Fiery Expert Certification
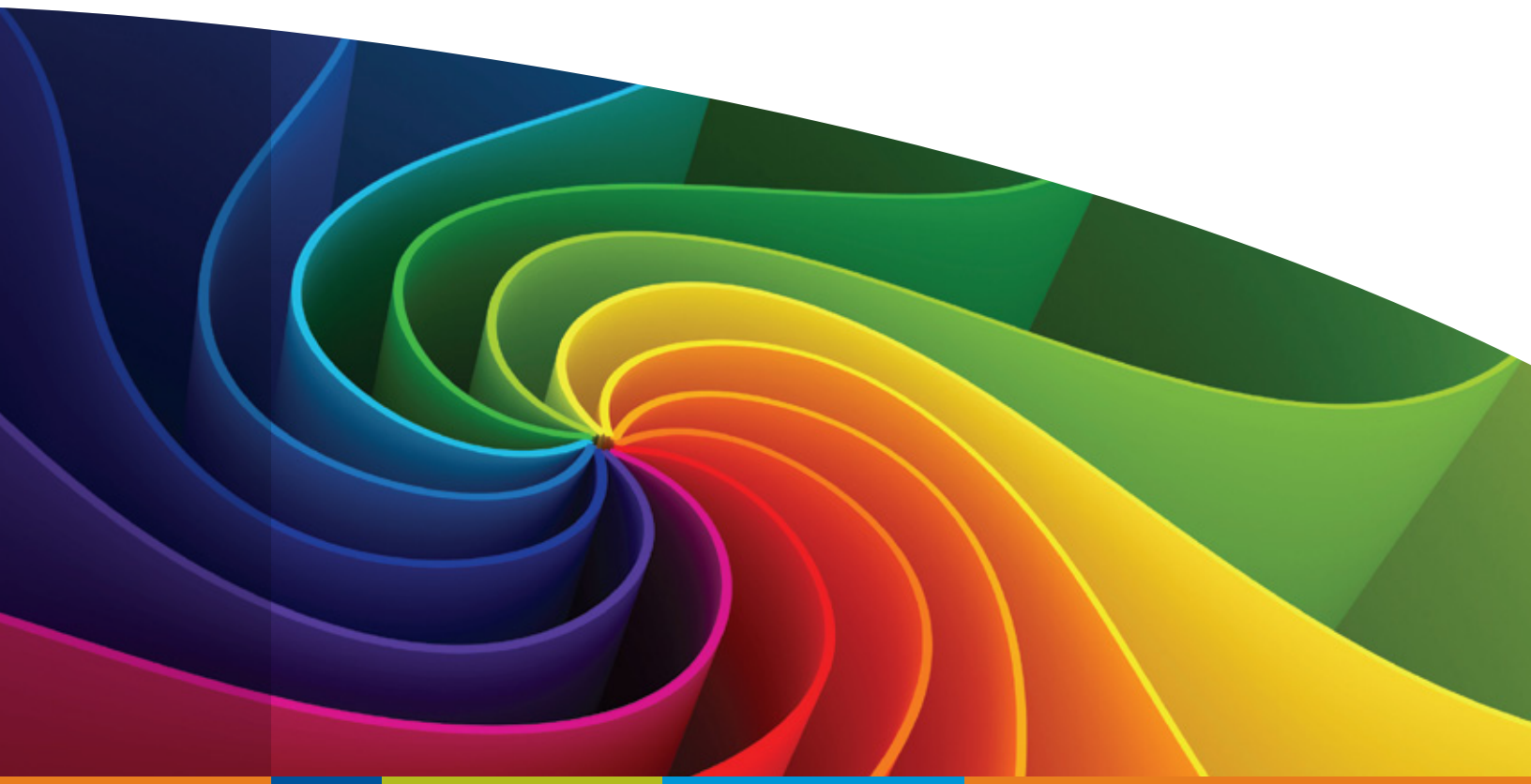## Outperform with Skilled Staff

