xerox ®

The Solutions You Need to Make Your Journey a Success
Production Systems Portfolio
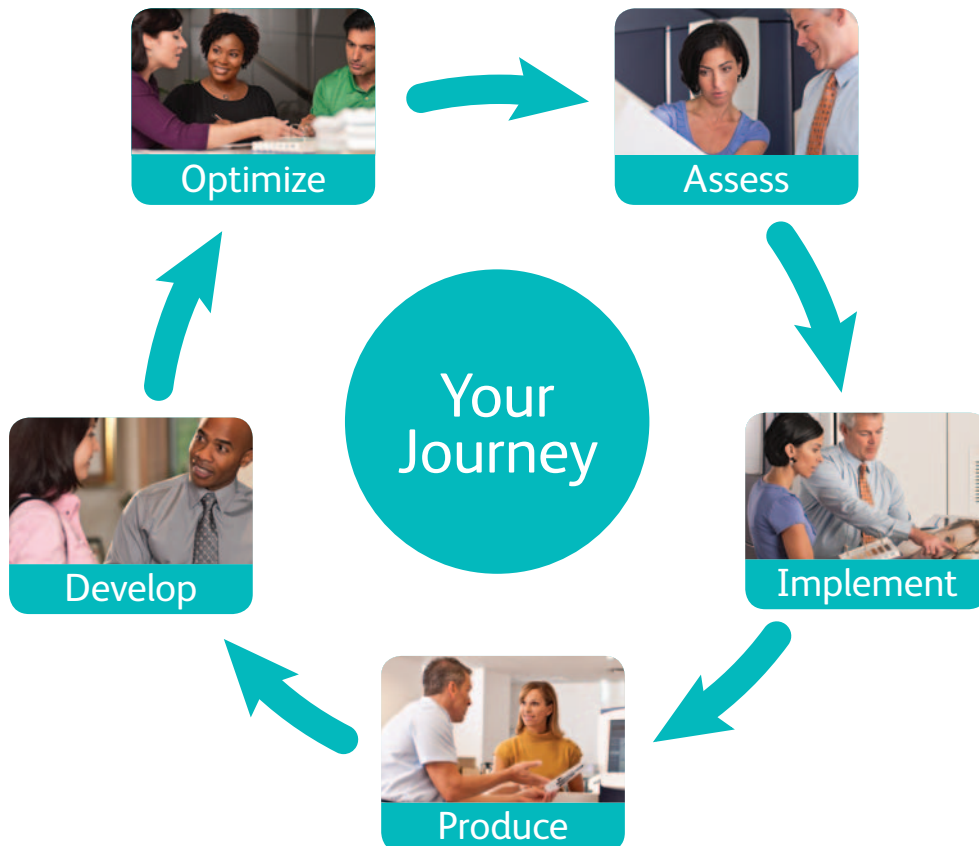
Helping you succeed is our passion.

Running any operation requires focus on key objectives.

Delighting your customers. Producing more jobs. Reducing costs. Growing your business. Achieving one or more of these objectives is critical to your success.

No matter what your goals are, Xerox is here to help you succeed. Maybe you're just starting out with digital printing, or maybe you're taking your business to the next level. Either way, we're a partner committed to helping you with every aspect of your business.

Our commitment begins long before the product is installed and continues throughout the life of the solution. It's a journey. We have the resources to help our customers reach their destination, every step of the way—from Xerox® Confident Color technology and award-winning workflow solutions to results-generating business development resources and proven production consulting services.

We invite you to take a closer look and see just how we can help you focus on your goals at every stage.

Optimize

Assess

Your Journey

Develop

Implement

Produce

Offer new applications.

Whether you're just getting started in digital printing or are ready to expand your current capabilities, our portfolio of digital printing solutions can help you make the most of the latest application opportunities and help you grow your business.

