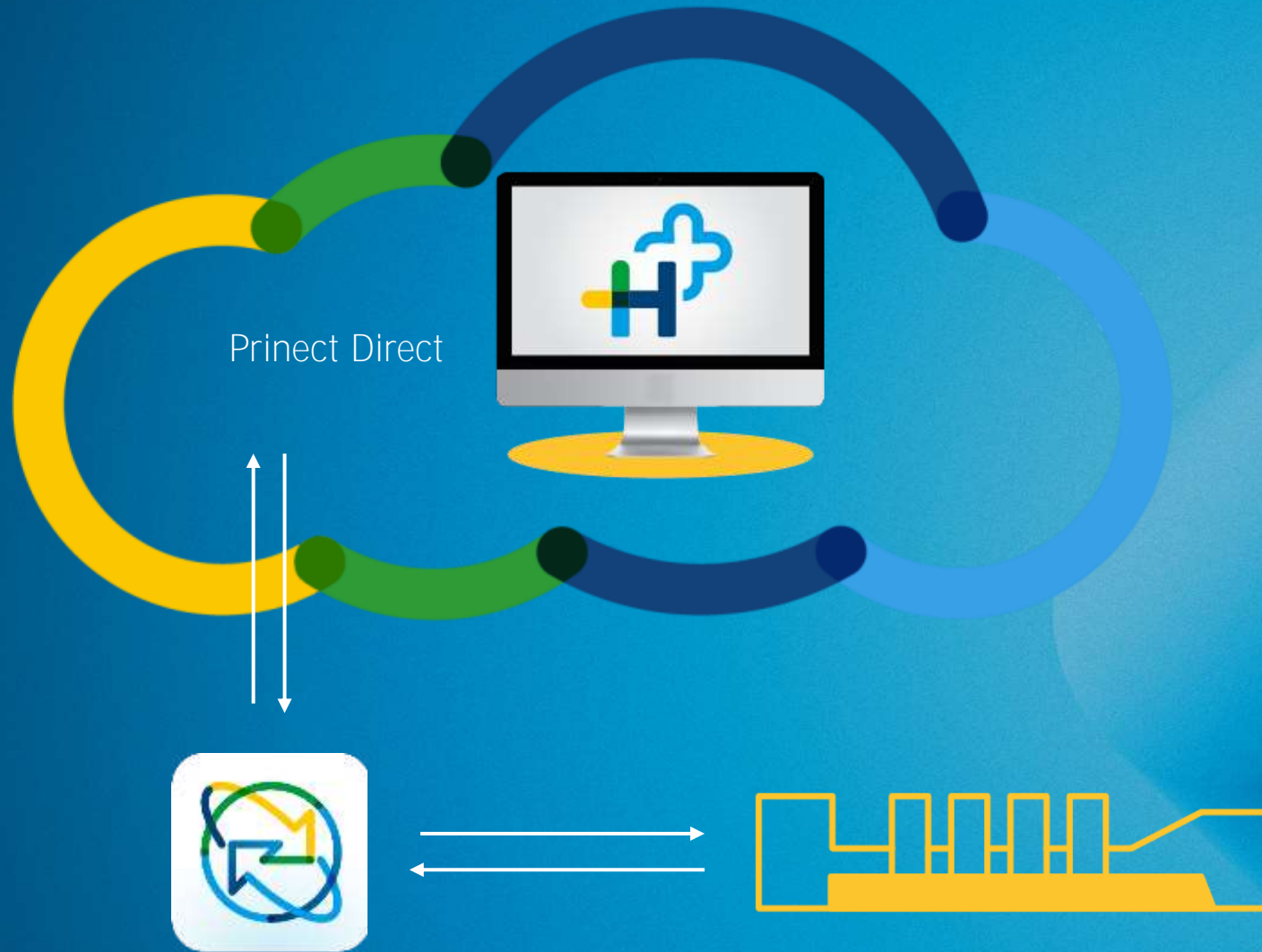




# PRINECT DIRECT





# Smart Product App

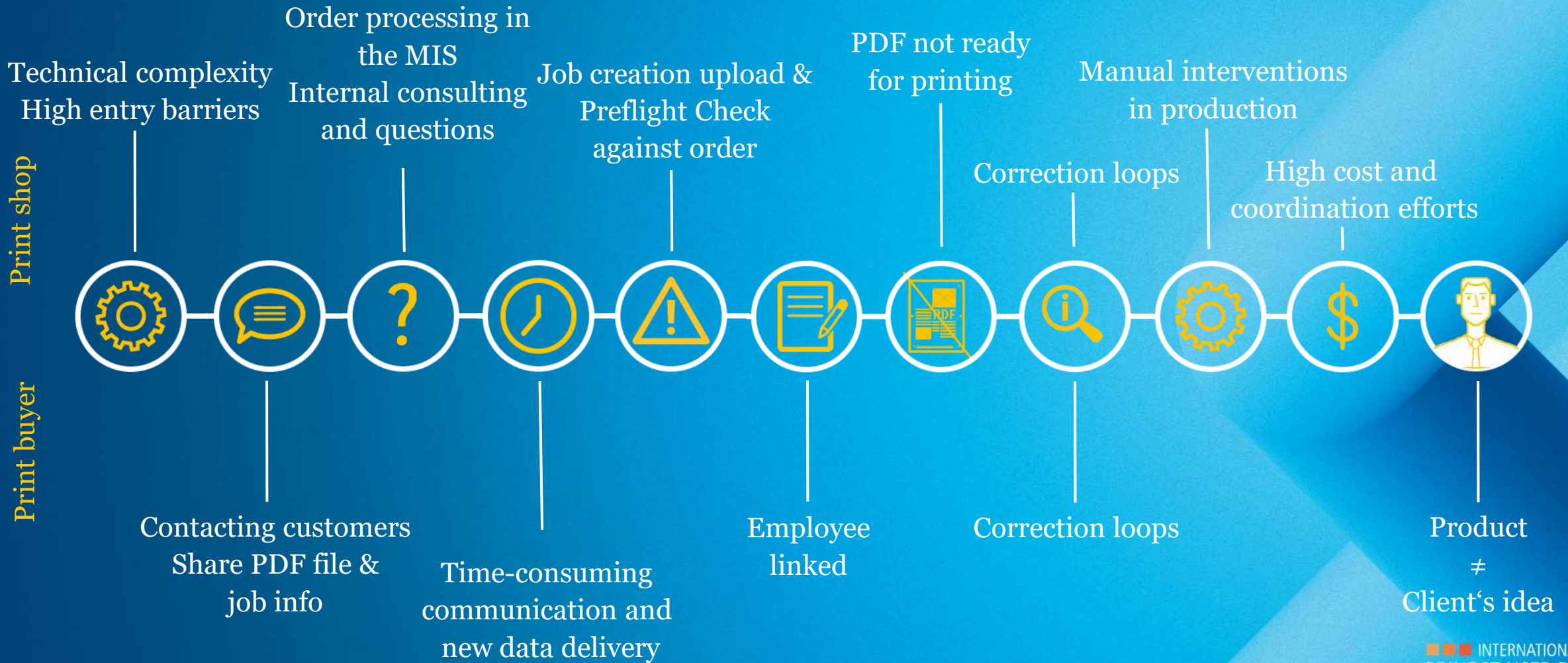


# Agenda - Smart Product App

- **Workflow today**
- **Smart Product App**
- **Demo**
- **Workflow tomorrow**
- **Summary**



