



# makeReady exPress™

## Customer Desktop to Your Shop — Fast, Simple and Accurate

It shouldn't be so hard to do. Everyone works on-line these days and most documents are created on a computer. So why don't more customers send you printing jobs electronically?

Well into the second decade of the Internet age, why do most print shops still operate in the world of hard-copy originals or hand-carried files on disks? Why do you and your customers waste time and money moving jobs around on concrete thoroughfares when faster, more efficient electronic highways are so readily available?

For one thing, most people think moving data electronically means attaching a document to an e-mail message. E-mail is usually the fastest way to send routine information from Point A to Point B, but it's a pretty lousy way to transfer printing files.

You know what can happen when your customers e-mail you a file created in a standard business software program. Layouts shift, margins move, graphics get lost and fonts

change without warning. Handling e-mailed files is labor-intensive for you. And, for your customers, the whole process is often frustrating and the end-product disappointing.

And let's not even get into the challenge of separating the work from the spam, dealing with files that are too big to e-mail, or the very real possibility that an innocent-looking attachment can carry a virus that can cripple your operation.

Uploading files using a standard web browser isn't much better. The process usually calls for your customers to convert files from their authoring software programs, fire up a web browser, find your website (if they can remember the address), log in and specify the file they want to upload. The process takes a lot of steps and a lot of time. And it still doesn't address the problems of converting original documents to print-ready files.

*There **IS** a better way.*





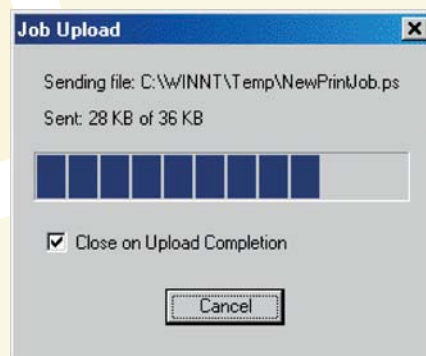
## makeReady exPress: A Better Way to Print

Now, there's a fast, simple, accurate and affordable way to send and receive printing files that doesn't rely on e-mail or web browsers. It's a new product from makeReady Systems called **makeReady exPress** and it lets you and your customers take advantage of all the benefits of today's best Internet technology.

With **makeReady exPress**, your customers can send a job to your print shop over a secure Internet connection with just a few mouse clicks. It's as fast and easy for them to send a job to you as it is to print a document on their desktop printer.

When your customers use **makeReady exPress**, they can send you any kind of file with confidence. There are no issues with fonts, graphics and document-formatting. Large files simply aren't a problem. And you can forget about the futility of a software race that has you spending thousands of dollars to keep pace with the latest versions of your customers' favorite programs.

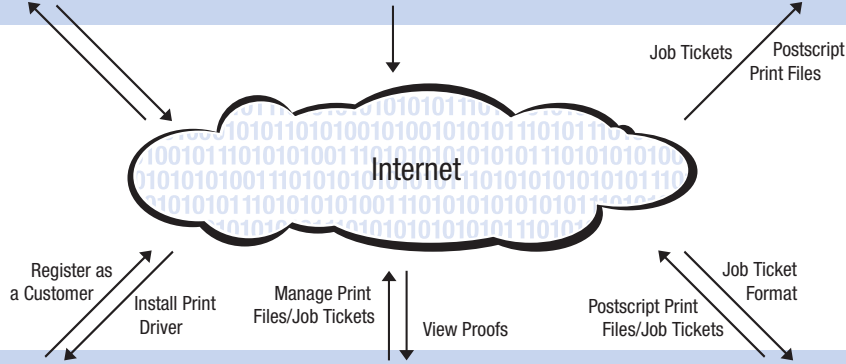
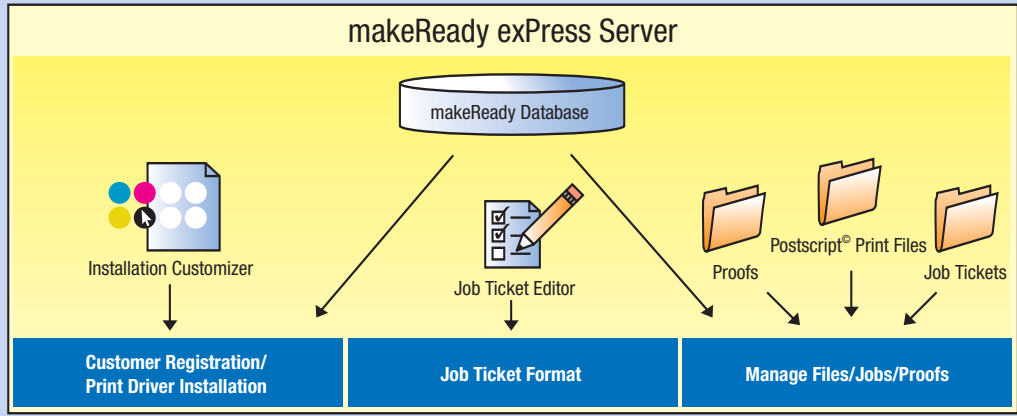
With **makeReady exPress**, all you need is Adobe Acrobat®, a few plug-ins and you're ready to accept any kind of printing job over the Internet — quickly, easily and accurately. But **makeReady exPress** is more than just a new and better way to transfer files. It will change the way you do business — for the better. Offer your customers access to **makeReady exPress** and watch your business grow, your costs go down, and your bottom line expand.



