



Xerox at AIIM/On Demand 2009 Fact Sheet

Booth Highlights

Xerox will feature five [digital systems](#) in [Booth No. 2000](#):

[Xerox Nuvera[®] 200 EA Perfecting Production System](#) – printing at 200 black-and-white images per minute, it opens revenue opportunities in lucrative markets such as transactional/promotional materials and short-run book publishing. It gives print providers a competitive advantage with productivity and image quality and excels at producing high-volume applications that require precise fine-line detail, high image quality and sharp halftones. Xerox is also introducing the GBC[®] eBinder 200, which takes printed pages from any Nuvera printer and stacks, registers, punches and inserts a plastic comb to automatically bind at the rated speed of the print engine.

[Xerox iGen4[™] Press](#) – will be shown in conjunction with two technology demonstrations:

- EX Print Server, powered by Fiery[®], and Command Workstation for the first time can connect directly to the iGen4 press to maximize productivity and deliver outstanding color accuracy and consistency with automated color management workflow. The Fiery solution direct connectivity with the iGen4 press streamlines and speeds up communication to guarantee production at rated speeds in all printing modes.
- Soon to be available for iGen4 and [iGen3[®] presses](#), Device Link Integrator enables direct importing of profiles from ORIS Press Matcher Pro into [Xerox FreeFlow[®] Print Server](#), allowing customers to use the full complement of FreeFlow Print Server color management and file submission features. ORIS color management can then work with variable data as well as static jobs. These new features from Xerox and its business partner CGS Publishing Technologies International manage color between multiple digital presses or a combination of digital and offset presses.

[Xerox DocuColor[®] 8000AP Digital Press](#) – is being shown with ColorWorks Pro, an in-line booklet maker with one-pass scoring, bleed trim, face trim, stacking, folding, and stapling features in a compact design. The ColorWorks Pro and entry-level ColorWorks devices now connect to all Xerox DocuColor 5000AP, 7000AP and 8000AP systems. To demonstrate this new solution, Xerox will run a special application called the “Discovery Light Book,” a personalized children’s book. The book includes an individual child’s name and uses Xerox specialty imaging to “hide” answers that can be found with a special light to make reading fun for children of all ages. The author will be on hand to sign autographs.

[Xerox 700 Digital Press](#) – now available with GBC AdvancedPunch[™], which offers a versatile range of in-line punching styles to create documents that are ready for professional mechanical binding; other options include a new in-line Xerox SquareFold[®] Trimmer Module and FreeFlow Print Server version 7.

[WorkCentre[®] 7655 color multifunction system](#) – will demonstrate production power for the office, Xerox’s Extensible Interface Platform[™] technology that provides end-users with a personalized and simplified workflow, and the latest version of Xerox DocuShare[®] 6.5.

News at a Glance

- Gina Testa – appointed the new vice president, Worldwide Graphic Communications Industry Business. Testa brings more than 25 years of experience in financial, operational, product delivery and marketing roles to the position. Testa created [Xerox’s ProfitAccelerator[®] portfolio](#) when she served as vice president of Xerox’s Channel and Customer Business Development.

- Finishing options for the 700 Digital Color Press and [4112™/4127™ family of products](#) – the enhancements create more profit opportunities for print providers by expanding the range of professionally finished in-line applications that can be created, such as manuals, calendars, brochures and booklets.
- [FreeFlow Web Services 7.0](#) Powered by Press-**sense**™ Enhancements – this complete online print solution lets print providers process job orders, manage production and stay connected with their customers. For print buyers, version 7.0 offers personalization capabilities and 24-hour access to quotes, PDF proofs and job status reports.
- [Two New Business of Printing® Business Development Services –](#)
 - A Value Based Pricing workshop **addresses the challenge of “value-based” versus “cost-plus” pricing** – ultimately allowing print providers to capture incremental revenue on non-print services, such as database management, consulting, creative, mailing and fulfillment services.
 - A How to Sell Direct Mail workshop details the basic elements required to build and manage a successful direct mail business, including how to produce a broad spectrum of simple to complex direct-mail applications and guidance for creating an effective marketing sales strategy.
- [DocuShare 6.5](#) – the latest upgrade to Xerox’s enterprise content management (ECM) platform. DocuShare 6.5 can store more than 50 million documents and complete search queries within seconds. Xerox also introduces a new ECM package, Xerox DocuShare Virtual Filing System, complete with an office assessment, scanning tools, DocuShare set-up and user training. Organizations can now reduce the need for physical filing cabinets by storing content in **DocuShare’s easy-to-use** online folders.
- XMPie® PersonalEffect® 4.6 and XMPie uStore 3.5 Enhancements – PersonalEffect 4.6 provides support for Adobe CS4, so XMPie users can leverage state-of-the-art design capabilities to push the creative envelope of one-to-one campaigns. XMPie also debuts uStore 3.5 featuring cross-media capabilities that allow visitors to choose, customize and produce print and e-mail campaigns. It also adds the capability to issue coupons.
- XMPie PersonalEffect e-Media – a cost-conscious solution for the creation, deployment and tracking of highly-effective one-to-one e-communications, including Response **URLs™ (RURLs)** and e-mail messages. It allows users to quickly and simply generate fully-functional, customizable RURL sites and e-mail messages.

