

Phoenix: Overview

Planning and imposition for commercial, wide format, packaging and label print

Phoenix is the first sophisticated automated planning and imposition application that quickly plans the most efficient and economical way to produce a selection of print products through discovering unique combinations. This modern interface with a simple design is the fastest way to run production.

Key features

- ▶ Comprehensive Imposition A.I. algorithms evaluate the most efficient way to run production
- ▶ Expansive set of software tools ensure the best performance
- ▶ Smarter marks for a smooth flow
- ▶ Simple yet efficient modern user interface to reduce clicks
- ▶ Intelligent planning rules which can be infinitely extended with a nesting and imposition engine



Intelligent, sophisticated and efficient planning with ease

Phoenix is built from the ground up to cut cost. This is accomplished by generating fast accurate estimates, reducing pre-press time, automating error-prone tasks and maximising media and device usage. Phoenix is designed to model the print company and all the systems used.

Some print applications have very specific needs, such a ganging commercial print, nesting wide format products and printing labels in print lanes. With Phoenix, all of these and more are supported.

Phoenix is tuned to your business

Phoenix plans work in the most efficient way by being tuned to understand the capabilities of the business. This is achieved through inputting details of the production facility into the database which includes technical details about presses, finishing equipment, stock types, and the associated cost of each of these resources.

Let Phoenix optimise production

Once Phoenix understands the production environment, the Imposition AI algorithms will evaluate the most efficient way to produce all the work that is ready for production. However, Phoenix also has the ability to prioritise tasks, allowing the user to specify what is most important to a production run.

Phoenix explores all of the possible methods of ordering the jobs for production, the fastest way to produce the jobs, the most economical way and finally, can organise workloads by due date, delivery postcode and more.

Print applications

Commercial print	Packaging	Wide format	Labels
<div>▶ Gang single or double-sided print work or impose multi page commercial print work</div>	<div>▶ Import CAD or create directly from PDF files cut and crease marks</div>	<div>▶ Use optimised nesting for printing multiple irregular shaped products on the same media</div>	<div>▶ Organise label production into simple ganged layout</div>
<div>▶ Automatically add printing marks and barcodes</div>	<div>▶ Optimise how packaging work is laid out for efficient finishing</div>	<div>▶ Make the most efficient use of digital cutting tables</div>	<div>▶ Optimise labels into variable width print lanes</div>



Imposition tools built for power production planning

Phoenix began as an imposition solution and has one of the most comprehensive sets of imposition tools on the market with every tool needed to swiftly generate print-ready layouts. Phoenix has smarter tools to quickly build the base imposition but still allows the user to control each item with precise control. Phoenix has evolved to contain an expansive set of software tools to ensure the best performance from the production environment:

Creating layouts

Whether looking for seamless repeats, squarecut or nested layouts directly from artwork or work with existing CAD layouts, Phoenix has the right tool to create print-ready layouts instantly.

Fine tuning layouts

- Phoenix has pinpoint control over all aspects of the layout.
- ▶ Alignment tool with key object alignment, distribute, and more
 - ▶ Group/ungroup, show/hide items
 - ▶ Change item stacking order
 - ▶ Hot keys for item swapping
 - ▶ Arbitrary rotation

Existing dies

Phoenix can use existing dies or “Standing Dies” to generate ganged layouts that are guaranteed to match the post-press processes that have already been set-up.

- ▶ Fast search for thousands of dies
- ▶ Find the most cost-effective layouts
- ▶ Compare costs of using existing dies vs creating new dies
- ▶ Automatic shape detection

Artwork bleed masking

- Phoenix has several tools for creating bleed masks and quickly resolving bleed overlaps.
- ▶ Rectangular or contour-based bleed masks
 - ▶ Resolve overlaps instantly
 - ▶ Bisect any overlap region to resolve portions differently

REST web service

Phoenix REST-based Web Service is a first of its kind for imposition and planning software and represents the most comprehensive option for automating Phoenix. The web service provides a superset of all methods

available in Hot Folders and Enfocus Switch and opens up most of the functionality found in Phoenix.

