

Press Fact Sheet

OVERVIEW

A year after joining forces at PMA 2007, Xerox Corporation – a world leader in digital printing – and Fujifilm U.S.A, Inc. – a world leader in digital imaging – continue to strengthen the partnership and provide industry-leading solutions for the photo specialty printing market. The two companies offer photo retailers and photo labs a comprehensive set of solutions that makes it easy for consumers to print an array of high-quality photo specialty applications, from photo books and calendars to magnets and greeting cards.

- Xerox and Fujifilm will have a joint booth presence at this year's PMA conference, showcasing the industry's leading digital printing technology, workflow solutions, business development resources and services from Xerox coupled with the best photofinishing workflow solutions from Fujifilm to photo retailers and professional photo labs.
- Xerox booth (A101) size: 2,400 square-feet
- Featured in the Xerox and Fujifilm booths will be: the flagship [Xerox iGen3[®] 110 Digital Production Press](#), [Xerox DocuColor[®] 5000 Digital Press](#), [Xerox 8265 Color Wide Format Printer](#), [Xerox DocuColor[®] 260 Digital Color Printer/Copier](#), [Xerox Phaser[®] 7760](#), [Xerox FreeFlow[®] workflow solutions](#), [ProfitAccelerator[®] Digital Business Resources](#) and Xerox supplies including digitally optimized coated and uncoated papers for books, calendars, greeting cards and fliers; and specialty media and custom solutions, including tear-resistant papers and synthetics such as polyesters, for applications such as placemats, signage, variety packs and ID cards.

NEWS HIGHLIGHTS

- The **Xerox Picture Me Profitable Kit** helps photo labs and photo retailers enter the burgeoning photo specialty printing marketplace. It includes a display book filled with samples of digitally printed photo specialty applications along with plans and tips to help Xerox customers market and grow their photo specialty business.
- At PMA's Sneak Peek 2008 Xerox received two prestigious Digital Imaging Marketing Association Innovative Digital Product Awards for the Xerox DocuColor 5000 Digital Press with Xerox Document Binder 120-D and Coverbind 101 DFS and Xerox FreeFlow Print Server with JPEG Plug-In.
- The new configuration of the **Xerox DocuColor 5000 Digital Press with Xerox Document Binder 120-D and Coverbind 101 DFS** enables print providers, photo retailers and labs to print and finish materials in-line including personalized hard- and soft-cover photo books, among other revenue-generating applications. This also provides customers with a more robust machine to handle the increased volume and even more complex photo books, calendars and greeting cards using a wider range of substrates and paper sizes.
- The [Xerox FreeFlow Print Server with JPEG Plug-in](#) for the [Xerox DocuColor 242/252/260 Digital Color Printer/Copier](#) makes it easier and faster for commercial printers, photo labs and photo retailers to produce photo books, greeting cards and calendars. It saves users time by enabling JPEG files, the photo format most consumers use, to be formatted and processed automatically at print time.
- Fujifilm is now digitally printing spiral-bound photo calendars with the installation of Xerox iGen3 110 Digital Production Presses at its Fujicolor Processing Labs. The decision was based on growth in the photo specialty market and an increased demand for faster turnaround times – with the Xerox iGen3 meeting those demands for image quality and productivity.

CUSTOMER PROOF POINTS

Dan's Camera City	Single-location camera store	Consumers submit their photo files through in-store kiosks and via the Web and Dan's Camera City uses a Xerox DocuColor 260 Digital Color Printer/Copier and Xerox FreeFlow Print Server with JPEG Plug-in to produce photo specialty products.
MyPicTales	Photo book publishing company	MyPicTales utilizes a Xerox DocuColor 242 Digital Color Printer/Copier to produce high quality photo books, calendars and greeting cards.
Harold's Photo Centers, Inc.	Photo retail chain	Harold's Photo Centers, Inc. continues strong business growth in the photo specialty print market due to high demand of calendars, photo books and note cards made on the company's two Xerox DocuColor 260 Digital Color Printer/Copiers.
Ritz Camera Centers	Photo retail chain	In partnership with Xerox and Fujifilm, Ritz Camera offers solutions that enable in-store production of photo specialty products with seamless integration with Xerox Phaser [®] 7760 color laser printers and Xerox DocuColor 252 Digital Color Printer/Copiers.
H&H Color Lab	Photo lab	H&H Color Lab has experienced significant growth using Xerox DocuColor solutions. They are a co-sponsor of the MyShot08™ photo contest and will be printing a digital color print sample of each entry on a Xerox DocuColor 240 Digital Color Printer/Copier .

PHOTO CONTEST - MyShot08

- The MyShot08 photo contest offers college students an opportunity to gain valuable exposure, see their best work showcased in three hot-selling digital print applications (personalized photo books, greeting cards or calendars), and have the chance at being mentored by renowned photographer George Kamper on location, cash awards, career-building experiences and much more. MyShot08 is where the art of student digital photography meets state-of-the-art digital color printing.
- The contest is co-sponsored by Xerox, Fujifilm, U.S.A., Inc., Adobe Systems Incorporated and H&H Color Lab.
- MyShot08 contestants must be enrolled in an accredited college in the U.S.
- Submissions are accepted on www.MyShot08.com from Jan. 31 – March 31, 2008.

- Entry categories include: 6 x 6 Photo Book, 11 x 17 Calendar or 5 x 7 Greeting Card
- The MyShot08 panel of judges includes professional photographers George Kamper, Jamey Stillings, Salem Krieger and Gina LeVay, along with industry print expert Jim Hamilton, group director, On Demand Printing & Publishing, InfoTrends, a leading industry research and consulting firm.
- The Best of Show winner will receive a day on set with George Kamper in Miami, along with a Fujifilm Infrared Camera and \$500 print credit from H&H Color Lab.
- First, second and third-place winners will be selected in each photo application category and receive gift cards, Adobe® software and print credits. The general public will be able to vote for their favorite entry on the Web, with the most popular entry receiving an Apple® iPod® touch. Colleges will also benefit as the Best of Show winner's school will receive a \$2,000 cash donation, Adobe software and a Fujifilm S5 camera; and the college with the most entries will receive a \$1,500 cash donation, Adobe software and a \$250 print credit from H&H Lab.
- For more information, go to www.MyShot08.com.

SPEAKERS

- PMA Keynote: Quincy Allen, president, Xerox Production Systems Group, is participating in the "Visionaries Panel" hosted by Fox Business Network anchor Stuart Varney on January 31.
- Steve Simpson, vice president, Xerox Supplies Business Unit, is hosting a session on January 30 that offers an exploration in alternative print products and substrates and highlights innovative photo products, and how their margins are saving the industry.
- Xerox customer ColorCentric and Brian Segnit, manager of Xerox Corporation's Digital Photo and Book Printing marketing initiative, are hosting a session on photo book creation and highlighting the best options for producing photo-quality output for photo books on January 31.
- Segnit is also discussing the issues and solutions associated with successful photo book creation for photo labs and photo retailers on February 2.

MEDIA CONTACTS

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NOTE: See the full range of Xerox digital production technology and services in Booth No. A101, Jan. 31 – Feb. 2 at PMA 2008, Las Vegas Convention Center. For more information about Xerox and the show, visit <http://www.xerox.com/news> or <http://www.xerox.com/pma08>. For open commentary and industry perspectives, visit <http://www.xerox.com/blogs> or <http://www.xerox.com/podcasts>.

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