, simple and complex workflows, one site or many. If you have a digital prepress workflow, :ApogeeX can make a real difference in your productivity and profitability.

### ***An advanced architecture at the core***

:ApogeeX's client-server architecture provides centralised processing and control and ensures high performance and reliability — important considerations since your workflow is central to your business success. Redundant, distributed task processors and built-in intelligence (e.g., automatic switching to available processors in case of a failure) ensure high availability and quick recovery, while sophisticated database back-up plans protect your valuable data.

*:ApogeeX is designed to meet the workflow challenges that prepress groups, commercial printers, and packaging printers face every day. When creating :ApogeeX, we drew upon our extensive knowledge of real-world prepress environments — including input from our thousands of :Apogee users — resulting in a flexible solution that provides high productivity, exceptional control, and remarkable ease of use.*

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The :ApogeeX client application graphically displays all job information, regardless of where the job-specific processing occurs. This networked approach keeps resources (e.g., ICC profiles, fonts) centralised and makes it easy to bring updates and new capabilities to your entire operation. As a result, changes made to settings or capabilities are automatically communicated to all operators — a significant improvement over standalone applications.

This client-server architecture also lets you define what each user can do and see — all from one central point of control. Now you can control the features and views available for each individual user, by setting specific access levels. :ApogeeX puts you completely in charge of your workflow and your organisation — allowing you to get the best possible results. Plus, users get quick access to the latest features and views, enabling them to do more in less time.

*:ApogeeX brings new automation and efficiency to packaging printers —:ApogeeX is the first PDF-based packaging workflow solution to use JDF for greater automation. :ApogeeX imports packaging JDF files that include artwork, colour strips, markers, customer information, and step-and-repeat positioning parameters. :ApogeeX then executes the step-and-repeat and nesting according to the embedded JDF specification. To ensure that each step or nested artwork is identical, :ApogeeX can first render one artwork and then step it according to the JDF specification by using :ApogeeX's Digital Step-and-Repeat component. For today's packaging applications, :ApogeeX brings more tools, more automation, more productivity, and an interface that provides dedicated packaging terminology for maximum ease of use.*

## **A closer look at :ApogeeX**

The prepress and printing professionals around the world who use :Apogee every day report one clear impression — it's a powerful business tool that helps them enhance their business, stay competitive, and increase revenues. :ApogeeX takes workflow even further, ensuring top quality and maximum efficiency — every job, every shift. The bottom line? You can automate, control, and coordinate your workflow, or extend your business opportunities by using :ApogeeX for both commercial and packaging applications.

New workflow challenges demand new workflow tools. :ApogeeX has them all. Here we take a closer look at job management, ticket editing, connectivity, output management, and system management.



## Job management: Giving you more control

:ApogeeX gives you a complete, high-level overview of your workflow. In a single window, you can see the complete list and status of jobs in the system and available output devices, as well as a message board that keeps all users informed about jobs that require attention.

From this overview level, :ApogeeX enables you to filter the job list to take a closer look at detailed, job-specific views. Here you can track progress and activity, get information about specific processing parameters, and much more. :ApogeeX's extensive job management

gives you complete control over every job — letting you respond to every possible situation. You can designate priority handling for rush jobs, put jobs on hold, approve or reject jobs, assign them to later shifts, and resubmit.

### ***Managing Digital Film***

:ApogeeX also lets you manage Digital Film. It's powerful previewer lets you inspect rasterised jobs, checking the trapped, imposed, and screened bitmaps before committing to imaging a proof, film, or plate. And : ApogeeX guarantees reliably remakes of film, proof, or plates.

*:ApogeeX lets you see the status of all jobs in one window, enabling you to make decisions, change priorities, and keep all jobs moving ahead. A toolbar of basic job management tools (upper left) lets you set priorities, and approve, reject, and edit jobs. A special message board provides information about jobs that need attention (lower left), while you can click on a thumbnail (lower right) to take a closer look at the Digital Film in the Raster Preview. You can also filter messages by specific operator, giving you a clear picture of all job-level activity.*

## **Ticket editing: Making job tickets easy**

Efficient, complete job ticketing is at the heart of :ApogeeX — providing a more efficient electronic replacement for traditional job jackets or folders. You can import job tickets via JDF, retrieve them from a job ticket database of templates, or create new ones. In each case, :ApogeeX makes job ticket creation and editing as easy as possible.

### **JDF-compliant job tickets**

:ApogeeX's next-generation job tickets tap the power of JDF — an open standard from the CIP4 consortium aimed at expanding and streamlining workflow. JDF is an XML-based file format that serves as an industry standard for an end-to-end job ticket that covers the entire workflow — from a customer's order to delivery of printed materials. Agfa helped develop the JDF standard in partnership with other industry leaders. Now :ApogeeX puts it to work, expanding the power of job tickets.

