



Xerox at AIIM/On Demand 2008

Press Fact Sheet

OVERVIEW

Xerox helps print and office professionals generate higher profits and deliver more value, providing innovative digital production technology, workflow software, business development resources and services that complement and expand their existing businesses. At AIIM/On Demand 2008, Xerox will demonstrate many different print applications on the industry's broadest portfolio of market-leading digital color, monochrome and wide-format products. Xerox will showcase total solutions to help customers achieve greater success in the digital printing world and make the transformation to digital as easy and turnkey as possible.

During the show, visitors to the Xerox booth (#1449) can see evidence of this philosophy in demonstrations of new applications that work with Xerox's Extensible Interface Platform (EIP) and Xerox DocuShare enterprise content management software. Xerox's advanced digital printing technology and services enable just-in-time production of short-run digital books; transactional print jobs with integrated marketing messages; cross-media, direct-mail campaigns and personalized collateral made possible with Web-to-print functionality.

NEWS HIGHLIGHTS

- With **126 Xerox customers** worldwide now printing 1 million or more pages per month per machine on their [iGen3[®] Digital Production Presses](#), Xerox continues to help customers boost their sales in the lucrative digital color printing market, where more pages mean more profit. One customer has even eclipsed **3 million pages** in a single month on a single iGen3 press. There are now more than **2,000 iGen3 presses** installed worldwide, with **275 customers** having installed two or more iGen3 presses to meet their increased demand for [full-color jobs](#), such as marketing brochures, photo books, catalogs, [personalized direct-mail pieces](#) and invoices and statements that include customized marketing messages.
- Xerox's award-winning iGen3 press is even more productive with the introduction of a new image quality enhancement and a finishing option that creates professional books and manuals automatically. **International Color Consortium DeviceLink Profiling** builds custom RGB and CMYK color profiles in real-time during the initial job set-up using an in-line spectrophotometer for faster processing and greater color accuracy. The C.P. Bourg Bleed Crease Module is a new optional accessory for the in-line C.P. Bourg Document Finisher offered on Xerox iGen3 presses. It produces a professional saddle-stitched booklet with a clean, tight fold.
- **Xerox Cover-Driven Workflow**, an end-to-end book production solution for the [Xerox Nuvera[®] 288 Digital Perfecting System](#), enables print providers to more efficiently and cost-effectively produce books on-demand and in very short runs – from one to 25 copies. [Xerox's FreeFlow[®] Process Manager](#) manages the pre-press workflow, automating the process from identification of content by order to preparation and submission of the cover and book block files for printing.
- [Xerox VIPP Pro Publisher](#) allows print providers to use the familiar, graphics-rich Adobe[®] InDesign[®] software to add variable text and images to postcards, statements and invoices and other customer communications. The software also provides support for Xerox's award-winning specialty imaging text effects, offering affordable fraud deterrence and greater visual impact to personalized documents. The plug-in lets users easily and quickly design applications on a PC or Mac and generate VIPP PRO output – an optimized data stream that virtually eliminates the pre-composition step from a variable-print workflow. To hear more about the new software, visit <http://www.xerox.com/podcasts>.
- The Xerox Production Systems Group presented [Partner of the Year](#) awards to 16 business partners for their continued contributions to Xerox, its customers and the printing industry. Rochester Software Associates, Inc. was presented with the 2007 Software Partner of the Year Award and for the second year in a row, Xerox presented C.P. Bourg/Bourg, Inc., with the 2007 Finishing Partner of the Year Award.
- **EIP One Year Later:** At AIIM/On Demand 2007, Xerox Office Group launched the first software applications enabled by EIP, a technology based on Web standards, inside many Xerox multifunction systems that allows independent software vendors and developers to easily create applications for the device and to customize the touch-screen. Xerox also announced **a new developers program** that gives

developers free access to EIP software development kits. In less than a year, **nearly 1,000 applications have been filed** to download the SDK, 21 Xerox multifunction systems are EIP-enabled, and 19 EIP-enabled applications are now available worldwide.

- [Xerox DocuShare®](#) will be demonstrating two Web-based enterprise content management software offerings:
 - **DocuShare 6.0** – provides basic document and content management, fostering social collaboration and helping users manage, store, search and share content through lightweight routing workflows.
 - **DocuShare CPX 6.0** – includes advanced features and functions, such as easily configured process management, project workspaces, audit trail reporting and records management.