Which applications should you focus on? It depends on your clients, but the ones that offer the greatest opportunity are:

- **Books and Manuals**—Print short runs economically to meet specific publisher needs, including course packs, trade books and technical manuals.
- **Collateral**—Create powerful, compelling marketing materials, both static and personalized, that increase brand affinity and sales.
- **Digital Packaging**—Produce short-run, specialized packaging with multiple languages, regional preferences or targeted marketing by changing colors, text and images on the fly.
- **Direct Marketing**—Help your customers achieve greater response rates through highly targeted, relevant direct mailings that address their individual interests and buying behaviors.
- **Photo Publishing**—Grow your business with high-margin photo applications, such as photo books, greeting cards and calendars, by leveraging Xerox® Confident Color to deliver the exacting color and quality customers demand.
- **TransPromo**—Leverage variable data printing to add personalized customer promotions to monthly transactional documents, and virtually guarantee they will be read.

Leverage our experienced partners.

We have established strong relationships with best-in-class software providers from around the world to help you make the most of new opportunities for your business.

These partnerships include industry leaders in high-quality, accurate and repeatable color reproduction across digital and offset presses in conjunction with Xerox® Confident Color.

The Xerox Business Innovation Partner program includes industry-leading companies that, together with Xerox, extend the functionality of Xerox® products and services.

We'll work with you to ensure that you can print what your customers want, when and where they want it, today and into the future. No matter what your goals are, you can be sure that our continuing innovation, breakthrough technology and award-winning service are with you every step of the way.

Count on award-winning service and support.

When you partner with Xerox, we'll support you with a team of highly skilled professionals and a closed-loop process that enables us to remotely resolve problems—sometimes before you even know they occurred. Whether through web tips, by phone or on-site, we'll be sure you remain as productive as possible.

Collaborate for a greener future.

Since the 1960s, Xerox has been dedicated to environmental sustainability, supported by our partners, suppliers and customers. This commitment is part of our DNA—our "green gene"—and it's enabling us and our customers to be more environmentally responsible every day. From a recycling program that has kept over 145 million pounds of waste out of landfills to dedicated sustainable paper production, we continue to meet our customers' current needs without compromising the planet for the future. More customers than ever are asking about sustainability…and we deliver. After all, sustainability is no longer a cost of doing business; it is the way we do business.

What is Xerox® Confident Color? It's a collection of the finest color management technologies and processes combined with our years of experience in the production print market. It ensures the color you produce matches your customers' unique requirements every time—and we deliver it with every solution we offer so you can embrace digital color with confidence.

We'll help you grow your business.

Make your mark in the marketplace. Driving awareness of your digital printing capabilities is key to growing your business. After all, the more people who know what applications you produce and services you offer, on top of the color quality you deliver, the more business you will generate.

To help, we've developed the ProfitAccelerator® Digital Business Resource Collection —over 100 tools and resources designed to support your sales, marketing and operating efforts. You'll get expert advice with application development, workflow integration, color management, and sales and marketing services, which help you become an indispensable partner to your clients.

Profit Accelerator®
Digital Business Resources

The ProfitAccelerator® Digital Business Resource Collection can help you in five critical areas:

- **Financial Resources**—Helps you determine how to achieve top-line growth and bottom-line profit with digital printing.

- **Sales and Marketing Resources**—Arms your sales and marketing staff with tools to generate new business, increase print volumes and boost profit.

- **Agency and Design Resources**—Helps you establish partnerships and new business with this highly influential communications segment.

- **Application Development Resources**—Provides how-to assistance for developing digital printing's most lucrative applications.

- **Paper and Media Resources**—Provides digitally optimized media to meet the most challenging application requirements.

Consult the experts.

With Business Development Services, you can leverage our network of consultants for specific help with your most pressing digital business needs. This highly skilled and experienced group consists of Xerox and outside consultants bringing a wealth of knowledge to your business through training and professional consulting. They'll tailor a customized service for you to grow your business or you can choose from a variety of offerings, including:

- **Sales and Marketing Services**—Helps you build marketing plans, sell one-to-one and web-to-print, train and manage your sales force, and target vertical markets.

- **Workflow Services**—Assists you in building, integrating and enhancing your workflow for digital printing applications.