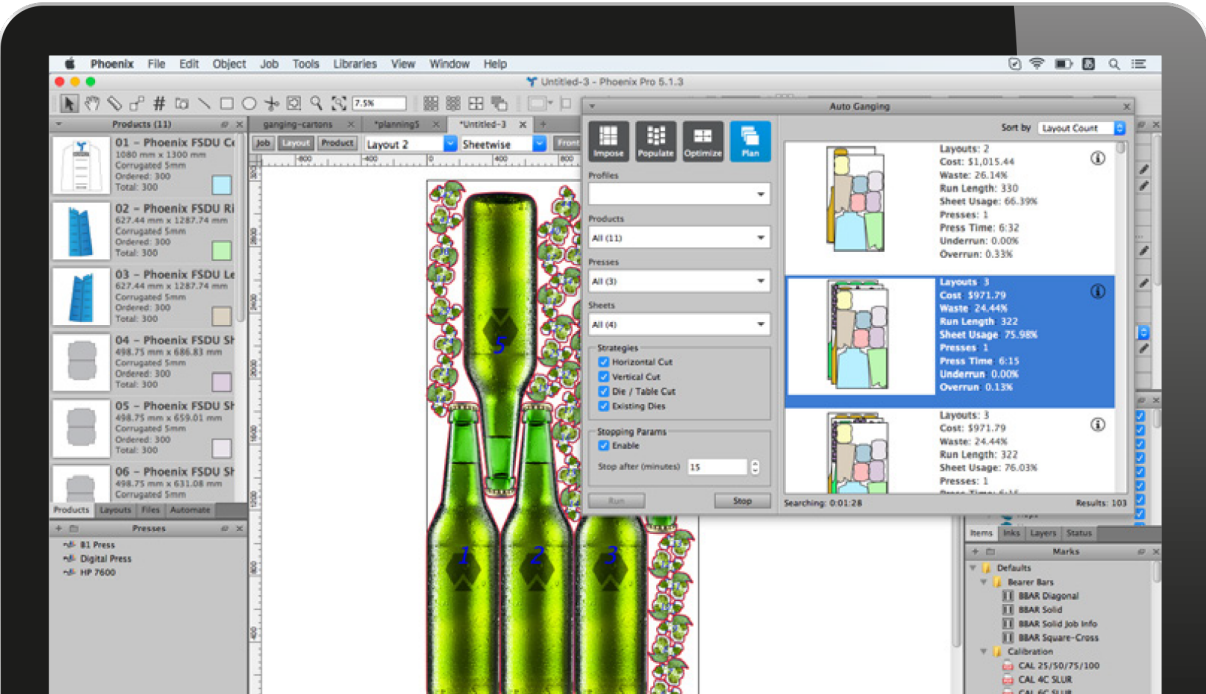
Enfocus switch

Enfocus Switch integration provides completely headless automation with the Phoenix Plan configurator.

Hot folders

Create hot folders and define a chain of actions to perform. Once started, the hot folders will pick up Phoenix resource XML files or other third-party formats and drive the job to completion headlessly.

- ▶ Over 25 actions are available. Automate all major planning and imposition workflows in Phoenix
- ▶ All export actions supported: PDF/JDF, die layouts, reporting, vector separations, and more
- ▶ Simple XML format for describing resource files and properties
- ▶ Powerful scripting capabilities available through the JavaScript scripting interface
- ▶ Real-time logging via Hot Folder View in Phoenix



Smarter marks

The addition of marks on print work is what facilitates a smooth flow through the production process. Phoenix is able to add a wide range of marks dynamically to any print job.

- ▶ 16 types of barcode
- ▶ Colour bars, side guides, text and more
- ▶ Variable braille for signs and packaging
- ▶ Plus scriptable marks for custom marks

Simple interface

The simplicity of the user interface makes Phoenix easy to learn and use on a daily basis. Access to all of the tools required to plan work that is ready for production is intuitive, allowing for quick setup.

- ▶ Cross platform
- ▶ Drag and drop user interface
- ▶ Intuitive layout of available tools

Planning rules

The nesting and imposition engine in Phoenix is capable of planning work according to different priorities beyond just nesting, ganging or imposing work, it can also take into consideration:

- ▶ Due dates
- ▶ Customers
- ▶ Regional area codes
- ▶ Finishing processes such as foiling

Out of the box integration

Automated use of Phoenix is made possible with a wide-range of interfaces that allow Phoenix to integrate with order in-take, MIS or other IT systems.

- ▶ CSV order input from various systems
- ▶ REST API
- ▶ Scriptable hotfolders
- ▶ Enfocus Switch configurator
- ▶ Zund Cut Centre



For further information:

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