# Workflow today

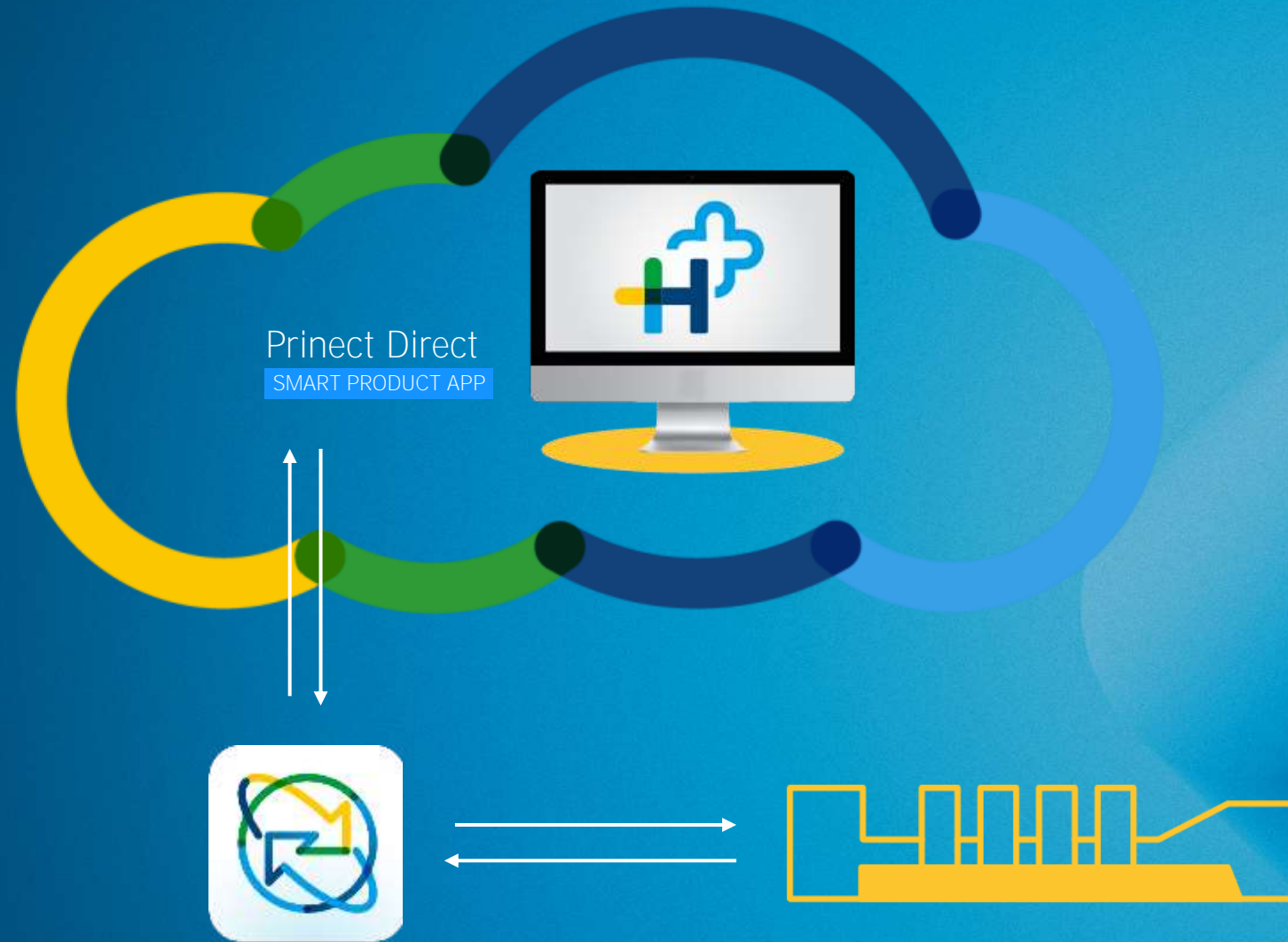




# Smart Product



- Integrated preflight against PDF and product-intent
- Print-ready PDF for autonomous production





# Smart Product App

Job creation to autonomous production






# Smart Product App

- Intuitive user interface enables operation by anyone
- Complete job creation with full format freedom
- Print-ready PDF, verification against PDF and product-intent



# Intuitive user interface

 Create Product ×

**1** General ————— **2** Type ————— **3** Document ————— **4** Properties ————— **5** Order ————— **6** Preview

- 6 self-explanatory steps to a Smart Product
- Operation by everyone: Prepress operator, print buyer....
- New collaboration models
- Easy setup / MIS integration