- **Application Development Services**—Uncovers a new world of innovative and profitable applications and shows you how to put them into practice to drive your business to new heights.

- **Production Color Services**—Provides advice for efficiently delivering the best color to your customers while maximizing your solution.

Discover new opportunities.

As your partner, we can identify ways you can grow your business and help you build a solid foundation for your digital printing business. Two of our offerings in this area include:

- **Digital Readiness Assessment**—Based on Six Sigma methodology, this assessment tool helps you understand your competitive environment, strengths and opportunities, and shows you what tools and resources you'll need to build a road map for success.

- **ProfitQuick®—**Provides the financial modeling tools you need to calculate costs, project revenues, cash flow and profits, as well as long-term ROI from your digital investments. It can also help you create workflow efficiencies that can reduce costs and speed turnaround times so you can produce more jobs.

Get everything you need to get started with the ProfitAccelerator Essentials Kit. To learn more, visit **www.xerox.com/driveprofit**

Optimize your workflow. We'll help you produce more jobs, reduce costs and generate more revenue.

An efficient workflow is essential for your business. Through automation and web-to-print, your workflow can enable you to get more jobs through your shop faster, giving your customers the turnaround times they demand and the cost savings you want.

The Xerox® FreeFlow® Digital Workflow Collection is a portfolio of fully automated and customizable solutions that will streamline the way you handle jobs every day. You can simplify your job submission process with online portals or automate a wide range of prepress activities. You can reduce costs at every step as well as enable new applications such as variable data printing and photo specialty for greater customer satisfaction with every output.

Our FreeFlow offerings and workflow partners allow you to connect with the customized solution that fits your business needs.

> FreeFlow®
> Digital Workflow Collection

Customized offerings help increase your value to customers.

Production Customization (XSIS) modifies and enhances standard Xerox® production printer and workflow solution platforms to meet the unique requirements of your business or industry. We offer solutions for specialized markets or custom printing needs enabling you to grow with new accounts or applications, implement unique workflows or jobs, or gain a competitive advantage specific to your industry or market.

Web-to-Print

Offer easy online ordering.
Our turnkey FreeFlow® Web Services provide a convenient way for customers to order printed materials by providing a browser-based online service portal. Supported by a fully automated workflow and back-end production management, Web Services is a superstore that expands your customer reach, enables you to be open for business round the clock, boosts efficiency, reduces operational costs and builds volume.

Web-to-print Partners
Adding web-to-print capabilities to your business not only makes it easier for customers to place and track orders, it also helps boost print volumes by providing access to easy reprints. Our experienced web-to-print partners can help you implement and make the most of online ordering with complete service customized to your specifications:
- XMPie
- ePrint Direct, Inc.
- Imaxel

Variable Data Publishing

Create personalized applications.
The FreeFlow Variable Information Suite contains all the software components you need to create high-value, personalized documents. You'll be able to offer a host of 1:1 applications for your customers while delivering unmatched throughput and print efficiency. Our Xerox® XMPie solutions extend your reach through unique and creative multimedia tools, enabling marketing campaigns that go beyond print.

Speciality Imaging Text
Specialty Imaging Text effects are a unique feature enabled by the FreeFlow VI Suite and can be used as an affordable way to add basic levels of security and enhance visual interest in your jobs.

Variable Information Partners
Personalized, customized communications have been proven to boost response rates. Our variable information partners can help you develop and produce the in-depth 1:1 applications your customers want, and can even show you how to produce these high-value applications more cost-effectively than ever:
- GMC Software Technology, Inc.
- Inventive Designers
- Objectif Lune
- XLPrint

Prepress

Automate your prepress activities.
FreeFlow Process Manager® enables a touchless workflow that can process thousands of incoming jobs daily. You can save time and money through automating labor-intensive prepress tasks to assure consistent quality print after print, and you can complete complex jobs without having to overhaul all of your existing processes.