Print Service Providers

Fiery Expert Certification Curriculum

Online Courses

FCE-100 Graphic Arts Package, Premium Edition

FCE-200 Advanced Fiery Color Profiler Suite

FCE-300 Managing PDF Workflows with your Fiery Controller

FCE-400 Advanced Fiery Imposition

FCE-500 Integrating Fiery Driven™ Printers into JDF Workflows

Classroom Training

Color Matching to Industry Standards

Color Matching Two Engines

Complex Job Assembly

PDF/Pitstop for Fiery Workflows

Integrating Fiery Servers into JDF Workflows

Certification Exam

FCE-900 Fiery Certified Expert Examination

Fiery Expert Certification: Differentiate with Knowledge

The Next Step in Professional Development

You've already added value to your business by giving employees a solid foundational knowledge of Fiery® products with Fiery Professional Certification. Now take the next step with Fiery Expert Certification.

This next level of knowledge helps you use your digital print resources even better. Produce higher-quality color prints. Improve productivity and turnaround times. Reduce waste and costs. Offer new services. Become more efficient through integration. Taking your production capability to a whole new level separates you from the competition, and can enhance customer appreciation and loyalty as you are better able to meet their needs and provide more services.

> » Evolve your business with a broader portfolio of offerings — and impress your customers with the ability to produce more complex documents and offer more sophisticated services such as variable data printing.

A Perfect Blend of Learning and Application

Convenient online courses and intensive, classroom-based learning provide a balanced curriculum. The Web-based courses are flexible and convenient — available at any time, from any computer. The classroom-based portion offers opportunities to develop hands-on expertise in actual production situations.

Fiery Expert Certification is the perfect way for print professionals to gain practical understanding that helps optimize the performance of EFI™ technology solutions to transform print businesses, empower success and set a higher standard of quality in the digital print industry.

Start with the Right Foundation of Knowledge

Complete Fiery Professional Certification as a prerequisite to Fiery Expert Certification and enhance your core knowledge on Fiery products, tools, features and software solutions. Perfecting your essential skills first will help you comprehend better the more advanced technical capabilities covered in Fiery Expert Certification. For more information on Fiery Professional Certification, go to **www.efi.com/fierypro.**

Certify Your Employees' Expertise for a Competitive Edge

Developed by EFI subject matter experts, Fiery Expert Certification builds on the Fiery Professional Certification to provide the necessary skills to strategically manage production processes and maximize the performance of Fiery assets to benefit both employees and businesses.

Print Professionals

Become a Fiery authority and use your skills to provide even better service and shorten the turnaround times for your customers:

» Increase your value to the company and enable your professional success.

» Apply new skills in daily operations to automate repetitive tasks.

» Bring more sophisticated products to your customers.

» Manage Fiery resources more strategically.

» Gain formal recognition from EFI for your expertise.

» Enjoy ongoing access to resources and materials, exclusively available to Fiery Certified Experts.

» Participate in an expert-to-expert link to share best practices and stay in touch with other industry professionals.

Business Owners

Position your company as the top choice print provider for your customers with knowledgeable Fiery certified staff and superior print quality:

» Improve profit margins and differentiate your business with more sophisticated services and the ability to create more complex jobs.

» Leverage strategic value by knowing how to match color output to industry standards or match color between two engines.

» Increase your market share by offering advanced variable data printing as a service.

» Augment your current services by learning the latest techniques in digital imposition and composition.

» Streamline processes to optimize production time and reduce waste.

» Use your assets more productively by deploying the latest digital automation and integration tools.

» Differentiate your business with Fiery Certified Experts on staff.

» Retain your best talent and build your production management team by investing in affordable training.

How to Become a Fiery Certified Expert

Certification Requirements

» Price: $750 plus travel and expenses for classroom training.

» Prerequisite: Requires a valid Fiery Professional Certification.

» Complete 5 Fiery Expert online courses (approximately 5 hours) as a prerequisite for classroom training.