### **Complete production plans**

With :ApogeeX, creating a job ticket is an interactive, flexible process that lets you define a complete Production Plan — which includes all processing steps, such as normalizing, preflighting, PDF trapping, imposition, rendering, step and repeat/nesting (for packaging workflows), and integrated proofing. You simply designate all of the specific parameters in your Production Plan, and :ApogeeX does the rest. With :ApogeeX, jobs move through the workflow extremely efficiently and reliably. For hands-off operation, you can also designate Hot Tickets that automatically process incoming files according to the Production Plan. :ApogeeX can even automatically notify you when a job reaches a key milestone, or if it is being stopped. This proactive approach lets you interact with your automated jobs, keeping your workflow moving and avoiding delays.

### **Multi-flow capabilities**

:ApogeeX puts you in control of multiple input flows, multiple output devices (e.g., page proofing, imposition proofing and high-resolution imaging), and more — all from one Production Plan. After all, your operation doesn't have one workflow — it has many, depending on the job, the output device, and other variables. Now with :ApogeeX's multi-flow capabilities, you can define these multiple workflows in one efficient and complete Production Plan and job ticket.

*:ApogeeX's advanced job ticketing lets you designate the specific actions that you want to apply to each job. You get precise control over how the job should flow throughout the Production Plan. And you can track results at every stage in the process.*

*:ApogeeX uses the power of the Web to speed client approvals — enabling you to complete more jobs in less time. A special Web-based approval tool lets clients view and approve pages and imposed flats via their Web browser. With :ApogeeX and its Web-based approval tool, your clients get a convenient way to approve their jobs, while your business benefits from faster approval cycles.*

## **Connectivity: Keeping your workflow open**

Using JDF and :ApogeeX's inherent openness, you can connect to other key groups and systems — including your clients, the pressroom, your MIS or production planning system. Its client-server architecture centralises processing for higher performance, while connecting to any number of users over the network. This open, distributed approach keeps your entire operation communicating and collaborating quickly and easily. More connectivity means your workflow is open, dynamic, and efficient, since you can connect to the people and resources you need. From the start, :ApogeeX is an open solution designed to accept a wide range of incoming files — including production-ready PDF files, copydot files (screened DCS or 1-bit TIFF), and files from other sources. This open approach helps ensure a seamless fit with the way you are currently working.

### **JDF compliance for connectivity**

JDF compliance makes it easy for you to connect to existing databases of job tickets. It also lets you link key departments with the prepress workflow. You can describe processing parameters in your MIS system, then export complete job tickets that contain all instructions

for the entire workflow directly into :ApogeeX. Now your MIS and production planning systems can be more connected than ever, linking the “islands of automation” that exist within most organizations. The outstanding connectivity and openness of :ApogeeX makes this integration happen.

### **Connecting to clients via the Web**

By providing remote access via a Web-based browser, :ApogeeX's Web approval tool shortens the approval cycle of pages and imposed flats — speeding jobs toward completion. :ApogeeX records and displays all customer decisions and actions, letting you manage jobs better than ever.

### **Driving your current devices**

:ApogeeX connects seamlessly with your current imaging and proofing devices (including Agfa and non-Agfa devices) by either exporting TIFF files or by directly driving your engine using the optional :Apogee Raster Blaster. In this way, :ApogeeX lets you use more return from your current investment in prepress technology. Staying efficient all the way to the press.

## Output management: Maximising predictability and performance

One of the key strengths of :ApogeeX is its ability to automate and manage output of jobs to a wide range of devices. It's a comprehensive output management solution that gives you the flexibility you need to make last-minute changes, reorder pages and imposed flats (both PDF and Digital Film), create accurate proofs, redirect jobs to different devices or sites, and much more. With :ApogeeX, you get a full range of tools to help make outputting jobs easier, faster, and more automated — while maintaining the highest levels of predictability and performance. :ApogeeX lets you output from both PDF Digital Masters or Digital Film (screened bitmaps), allowing for quick and reliable remakes, as well as enabling distribute-and-print operations. With :ApogeeX, you can perform raster and contone softproofing — all aimed at ensuring the consistency and quality of every job.

*:ApogeeX integrates proofing with your digital workflow like never before. It lets you render a file once, then output it to your proofer and your high-resolution device (i.e., your platesetter), boosting throughput and providing accurate proofing of every job.*

### ***One job ticket, many output options***

:ApogeeX's complete output management capabilities ensure consistent output across a wide range of high-resolution devices (imagesetters, platesetters), as well as proofing solutions. With :ApogeeX, one job ticket can do it all, enabling you to output to multiple devices consistently. And you can create multiple language editions or alternative versions from the same job ticket. At every stage, :ApogeeX lets you control and manage your output for predictability and performance.

### ***Work with flats, pages, or artwork***

:Apogee lets you work with flats, pages, or artwork depending on your needs. Pages are assembled and artwork stepped and nested late in the process, giving you tremendous flexibility when handling late arrivals, last-minute content changes, or last-minute press or engine changes.