# Complete job creation



→ Large variety of products

→ Full format freedom

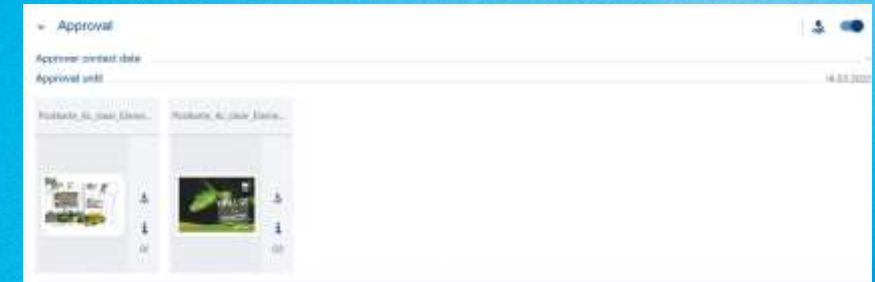
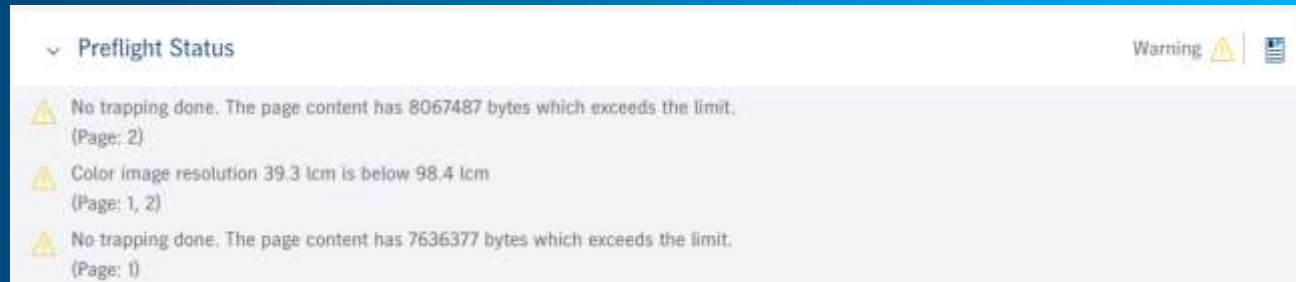
→ Encourage creativity in design and production

→ Product-intent

**Customized to the technological possibilities of your print shop**



# Print-ready PDF



- **Preflight:** overview to deep details, customized to the user's know-how
- Integrated verification **against PDF and product-intent**
- **Approval process:** Based on low and high-volume data