» Complete 2-day intensive classroom-based curriculum.

» Pass an online certification exam with a score of 80% or higher.

» Complete all program requirements within 90 days of enrollment.

» Certification is valid for two years.

Additional Benefits

» A formal Fiery Certified Expert certificate mailed to you.

» Unique certification number.

» A letter of recognition from EFI.

» Direct access to EFI Technical Support.

» Your name published on the Fiery Certified Experts list on EFI's corporate website (optional).

» One-year access to all Fiery Expert online courses from the date of enrollment.

» A Fiery Certified Expert digital logo to use on your email signature and business cards.

» A Fiery Certified Expert title designation at Fiery Forums.

» Access to Fiery Tips and Tricks.

» Invitations to Webinars on advanced topics delivered by EFI subject matter experts.

Certify Your Expertise Today

For more information on Fiery Expert Certification, visit **www.efi.com/fieryexpert.** To enroll, go to **www.efi.com/fiery/certification/expert.**

Fiery Expert Certification Training Topics

Fiery Expert Certification is delivered through a blended approach. The combination of online courses and instructor-led classroom training allows students to go through the self-paced modules and learning materials first and then apply their knowledge to real world challenges through extensive hands-on practice. At the end students validate what they have learned through the certification exam and receive formal recognition for the successful completion of the Fiery Expert Certification program.

1 Efficiently producing high-value jobs

Build on the skills acquired through Fiery Professional Certification to create high-value jobs using components like mixed paper sizes and types, variable data printing (VDP), PDF and advanced finishing techniques.

» Impose complex print jobs that require variable data printing, such as PDF/VT and enhanced Fiery FreeForm, by using the latest VDP functionality.
» Re-purpose offset print jobs for digital production using Fiery SeeQuence Impose and VDP tools.
» Produce high-quality imposed documents using mixed media types, sizes and finishing requirements.
» Leverage print engine finishing capabilities using unique Fiery tools and utilities.

2 Making your jobs print-ready

Reduce errors and problems in customer files to turn jobs around faster with less waste. Enhance color output or apply color adjustments with late-stage color editing.

» Identify and address potential print job errors or problems using enhanced Fiery graphic arts features and tools like Fiery preflight, Fiery postflight and advanced preview options.
» Use expanded Fiery Hot Folder file filters to support common graphic arts file submission.
» Apply late-stage color adjustments to print-ready files to address unique customer expectations.
» Apply monitor profiles to enhance the Fiery soft-proofing workflow.
» Use Fiery JDF to integrate with production workflows.

3 Making JDF work with digital print

Understand the key concepts of a job description format (JDF) workflow and how to integrate it in a Fiery-connected environment.

» Review JDF concepts, terminology and identify key resources.
» Enable Fiery automation features when using a JDF workflow.
» Identify key items that will help integrate a Fiery server into a JDF workflow.
» Validate successful integration of your Fiery server in a JDF workflow by enabling unique Fiery data collection.

4 Applying real world solutions for color profiling

Learn how to use Fiery Color Profiler Suite to apply more sophisticated color profiling options and capabilities, and to verify their application.

» Edit and optimize color accuracy by using the Fiery Color Profiler Suite profile refinement process.
» Create device link profiles to match color output on multiple Fiery Driven™ engines or to simulate industry color specifications such as GRACoL and Fogra.
» Validate and manage color profile accuracy or introduce a quality improvement using Color Profiler Suite verification and inspection tools.

5 Implementing best practices for creating and printing of PDF files

Learn how to identify and solve common problems with PDF files. Understand the best practices for creating PDF files for print.

» Optimize PDF creation for digital output on a Fiery server.
» Understand Adobe presets for creating PDF files and and how to best use them to ensure production-ready files.
» Implement advanced Fiery PDF functionality to facilitate a PDF-based workflow.
» Understand how the Adobe PDF Print Engine integrates with Fiery Driven printers.