### ***Integrated digital proofing***

:ApogeeX uses the same renderer for outputting to both high-resolution imaging devices as well as proofing devices and generating proofs. The render-once option lets you create high-resolution Digital Films and proofing files in a single pass, boosting throughput. :ApogeeX supports a wide range of proofing devices, including Agfa's :Sherpa family of high-resolution digital proofing solutions. Now you can achieve high-quality, integrated digital proofing — a critical step in any all-digital workflow.

### ***Managing colour***

Colour management — controlling colour across all output devices — is crucial for a successful digital workflow. But it can be a major challenge. For example, how can you ensure that your proofer matches the colour characteristics of a specific press? Thanks to Agfa's colour management expertise, you can create extremely accurate press proofs — providing your clients a precise view of the results they can expect on press. : ApogeeX's built-in QMS (Quality Management System) technology enables you to ensure consistent, repeatable colour across your entire workflow, giving you complete confidence in every job, even those output remotely.

### ***Advanced screening***

Agfa is a leader in screening technology, and brings this expertise to :ApogeeX. :ApogeeX supports Agfa Balanced Screening, :CristalRaster™ stochastic screening, and :Sublima™ screening — providing options for proven, high-quality screening.

## **System management: Controlling :ApogeeX**

:ApogeeX provides centralised system management, enabling you to set up and configure your system quickly. But setting up the system software is just the beginning of system management. With :ApogeeX, managers and/or authorised operators can get an overview of the entire system, monitoring key components and tasks at a glance from a single window. Monitoring system activity is fast and easy, freeing your staff to do more critical work.

*:ApogeeX makes it easy to set up and manage your workflow solution. It gives system managers a complete overview of all resources within the system, enabling them to control and fine tune the system. And they can add capabilities when necessary, meeting the evolving needs of users.*

Now you can get a system-wide view of all available processing resources — including fonts, calibration curves, ICC profiles, screens, engine parameters, and more. Administrators can tune all elements of the workflow for optimal results. And with :ApogeeX's client-server architecture, it's easy to add new client workstations and capabilities as necessary — ensuring that every user has access to the complete workflow tools and resources they need.

*:ApogeeX and :Delano streamline the key areas of your business where maximum efficiency can make a real impact. :ApogeeX streamlines your prepress workflow, bringing new power and speed to critical prepress processes — from content creation to managing output. :Delano provides fully automated project management tools that let you manage jobs like never before. :Delano and :ApogeeX are thoroughly integrated, enabling information to flow seamlessly between them via JDF job ticket technology. When you combine the complementary strengths of :ApogeeX and :Delano, you get a comprehensive workflow solution that streamlines your entire operation — helping you raise efficiency and profitability to new heights.*

## The right choice for efficient, all-digital workflow

Agfa is the world's largest prepress solutions provider — bringing a wide range of solutions to printers throughout the world. To these customers, we serve as a proven partner, providing computer-to-plate, computer-to-film, a full range of plates and consumables, digital workflow, digital proofing, and more. Our thousands of customers around the world — including the influential

*:Delano: A key part of Agfa's vision of workflow and management :Delano is the first project management software to bring the highest levels of automation to the prepress, printing, and publishing industry. With :Delano, you can ensure a smooth flow of job information from initial creative idea to final product.*

*:Delano complements :ApogeeX by organizing and automating planning, staffing, scheduling and tracking of print and publishing products and projects. It provides real-time information on the status of all projects at every stage — first customer contact, prepress, printing, post-press activity, and workflow analysis.*

*:Apogee User Group — provide valuable insights into the evolving needs of today's prepress and printing groups, enabling us to create best-in-class workflow solutions.*

*Teams and customers share a virtual workspace — :Delano World — where they inspect, track, preview, review, proof (remote or on-site), and approve all production-related information in realtime. All information is gathered in an intelligent, JDF-enabled Digital Job Bag, which can be used for production analysis — establishing best-in-class workflows, creating full job descriptions, automating re-runs of jobs, and generating more accurate invoices. Using graphic icons and an intuitive user interface, :Delano helps customer service representatives and production managers create and fine-tune best-practice workflows — reducing errors, increasing productivity, strengthening business relationships, and improving turnaround.*

## A commitment to digital workflow

We realised years ago that an efficient workflow is the key to success at any prepress or printing operation. We pioneered PDF-based workflows, and helped make PDF the standard for efficiency. As digital workflows have evolved, :Apogee has grown more powerful, more capable, and more advanced. Our workflow team continually innovates, bringing new capabilities to our proven, award-winning :Apogee workflow solution. :ApogeeX is the latest proof of our long-term commitment to advanced workflow technology — bringing new ease of use, flexibility, and power to your prepress or printing operation. With :ApogeeX, you get more than an efficient, automated workflow. You get the ability to grow and become more profitable.

### **A reliable, long-term partner**

In an era of consolidation and constant change, you can rely on Agfa to provide the advanced technology, expert advice, and responsive support that you need. We're committed to enabling your business to grow and succeed — today and far into the future.

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