**makeReady exPress** sends PostScript to your shop without e-mail, browsers or diskettes—as easy as selecting Print from your application menu.

PRINT SHOP SERVER

makeReady exPress Server



**makeReady exPress** lets you build a seamless Internet connection between a customer's computer and your print shop server. After downloading an easy-to-use print driver, registered users can send jobs to your shop with just a few clicks of the mouse. **makeReady exPress** works across computer platforms and with all your customers' favorite software applications. With **makeReady exPress** customers complete a custom job ticket, send you files, view and approve proofs, and track their jobs with ease. You deliver the quality, reliability and turnaround time your customers demand—while automating processes, reducing steps, cutting costs and building your business.

## Put makeReady exPress to Work for You

To learn more about how MakeReady Systems can create a smooth, efficient, problem-free workflow for you and your customers, visit us on-line at

<http://www.makeready.com> or give us a call at (973) 895-6590, or

email us at [sales@makeready.com](mailto:sales@makeready.com).

## About makeReady Systems

makeReady Systems applies technology to meet the needs of today's printing professionals. Unlike many other technology companies, we truly understand the printing industry and the challenges that printers face today, because we face them ourselves.

Our principals bring the best of both worlds together with decades of experience in running an independent printing business and in developing Information Technology applications. The **makeReady exPress** product has been thoroughly tested and has proven its value in our own successful printing business.

With our years of print operations experience, we know where the bottom line is. **makeReady exPress** is affordably priced so that your company can increase profits with an investment that will pay for itself in no time.

## Ease and Profits for Your Shop

Putting **makeReady exPress** to work for your customers will deliver better bottom-line results for your printing operation:

- Revenue grows because customers choose your shop over printers who use e-mail or another less-friendly method of transferring files.
- **makeReady exPress** expands your market area. Customers can send you jobs from any geographic location, which means that your company is no longer a neighborhood print or copy shop. You can compete for business on a regional or national basis.
- You can control labor costs and use your equipment more efficiently. With **makeReady exPress**, it's easy to move jobs to remote sites or presses where you have the capacity to make the most of your HR and capital resources.
- Because **makeReady exPress** is designed for commercial print or copy shops, you can customize your exPress job ticket to incorporate any off-line finishing capabilities. Whether you have offset, digital press, black and white or color copiers, **makeReady exPress** will deliver perfect ready-to-print files every time.
- **makeReady exPress** cuts cycle time and improves efficiency by automating time-consuming process steps. **makeReady exPress** automatically creates proof files, print files, digital records and archives that make reprinting easy.
- With **makeReady exPress** your shop is always "open" and ready to take work over the Internet. Your customers don't need to make those midnight runs to the 24-hour copy shop.
- You can turn work around faster than your competitors because **makeReady exPress** gives you a cycle-time edge. **makeReady exPress** sends you an e-mail when a new job comes in. **makeReady exPress** can keep your customers informed of every production step and captures customer proof approval.
- Your product quality improves with **makeReady exPress** because there are fewer production steps, an automated approval and job-tracking process, and fewer opportunities for errors to creep into the system.
- **makeReady exPress** lets you build your company brand and enhance customer loyalty. By putting your company's name on the print driver that your customers see, instead of the names of hardware/software providers. You can position yourself as a leading, technically savvy company that provides customers with the best tools to deliver quality results.

## Ease and Confidence for Your Customers

When you offer your customers **makeReady exPress**, you're handing them new technology tools that will make it easier for them to do business with you:

- Customers can send you a job as easily as they print on their own desktop printer, thanks to an exclusive print driver that they can download and install in just minutes.
- A user-friendly print menu that you can customize for your shop lets customers choose the specifications for their job and automatically generates a job ticket for you.
- With **makeReady exPress**, customers send you jobs on their schedule from anywhere they happen to be. You can accept work day or night, turning your shop into a virtual 24-hour operation — without adding overhead.
- Print jobs look the same on the page as they do on the computer screen, because **makeReady exPress** works across hardware platforms and with any software program. There are no font, format or graphics translation issues.
- **makeReady exPress** automatically creates a print-ready file for your pressroom and a proof that lets your customers see exactly what the finished job will look like before they sign off on it.
- Customers can use on-line tools to track the progress of their job, without wasting their time or yours with frequent phone calls. They receive automated notification when their proofs are ready or their job is complete.
- The latest encryption software protects your customers' files and data.