Prepress Partners
Automating manual processes can save your business time and money. From facilitating color matching of digital and offset output to providing better consistency from one project to the next, our partners will work with you to ensure you have the most efficient operation possible:
- Solimar
- Avanti
- Ultimate Technographics
- CGS Publishing Technologies
- CMI

FreeFlow Express to Print is a cost-effective workflow solution that increases your productivity by addressing common symptoms that cause prepress bottlenecks. With its intuitive visual interface, you can perform job ticketing and prepress functions with a simple click of the mouse. It reduces the time required to set up even the most cumbersome jobs automatically.

FreeFlow Makeready® is a job preparation solution that provides prepress tools such as scanning, imposition, tab programming, late-stage editing and color management, allowing you to maximize overall print quality and efficiencies.

Job Management

FreeFlow Output Manager® automates the management of valuable printer resources by acting as a centralized collection point for print jobs. With sophisticated load balancing and job scheduling capabilities, multiple printers can work as efficiently as one.

Specialty Markets

Expand your offerings.
Photo books and packaging have become high-profit, in-demand application opportunities for digital printers. Our partners can help you tap these valuable markets by giving you the tools you need to add exciting capabilities to your operation, such as photofinishing software and scalability with modular architecture for packaging:
- Esko Artwork/Packaging
- Powis
- FreeFlow Photo Automation Tool
- Automated Web to Finish Solution

Print Servers

Optimize your entire fleet of printers.
Our FreeFlow Print Server delivers unparalleled flexibility, advanced workflow operability and state-of-the-art color management for Xerox® production printers.

Its drag-and-drop interface makes it simple to learn and easy to operate. What's more, it boosts the revenue-generating potential of your Xerox® digital press by enabling variable data capabilities, enhanced color control, efficient job management and much more. Xerox® digital presses also work with solutions from:
- EFI
- Creo

Feeding and Finishing

We have assembled the industry's most comprehensive array of inline feeding and finishing solutions, developed to complement the range of Xerox® printers. This helps you achieve a fully automated production process, from Web to finish, whatever your needs for applications such as perfect bound books, booklets, UV/aqueous coating and packaging. Leading partners include:
- CP Bourg
- Duplo
- Fastbind
- Horizon
- Plockmatic
- Stora Enso
- Watkiss

The Xerox Business Innovation Partner Program

This program is a world-class, global initiative that connects some of the brightest minds from around the world in an effort to create solutions that extend the functionality of Xerox® products and services. By working collaboratively, Xerox and our partners have assembled the industry's most comprehensive array of workflow solutions developed specifically to help improve the way unique companies like yours deal with documents.

Exceed your customers' expectations with market-leading production black-and-white and highlight-color capabilities.

Tackle the needs of your business head-on. Whether it's reducing costs, getting more jobs through your shop or thrilling your customers with new applications, our wide range of black and white and highlight color solutions can help you meet your goals, and they're all backed by exceptional service and reliability to keep you productive day in and day out.

Xerox® D95/D110/D125 Copier-Printers

- High-speed print engines deliver output up to 95, 110 and 125 ppm
- Standard color scanning allows full-color communication via email or digital file distribution (JPEG, TIFF, PDF)
- Robust set of inline finishing options expands applications capabilities, including tape-bound books, spiral-bound documents and full-bleed booklets
- Unparalleled ease of use
- Outstanding image quality

The power to print more for less and excite your customers.

Xerox Nuvera® 100/120/144/157 EA Production Systems

- Innovative EA toner produces fine lines with maximum details
- Unattended run time with load-while-run paper trays and toner bottles
- Outstanding image quality at 4800 x 600 dpi /156 lpi
- From feeding to finishing, it's a modular set of systems that's all about you

Put your best image forward.

Xerox Nuvera® 200/288/314 EA Perfecting Production System

- Up to 314 duplexed images per minute
- Outstanding image quality with EA Toner on coated, uncoated and specialty stocks
- Pass Through Programming keeps one engine printing while pending service on the other
- Unmatched turnaround time for publishing and transactional applications via the Xerox® FreeFlow® Print Server

The power of two with the simplicity of one.