Reduce or eliminate correction cycles to a minimum



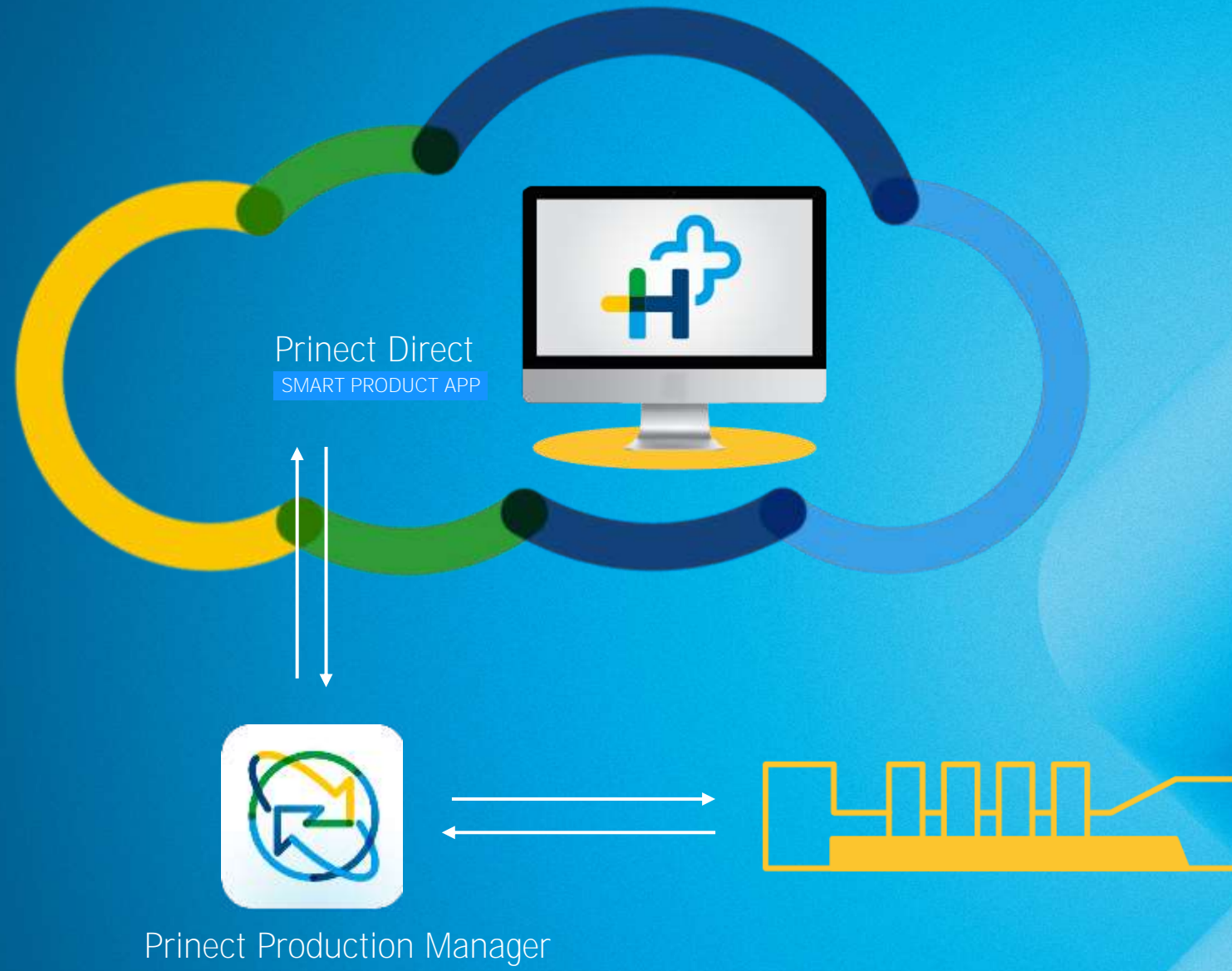
# Smart Product App

- Intuitive user interface enables operation by anyone
- Complete job creation with full format freedom
- Print-ready PDF, integrated preflight and product-intent



# Demo

6 steps  
to a print-ready job



# Prinect Production Manager and Smart Product App



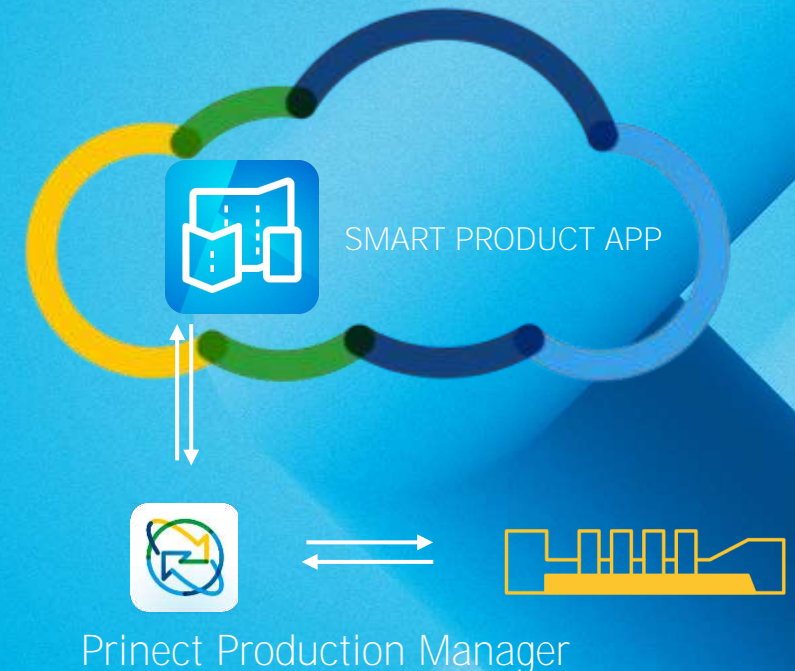
## Changes for the Prinect Production Manager:

- Receives new, simple front end for Smart Automation
- Relief from one and two-sided jobs
- Individual job processing reduced over time

