

# Phoenix

What's New in 23.07

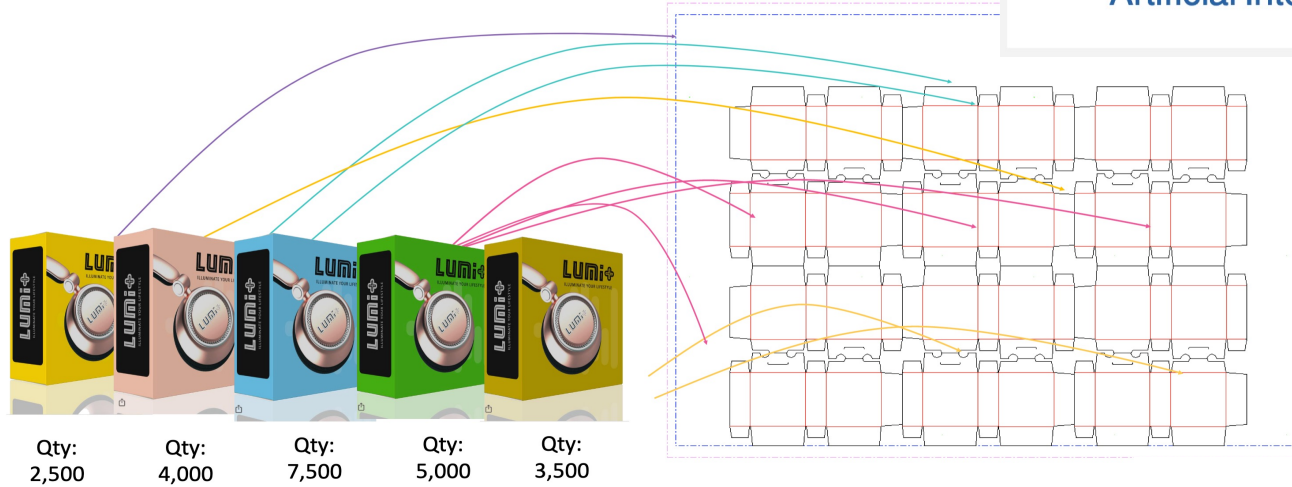
Shone Fix

Technical Product Manager – Estimation and Planning

# Phoenix value proposition



Quickly derive the most cost effective production layouts with **Artificial Intelligent simulation**



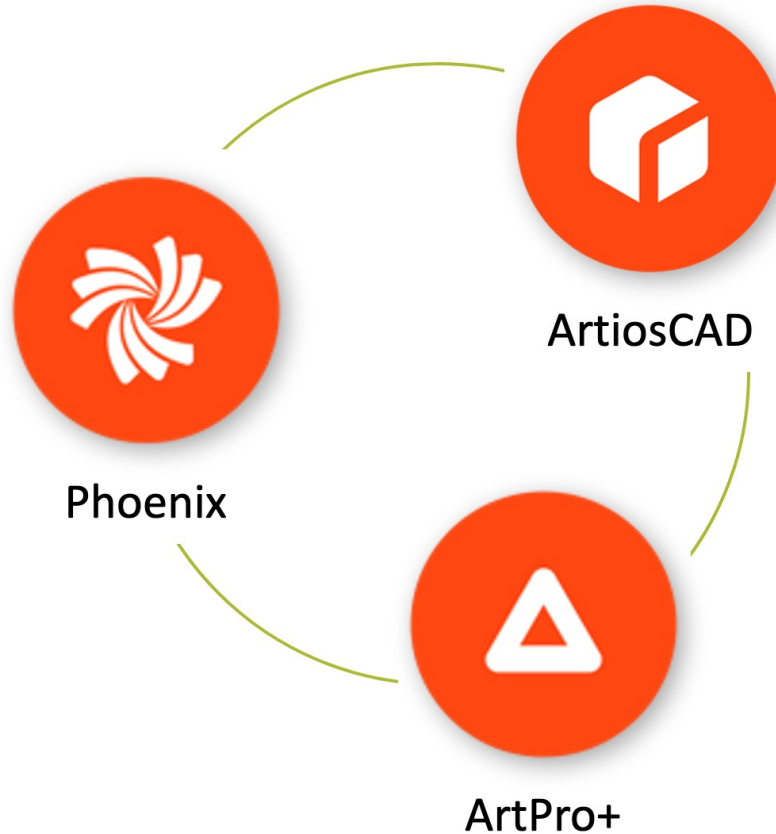
Qty: 2,500      Qty: 4,000      Qty: 7,500      Qty: 5,000      Qty: 3,500