Xerox Nuvera® MX Production Systems, DocuPrint® MICR Solutions

- Backed by the Xerox® MICR Check guarantee
- Security features like Media Log and Check Production Integrity
- Select from software and hardware options to best meet your needs and price points
- Media to match your applications—consistently high image quality on popular coated and uncoated stocks

DocuPrint® MICR Solutions

Xerox Nuvera® MX Production Systems
Produce consistent, durable and secure transactional documents.

Xerox® DocuTech® 128/155/180 HighLight Color Systems

- Fastest cut-sheet highlight color systems on the market
- Add the impact of over 100 highlight colors at the cost of black and white
- Based on proven technology to deliver unmatched publishing and printing power
- Multiple hardware feeding and finishing components
- Simplify and/or automate workflows via the Xerox® FreeFlow® Print Server
- Xerox® Custom Blended Highlight Colors are designed to help meet customers' requirements and create a color, whatever the hue

One more color—infinitely greater possibilities.

Xerox® 650/1300® Continuous Feed Printer

- Transactional, publishing, direct mail and digital book application support
- Maximizes productivity—prints 1,232 11" x 17" impressions per minute (91.9 meters per minute)
- Patented Print Line Management for production flexibility and ease of use
- Noncontact flash-fusing expands media capabilities and delivers unmatched output for high-speed printing
- Available in single, twin (duplex) and multiplex engine configurations
- Xerox® FreeFlow Print Server and ImageSmooth Technology deliver unmatched image quality at maximum speed

Continuous, ultra-high-speed, high-quality black and white output.

Versatile Finishing Scaled to Your Needs

We offer a wide range of finishing options to ensure that you have the inline and offline capabilities you want for your specific operation. Whether you need high-capacity stacking, stapling, inserting or booklet-making, we'll help you connect to the solutions that make sense for you…while making it easy to scale up or down and maximize your productivity.

Deliver results for your customers with market-leading production color capabilities.

Capitalize on the digital color opportunity. More customers than ever want the benefits of digital color—short runs, fast turnarounds, 1:1 and more. From light production to full production, Xerox has the broadest color portfolio in the industry, backed by Xerox® Confident Color that delivers incredible color management, G7 expertise, automatic color calibration and more. We'll work with you to ensure you get the solution that best fits your business needs.

Xerox® Color 550/560 Printer

- Easy, affordable color for the advanced or beginner operator in any environment
- A cost-effective solution to get you started in digital color printing
- Outstanding performance and exceptional image quality in a small footprint
- Produces marketing materials, reports, proofs and design comps using coated/uncoated media
- Streamline processes, implement enterprise security solutions and simplify device management

Productivity plus outstanding color for all environments.

Xerox® Color C75/J75 Presses

- Xerox® unique Automated Color Quality Suite of tools with inline spectrophotometer technology delivers automation for calibration and profiling to achieve consistent, accurate color. Only available with the Xerox® J75.
- Enables easy entry into the production color market with performance at a true value
- Flexible feeding and finishing options scalable to your business needs
- Advanced inline finishing supports coated and uncoated stocks and includes the GBC® AdvancedPunch™ and Xerox® SquareFold® Trimmer modules
- Auto-duplex coated stocks
- Xerox exclusive Simple Image Quality Adjustment tools to automate registration and density uniformity adjustments to achieve optimal control over image quality
- Simplify management of dedicated fusers with the intelligent fuser tracking system

The next step in color printing.
A powerful performer. A solid value.

Xerox® DocuColor® 8080 Digital Press

- Easily handle quick turnarounds by running all stocks at rated speed regardless of weight
- Xerox® unique Automated Color Quality Suite of tools with inline spectrophotometer technology delivers automation for calibration, profiling and color matching
- Supports a wide variety of specialty media
- Excels with tighter registration and inline finishing for complex jobs
- Low gloss dry ink provides a matte finish with maximum detail

Consistently great color—automatically.