CUSTOMER PROOF POINTS

Mercury Print Productions	Commercial print and media solutions provider	Operates six iGen3 presses at its facilities in Rochester, N.Y. The company's first two iGen3 presses have produced a total of 120 million pages since they were installed less than five years ago. Three of the company's iGen3 presses are used to print state- and region-specific textbooks and produce more than 1 million pages per month. A fourth iGen3 press runs book blocks and covers used in case binding. It also produces 400,000 to 600,000 covers per month.
Immediate Mailing Services	Integrated service bureau	Installed its first piece of digital equipment – an iGen3 110 press – in June 2007. The company, based in Liverpool, N.Y., uses its Xerox iGen3 to produce full-color transpromo documents, postcards and direct-mail campaigns with multiple touch-points for clients nationwide.
Florida's 13th Judicial Circuit Court	Public sector records repository	Uses Xerox DocuShare enterprise content management software to digitize and transfer court and legal documentation to a centralized online file repository , providing secure storage, intuitive management and quick retrieval. DocuShare is also part of a benchmark disaster planning initiative to extend business continuity.
Wilkes-Barre, Pa. School District	K-12 school district	Signed with Xerox to upgrade its entire fleet of printing equipment and bring efficiency to its student registration process. A combination of Xerox's EIP-enabled multifunction systems and custom software from systems integrator SRC Solutions, Inc. simplifies student registration from a process that took approximately two weeks to just 30 minutes. The solution, EZ School Registration, also uses Xerox DocuShare CPX content management software and Stream Fax and Alert notification software.

SPEAKERS

AIIM

Taming the Litigation Chaos: The Role of Records Management in e-Discovery

Tuesday, March 4, 4:30 – 5:20 p.m.

Craig Freeman, vice president, Xerox Litigation Services

Thomas Barnett, partner, AlixPartners

Staying Ahead of the Storm: The Role of ECM in Disaster Preparedness

Wednesday, March 5, 11:10 a.m. – noon

Tom Love, senior product manager, Xerox DocuShare Business Unit

Abdiel Ortiz, court technology officer, Florida's 13th Judicial Circuit Court

Records Management in a World of Risk: Best Practices, Tools and Measures

Wednesday, March 5, 2:30 – 3:20 p.m.

Rich Baily, vice president, Xerox Business Processes

Barry Murphy, principal analyst, Forrester Research

On Demand

Keynote Panel: Emerging Technologies and What to Expect in 2008

Wednesday, March 5, 10:10 – 11:10 a.m.

Quincy Allen, president, Xerox Production Systems Group

Session Description: 2008 is expected to be a year of major announcements. As the battle for graphic arts pages intensifies the industry can expect to see the production space liven up with new products offering excellent speed, cost and functionality at price levels that were unheard of as recently as two years ago. New market entrants are applying pressure to the established players, who are responding with improvements of their own. This keynote panel offers expert predictions on key market developments and likely industry announcements for 2008, and examines how these events could impact attendees' businesses.

High-Volume Print Engines for the TransPromotional Market

Tuesday, March 4, 9:40 – 10:30 a.m.

Mike Barkau, special projects manager, Xerox Production Systems Group

Technology Developments in Black & White Digital Printing Systems

Tuesday, March 4, 11:30 a.m. – 12:20 p.m.

Kevin Horey, manager, Monochrome Solutions Product Marketing, Xerox Production Systems Group

The Technology...The Tools

Wednesday, March 5, 1:30 – 2:20 p.m.

Chris Irick, vice president, Strategy & Planning Manager for the Workflow Business Unit, Xerox Production Systems Group

The Document Outsourcing Market Opportunity

Wednesday, March 5, 4:20 – 5:10 p.m.

Bryan Baker, enterprise consultant and thought leader, Xerox Global Services

Web-to-Print Networks: Portal to the World

Thursday, March 6, 11:10 a.m. – noon

Eric Thibodeau, manager, FreeFlow Quality Assurance, Xerox Production Systems Group

XPLOR

Production Color Printing – Technology Survey Panel

Wednesday, March 5, 10 – 11 a.m.

Jean Hill, product marketing manager, Xerox Production Systems Group

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NOTE: See the full range of Xerox digital production technology and services in booth no. 1449, March 3-6 at AIIM/On Demand 2008, Boston Convention & Exhibition Center. For more information about Xerox and the show, visit <http://www.xerox.com/news> or <http://www.xerox.com/ondemand2008>. For open commentary and industry perspectives, visit <http://www.xerox.com/blogs> or <http://www.xerox.com/podcasts>.

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