## Remains fundamental for:

- Complex single jobs
- Ganging of multisided Smart Products
- Planning, output, pressroom control and postpress

## Easy entry into automation







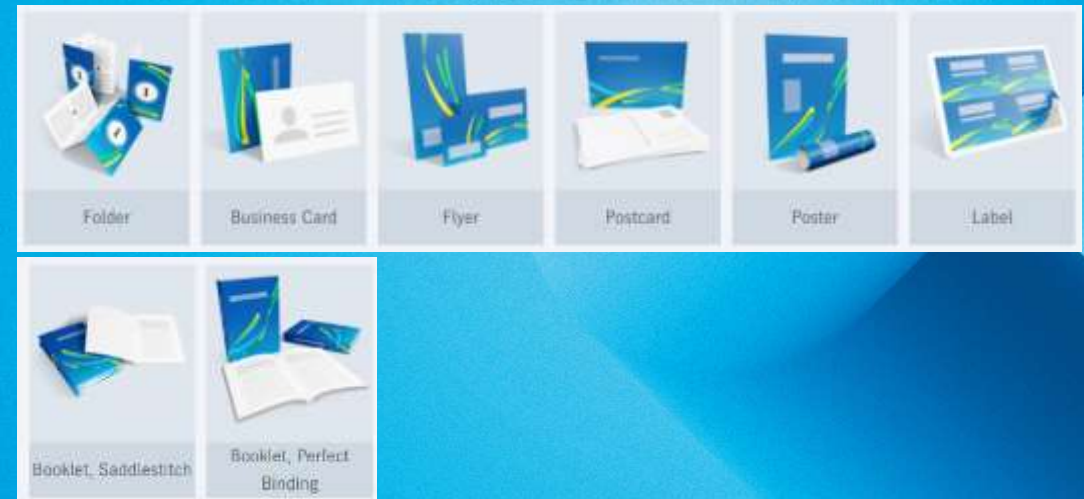
# Autonomous production to the printed product

Smart Product App providing the Smart Product for autonomous production

## Further Processing:

→ Cloud-based for **one- and two-sided** Smart Products

→ In collaboration with the Prinect Production  
Manager for **multi-sided** Smart Products



Complex products are created directly in Prinect Production Manager



# Smart data transfer from the MIS

189

5

37



5

```
- <XJDF DescriptiveName="Ristretto Flyer" JobID="2022-41">
  - <ProductList>
    <Product DescriptiveName="Ristretto Flyer" ID="PID-1" IsRoot="true" ProductType="Leaflet"/>
  </ProductList>
</XJDF>
```

37

```
- <XJDF DescriptiveName="Lungo Flyer" JobID="2022-42">
  - <ProductList>
    - <Product DescriptiveName="Lungo Flyer" ID="PID-1" IsRoot="true" ProductType="Leaflet" Amount="242">
      - <Intent Name="MediaIntent">
        <MediaIntent MediaQuality="Uncoated" MediaType="Paper" Weight="135.0"/>
      </Intent>
      - <Intent Name="ColorIntent">
        - <ColorIntent>
          <SurfaceColor ColorsUsed="Cyan Magenta Yellow Black" Surface="Front"/>
          <SurfaceColor ColorsUsed="Cyan Magenta Yellow Black" Surface="Back"/>
        </ColorIntent>
      </Intent>
      - <Intent Name="LayoutIntent">
        <LayoutIntent FinishedDimensions="595.276 419.528 0.000" Pages="2"/>
      </Intent>
    </Product>
  </ProductList>
  - <ResourceSet Name="DeliveryParams" Usage="Input">
    - <Resource>
      <Part DropID="0"/>
      - <DeliveryParams Required="2022-04-01T12:00:00Z">
        <DropItem Amount="242" ItemRef="PID-1"/>
      </DeliveryParams>
    </Resource>
  </ResourceSet>
  - <ResourceSet Name="Contact" Usage="Input">
    - <Resource>
      <Part DropID="0" ContactType="Delivery"/>
      <Part ContactType="Customer"/>
      - <Contact>
        <Address City="Kiel" Country="Deutschland" CountryCode="DE" PostalCode="24107" Street="Dr.-Hell-Str."/>
        <Company OrganizationName="Prinect"/>
        <Person FamilyName="Touch" FirstName="One"/>
      </Contact>
    </Resource>
  </ResourceSet>
</XJDF>
```