Xerox® Color 800/1000 Presses

- Productivity at 80 ppm/100 ppm with media latitude from 55 to 350 gsm
- Xerox® unique Automated Color Quality Suite of tools with optional full width array delivers automation for calibration, profiling and color matching along with other exclusive features
- Vibrant, high-definition image quality with EA Low Melt Dry Ink and new belt fusing technology
- An optional (fifth) Clear Dry Ink Station supporting both flood and spot (addressable) techniques to drive high-value applications
- Flexible inline finishing offers a wide variety of alternatives
- Xerox® Productivity Plus—Increase available press time providing routine customer maintenance

High-definition image quality.
Fast. Vibrant. Flexible.

Xerox® iGen4® EXP Press

- Automated web-to-finish solution provides a touchless workflow from web-based ordering to prepress to printing to finishing with no manual setup or intervention
- 26" (660 mm) sheet kit expands the applications you can offer and the profits you can earn
- Adobe PDF Print Engine boosts your productivity by ensuring PDFs are accurately processed on the first pass
- Matte dry ink expands the power of iGen4 EXP with a new ink specifically developed to produce a smooth matte look and feel for photo and printing

Expand your opportunities.

Xerox® iGen™ 150 Press

- More raw speed, more advanced automation and more predictable image quality combine to deliver greater productivity and one of the most effective tools for business growth
- 25% raw speed increase to iGen's proven productivity allows you to print 8.5"x 11" (A4) sheets at 137 ppm and 26"/660 mm at 50 sheets per minute for an effective rate of 150 8.5" x 11" (A4)
- New 2400 x 2400 imaging system along with iGen patented Image-on-Image technology delivers more information per square inch for finer detail, shape and dimension than ever before

Redefining productivity with unprecedented power.

Xerox® Automated Packaging Solution Powered by Stora Enso Gallop® for the iGen4 Press

- Streamlines folding carton manufacturing with inline system that prints, coats, stacks and cuts
- Enables new opportunities for producing short-run targeted, specialized packaging with an accelerated time to market and less inventory and waste

The only integrated, inline digital solution for packaging.

Xerox® CiPress™ 325 and Xerox® CiPress™ 500 Production Inkjet System

- Reduces manufacturing costs of print through savings in process cycle time, labor, waste, inventory and warehousing
- Waterless technology enables delivery of predictable and consistent color quality on uncoated, low cost offset papers
- Ink optimization modes enable operator choices to easily manage ink for higher quality or lower costs that best meet a variety of application requirements
- Scalable RIP to meet the complexity of your jobs and maintain the maximum speed of the printer

High-speed full color variable data inkjet.

Versatile Automatic Finishing

Xerox® IntegratedPLUS Finishing Solutions provides an efficient means of preparing jobs for the finisher, automatically setting up the finisher and sharing a finishing device with multiple printers. It eliminates manual programming as well as the need for highly skilled prepress operators to prepare files. What's more, it makes it easy for you to manage a mix of jobs that include diverse finishing requirements and short print runs. It saves time by enabling you to produce more jobs through automatic file setup and automatic setup of inline or offline finishers.

Real customers. Real success.

Whatever objective matters most to you and your operation, we can help you meet your unique challenges and achieve the success you want.

Delighting Customers

"Thanks to our partnership with Xerox, the first word the customer hears out of our mouth is 'yes.' "

Louis Crokett, Keiger Printing, Winston-Salem, NC

Producing More Jobs

"About 19 % of monthly revenue is tied directly to our iGen, so the amount of digital work we're driving through the shop has gone up quite a bit."

Rich Stevens, Stevens Integrated Solutions, Portland, OR

Reducing Costs

"We've been able to increase productivity by around 7 %, boost sales by roughly 30 % and reduce our costs over the last three years by 35 %."

Dave Zamorski, Associates International (Ai), Wilmington, DE

Growing Business

"From 2009 to 2010, we doubled our production of books and I think we will increase this year by about 50 %."

Esben Mols Kabell, LaserTryk.dk, Denmark

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To learn more about digital printing and how our production solutions can accelerate your business, visit www.xerox.com/digitalprofit or call 1-800-ASK-XEROX.

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