PRESS RELEASE

**Domino Launches New AI-enabled Sunrise DFE at Labelexpo**

[Domino Printing Sciences (Domino),](https://www.domino-printing.com/en/press-centre/press-centre.aspx?utm_medium=non-paid&utm_source=onlinepublication&utm_content=sunrise-pr-uk&utm_campaign=2025-int-en-sunrise-pr) a global provider of advanced variable data printing solutions and digital printing technology, is pleased to announce the launch of the latest version of **Sunrise**, the digital front-end and workflow solution for Domino digital label presses, at Labelexpo Europe.

Designed for Domino **N-Series** digital label presses, Domino **Sunrise Digital Front End (DFE)** combines comprehensive pre-press and production tools into a powerful, easy-to-use workflow solution. Using the power of AI and the world-leading **Harlequin RIP®**, **Sunrise** enables converters to process jobs faster and more accurately than ever before.

“Maximizing press uptime and productivity is a key priority for converters in today’s competitive marketplace,” says Michael Matthews, Product Manager – Digital Printing Colour, Domino. “Domino is leading the way in using AI and machine learning to create intelligent RIP technology, delivering a highly efficient, scalable front-end solution.”

The latest update to **Sunrise** combines a set of advanced, AI-enabled tools in an easy-to-use interface. Modules include Label Studio, which streamlines job setup by automating repetitive pre-press tasks; powerful variable data processing with inline RIP capabilities; and Domino Viewer, enabling the monitoring of press performance and the capture of running data to inform decision-making.

**Accelerating pre-press tasks with Label Studio**

Label Studio makes the preparation of press-ready PDFs easy, eliminating the need for graphics editing software and helping ensure consistent and accurate results.

“Finding skilled labor can be a challenge for converters, and mistakes can happen,” acknowledges Matthews. “Label Studio enables any operator to automate and speed up pre-press label processing. A real-time preview reflects any adjustments made, maximizing press uptime, reducing waste and enabling finetuning before ripping for optimum print results.”

**Real-time, inline processing of variable data**

Requests from brands seeking to incorporate variable data, including 2D codes, into their label designs are on the rise, and **Sunrise** is well-positioned to meet this demand. The software handles jobs with complex personalization with ease and raises the bar with real-time inline ripping onboard the **N730i** digital label press.

“Inline RIP of variable data is a game changer for converters,” knows Matthews. “Traditionally, jobs containing variable data had to be pre-processed while the press sat idle, as RIP speeds were too slow to keep pace with printing speeds. **Sunrise** breaks down this barrier, processing variable data ‘as-you-print’.”

Harnessing AI and machine learning, **Sunrise**’s powerful inline label processing capabilities can instantly deconstruct PDF print jobs, finetune printing RIP settings, and accurately predict the achievable printing speed. This empowers press operators to make data-driven decisions, optimize scheduling, and significantly reduce the risk of downtime.

**Staying on track with Domino Viewer**

Domino Viewer monitors the status of one or multiple Domino presses in real-time, displaying errors, job information, and cost estimates for the current job queue. The data captured can be accessed across a converter’s local network or remotely via a VPN connection. It is also possible to seamlessly integrate **Sunrise** with a converter’s MIS and ERP systems.

“Having all this data at your fingertips makes it easy for production managers to identify potential cost savings and process improvements to increase overall equipment efficiency,” explains Matthews. “The tool also allows converters to leverage historical job information for in-depth, retrospective analysis and machine learning.”

**Sunrise** is the new standard DFE for Domino label presses and will also be available for existing users as a free-of-charge upgrade, taking operational efficiency to a whole new level.

“We are dedicated to being a strong partner for converters, listening to understand their business needs, and continually improving our offering to help them meet their objectives,” Russell Weller, Head of Digital Products, Domino, concludes. “We want to empower them to ‘Do more’: enabling them to be more productive and more efficient, produce more labels, and save more costs using Domino digital technology.”

Label converters are invited to see **Sunrise** in operation at Labelexpo Europe in Barcelona, **booth 3E91**, where it will be featured on all Domino label presses on display, including the new **N410**, the proven **N610i**,and the **N730i** models.

For more detailed information about **Sunrise**, visit the Domino [website](https://www.domino-printing.com/en/products/controllers/sunrise-dfe?utm_medium=non-paid&utm_source=onlinepublication&utm_content=pr-sunrise-launch&utm_campaign=2025-int-en-Global-PR-DP-FY25-Q2).

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**About Domino**  
Digital Printing Solutions is a division within Domino Printing Sciences. The company, founded in 1978, has established a global reputation for the development and manufacture of digital inkjet printing technologies, as well as its worldwide aftermarket products and customer services. Its services for the commercial print sector include digital inkjet printers and control systems designed to deliver solutions for a complete range of labelling, corrugated, and variable printing applications.  
  
All of Domino’s printers are designed to meet the high-speed, high-quality demands of commercial printing environments, bringing new capabilities to numerous sectors, including labelling, corrugated, publications and security printing, transactional, packaging converting, plastic cards, tickets, game cards and forms, as well as the direct mail and postal sectors.  
  
Domino employs over 3,000 people worldwide and sells to more than 120 countries through a global network of 29 subsidiary offices and more than 200 distributors. Domino’s manufacturing facilities are located in China, Germany, India, Sweden, Switzerland, UK, and the USA.  
  
Domino became an autonomous division within Brother Industries Ltd. on 11th June 2015.   
  
For further information on Domino, please visit [www.domino-printing.com](http://www.domino-printing.com)   
  
  
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