



**Dedicated to sustainability,  
from the first page to the last.**

Xerox High Yield Business Paper™ is made through a process that uses half as many trees compared to traditional paper. Even better news: it requires less water and chemicals to produce, resulting in a 75 percent reduction in greenhouse gas emissions during production. Want to see a sample? You're holding one right now.

We're proud of the many innovations and advances made by our research labs around the world. We're even more excited to share them as they come out.

For the latest information about these new developments and technologies, please visit [www.xerox.com](http://www.xerox.com) today.



**Xerox innovation  
at NextFest**  
Creating the future today

Printed on a Xerox iGen4™ Press using High Yield Business Paper.

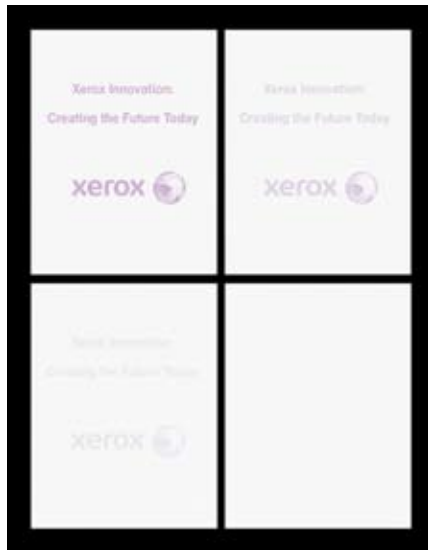


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# Innovations and advances you might not have expected from Xerox.

Self-erasing paper. Environmentally friendly printer ink. Protecting documents from forgery. Even a new method of water filtration for developing countries. A lot of companies say innovation is at their heart. We mean it. Take a look at what we've been working on recently. You may be surprised.



## Meet the paper that recycles itself.

More than 40 percent of all office printouts are discarded the day they are printed. Wouldn't it be great if the pages used for these daily documents could be used again and again? With our new erasable paper, they can. Paper coated with photosensitive chemicals can now be imaged with light on a specific wavelength to create visible text on the page. Then, within 24 hours, the paper erases itself and can be reused.

- Significantly reduces paper waste as well as printing and paper costs.
- Uses considerably less energy compared to recycling.
- Cited as the top environmental innovation by *The Wall Street Journal* and *TIME* magazine in 2007.

## Foiling fraud on the printed page.

As a document company, we know all about the problems of document fraud and forgery. That's why we developed a number of anti-fraud technologies to deter unauthorized duplication and scanning. These identifiers can be embedded into any document, helping to keep prescriptions, legal documents and certificates safe and secure:

- **Glossmark®**—A layer of legibly printed words only visible at the right angle and illumination.
- **MicroText**—Words so small you need a loupe or magnifying glass to read them.
- **FluorescentMark**—Text that only becomes visible when exposed to ultraviolet/black light.



## Making printer waste a thing of the past.

Solid ink, quite simply, is colored ink in sticks that melt and become liquid inside a number of our printers. In a single, efficient pass, images are printed on a rotating drum and offset onto the paper. It's the most environmentally friendly way to print color today ... with vibrant, saturated results that will turn heads.

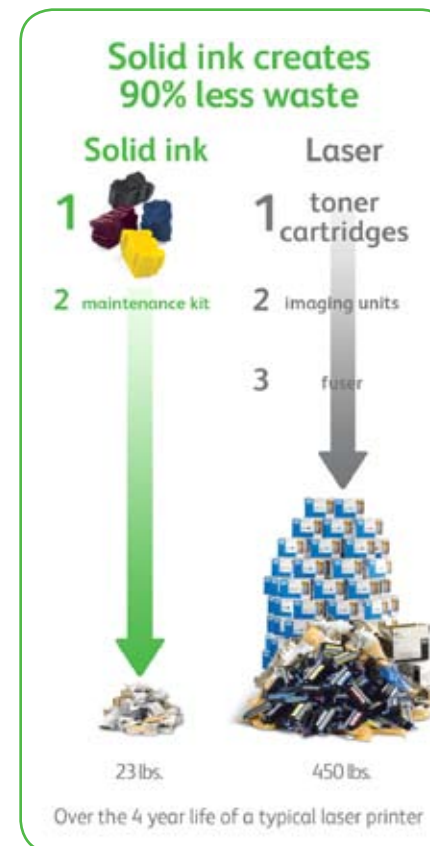
- Creates 90 percent less waste on average than comparable laser products.
- This technology is unique to Xerox and can't be found in any other printer.
- Because solid ink is cartridge-free and virtually all used when printing, there's minimal waste.



## A new spin on cleaner water.

Our innovation goes beyond documents. In fact, our work at PARC has yielded a breakthrough in water purification: Spiral Water Filtration. It uses centrifugal force to filter out particles as small as five microns—a process honed through years of experience manipulating toner particles for printers. The result? An energy- and cost-efficient alternative to conventional water treatment.

- Reduces the land, chemicals and energy used in the typical filtration process.
- More than 90 percent of the water emerges fit for use after filtration.
- Currently being scaled for commercial implementation up to 100 liters per minute.



Compare the waste created from a single laser printer to a printer that uses solid ink.