# Today's Workflow Suite: Prinect Direct

## Production



Smart Product



Orders



Ganging

## Administration



Product



Device



Material



Customer



# One-time, simplified setup

## Production



Smart Product



Orders



Ganging

## Administration



Product



Device



Material



Customer



Optional, for ganging



Product

Product Types Parameter

Product Types

Name	Offer
Folder	Offer to my customers
Business Card	Not offered
Flyer	Offer to my customers
Postcard	Offer to my customers
Poster	Offer to my customers
Label	Only use internally
Booklet, Saddlestitch	Offer to my customers
Booklet, Perfect Binding	Offer to my customers

Business Card

Offer: Not offered

Production: Gang Job

MIS-specific product type: BusinessCard

Production time: 3 Days

Product format - 1

From	To	Comment	
10 x 10	200 x 200	Business card	

> Printing material - 2

> Print - 2

> Inline finishing - 4

> Sheet finishing - 1

> Shipping - 4



# Ganging in Prinect Direct

One- and two-sided Smart Products:

- Prinect Direct produces the prepress job created in the Smart Product App
- Optionally stores the file in a gang pool
- The gang form is compiled and produced when enough or urgent jobs are in the pool
- Data is automatically forwarded to the press

The screenshot displays the Prinect Direct software interface. The main window is titled 'Sammel' and shows a list of production jobs. The table has columns for 'Produktions', 'Thumbnail', 'Kunde', 'Order Date', 'Delivery Date', and 'Status'. The right-hand panel contains fields for 'Eigenschaften', 'Kunde', 'Order Date', 'Delivery Date', 'Lieferweg', 'Menge', 'Print Medien', 'Bezugsdruck Dimension', 'Ordnung zur Papierform', 'Gravure', 'Signatur', 'Druck', 'Lackierung', and 'Papierart'.

Produktions	Thumbnail	Kunde	Order Date	Delivery Date	Status
Elemente Folie		Elemente Folie	01.11.2021, 09:30:18	11.11.2021	Placed
Elemente 2s, Postkarte		Elemente 2s	01.11.2021, 09:14:51	04.11.2021	Placed
Folien 2s		Vollwerk-AL	12.05.2021, 09:59:30	20.09.2021	Placed
Folien 2s		Selmann-AL	11.03.2021, 09:33:29	16.09.2021	Placed
Folien SuperFolie		Selmann-AL	4.05.2021, 09:29:29	16.09.2021	Placed
Folien SuperFolie		Vollwerk-AL	1.08.2021, 02:21:44	05.09.2021	Placed
Folien 2s		Selmann-AL	01.11.2021, 09:36:31	01.11.2021	Placed
Folien 2s		Selmann-AL	05.09.2021, 09:59:30	16.09.2021	Placed
Folien 2s		Vollwerk-AL	1.09.2021, 02:46:02	05.09.2021	Placed
Folien 2s		Selmann-AL	06.08.2021, 14:19:51	11.09.2021	Placed
Folien 2s		Selmann-AL	04.09.2021, 09:59:30	16.09.2021	Placed



# Why do we need another job creation tool?

## Expanded opportunities through the Smart Product App:

- No manual decisions on production process required
- Knows and processes product-intent
- Verification against PDF and product-intent
- New, simplified front-end:
  - Easy entry into Smart Automation



First step: More to come...





# Smart Product App

## Conclusion



# Workflow within the Smart Product App

Print shop

Print buyer



**Order creation in 6 steps**  
Full format freedom  
Preflight & approval  
Integrated communication

**Smart Product**  
Print-ready PDF



**Autonomous  
Production**



**Product**  
=  
**Client's idea**



# Smart Product App

- Simple operation for different users
- Integrated Preflight against PDF and product-intent
- Correction processes minimized or even eliminated
- In interaction with your Prinect Production Manager
- Smart products providing autonomous production
- New simplified front end for Smart Automation





# Smart Product App