	Print Runs	Total Sheets	Time on Press	Time Diecutting	Total Cost
Manual Planning	17 runs	98,847 sheets	35h 12m 52s	25h 59m 38s	39,781.12 US\$
	3 runs	93,031 sheets	14h 23m 35s	12h 18m 11s	31,784.75 US\$
	14 runs	5,816 sheets	20h 49m 17s	13h 41m 27s	

PHOENIX SAVES **7,996.37 US\$** OR **20.1 %** ON THIS JOB

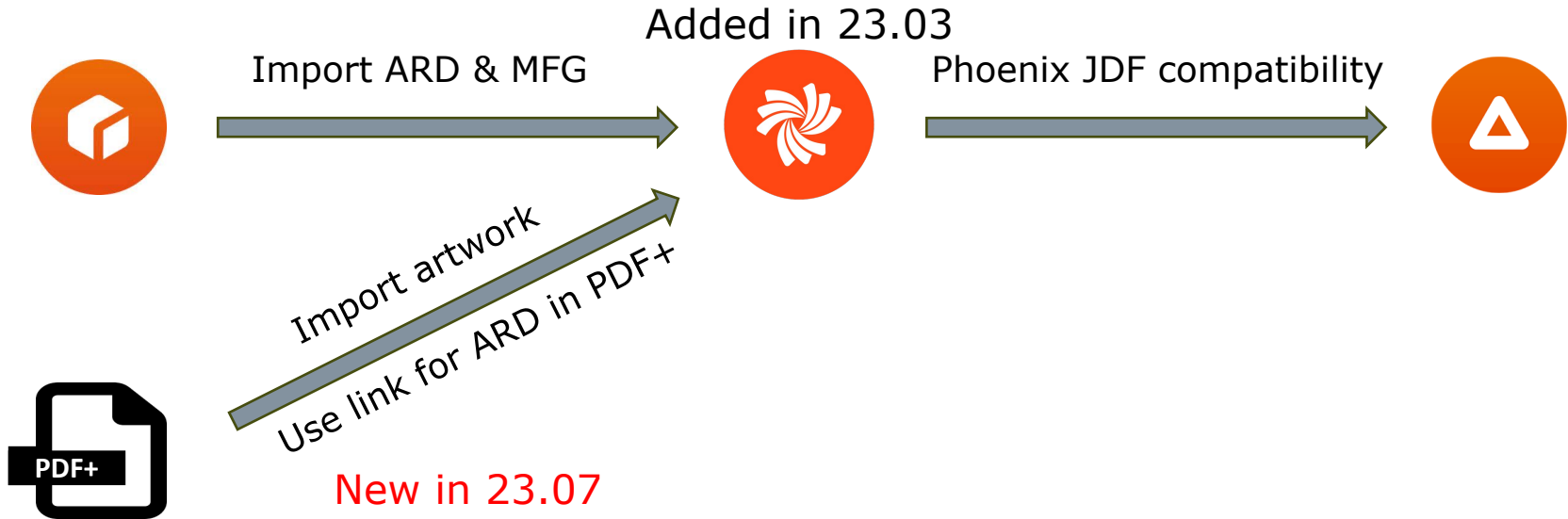


# Continued integration into the Esko software suite



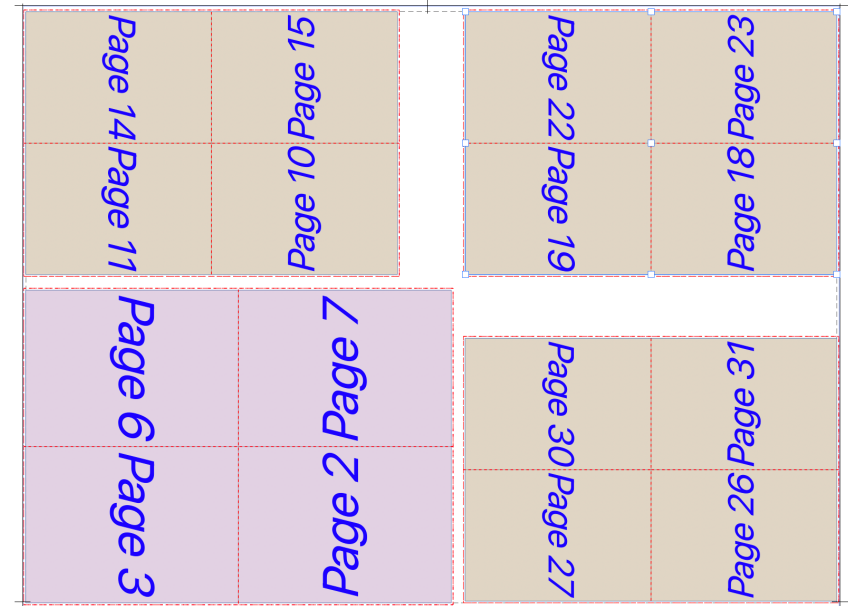
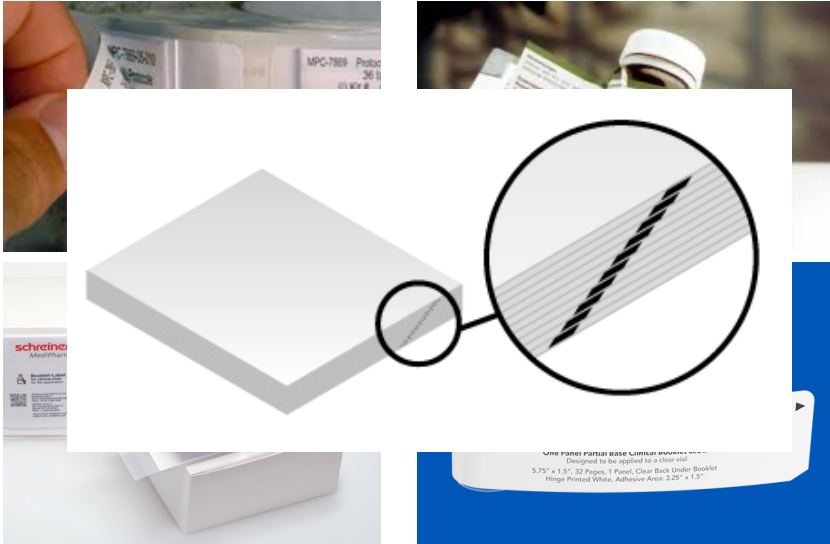
# Folding Carton Improvements

- Automatically use the ARD link supplied in ArtPro+, PDF+ Metadata
- Die matching by name in Imposition AI



# Bound Imposition Improvements – Offset and Label

- Support for different page sizes in a signature
  - Key for booklet label impositions
- Marks 2.0 including marks for bindery and finishing equipment
  - Now supporting custom PDF and Collation marks



Some other highlights  
from a solid release...

# Highlights of Phoenix 23.07

- Improved Guillotine reporting via the API
- Minimum run length settings for flatbed cutting devices
- Place products on a layout directly via the API
- DXF Export Pre-set for Highcon
- Big focus on stability and bug fixes

ESKO\*

Thank you