

2011
Directory
of
Must See 'ems
and
Worth-a-Look
Products

The Must See 'ems technology and product recognition program is a highlight feature of the Executive Outlook Conference. The Conference and Must See 'ems recognition program are conducted under the auspices of the Graphic Arts Show Company. The Must See 'ems program was created by and is conducted independently by the PrintComsm Consulting Group of Charlotte, North Carolina. The Executive Outlook Conference is sponsored by Xerox and manRoland. A post-Conference networking reception is sponsored by EFI.

Table of Contents

Introduction	3
The Technologies – Critical and Opportunity	5
Encore Selections	8
Encore Must See ‘ems	9
Encore Worth-a-Looks	11
Production Technologies	18
Software	19
Document Management	45
Management Information Systems	47
Web-to-Print	57
Offset Printing Plates	59
Presses – Traditional Analog	45
Offset Press Auxiliaries	62
Digital Presses	64
Wide Format Printers	80
Mailing Products	82
PostPress	88
Individual Products	94
Nominees	106



Keen Systems
Keen

Booth 1071

Keen is a web-to-print service that makes a printing business – from ordering to production to shipping – accessible online to print customers. The service allows print buyers to address every stage of a print job from beginning to end, according to Keen. Print providers can market to new audiences, allow customers to determine complex pricing, upload files with built-in preflight, and take advantage of fully integrated UPS, FedEx, and USPS shipping . According to Keen, the service brings ecommerce into one experience for print buyers, including sales tax calculation, credit card and electronic check payments.

It's online, available 24/7. No software, no need for a "tech guy". Printers can launch one or multiple Keen-powered online stores, each customizable in design, content and product catalog. Printers can seamlessly integrate with popular industry outsource partners, using them to fulfill orders behind-the-scenes, but still be directly in control of the relationships with their customers, providing them a consistent experience the entire way, according to Keen.

Printers can take their entire print business online quickly and provide customers with the constant availability and self-service that they've come to expect in today's tech-savvy world, Keen says.

www.keenprint.com

2011 Graph Expo Product Introduction

Web-to-Print