Booth Presentations

Keynote with Dr. Joe Webb – industry expert Dr. Joe Webb offers strategies and action items that print businesses can take *today* to succeed in any print environment. The talk is based on his new **book, “Renewing the Printing Industry,” which couples Dr. Webb’s insights with data to provide clear and pragmatic guidance in planning the next steps for a graphic communications business.** Xerox will give away autographed copies of the book.

Tuesday, March 31, 1:30 – 2 p.m.

Wednesday, April 1, 10:30 – 11 a.m.

Real Business Live! Presentations – the sessions will cover a variety of topics, including color management, specialty imaging and touch-free workflows and will be available throughout the day in the Xerox booth. The presentations are aimed at helping print providers acquire new customers, automate workflow and grow their business.

Attendees are encouraged to “Chat Live” with members of the Xerox Innovation Group and provide ideas on how future Xerox technology developments could make their printing business more effective and efficient. One suggestion will be chosen at random and the winner will receive a Xerox Phaser® 8560.

Key Speaking Events

Keynote Panel: Turning Inspiration into Critical Customer Assets
Wednesday, April 1, 8:45 – 9:45 a.m., Room 204, Pennsylvania Convention Center
Sophie Vandebroek, Chief Technology Officer, Xerox

From HIPAA to Hurricanes: How One Healthcare System Prepares
Wednesday, April 1, 11:25 a.m. – 12:15 p.m., Room 103B, Pennsylvania Convention Center
Valerie Mason Cunningham, vice president of Healthcare Industry and Major Accounts, Xerox
George Zimmerman, Internet administrator, St. Peter’s Healthcare Services

Making the Grade with District-Wide Document Workflows
Wednesday, April 1, 11:25 a.m. – 12:15 p.m., Room 107, Pennsylvania Convention Center
Roger Ellefson, manager of Solutions Marketing, Xerox
Jason Gillam, assistant director of business operations, Blue Valley School District

From Request to Delivery: It’s About the Total Environment, Not Each Component

Wednesday, April 1, 2:30 – 3:20 p.m., Room 201A, Pennsylvania Convention Center
Angela Mosby, iGen program manager, Xerox
John Eddy, team leader, International Monetary Fund

Be Green. Be Profitable.

Thursday, April 2, 9:10 – 10 a.m., Room 203B, Pennsylvania Convention Center
Bob Wagner, director of Analyst Relations, Xerox
Dave Zamorski, Chief Operating Officer, Associates Graphic Services
Patrick Cronin, vice president production services, Pearl Pressman Liberty

Xerox Customer Event

Real Business Live! – a global series of free events designed to identify and discuss promising print and marketing communications opportunities in today’s challenging economic climate. A panel discussion will feature Dr. Joe Webb, Howie Fenton, senior consultant for NAPL and Xerox customers.

Tuesday, March 31, 4:30 – 6 p.m. at the National Constitution Center

Media Contacts

Patti Quinn, Xerox Corporation, +1-585-264-2842, patti.quinn@xerox.com
March 31 – April 2 by mobile at +1-585-704-6775

Carl Langsenkamp, Xerox Corporation, +1-585-423-5782, carl.langsenkamp@xerox.com
March 31 – April 1 by mobile at +1-585-261-2842

Note: For more information on Xerox, visit <http://www.xerox.com> or <http://www.xerox.com/news>. For open commentary and industry perspectives, visit <http://www.xerox.com/blogs> or <http://www.xerox.com/podcasts>.

Xerox[®], iGen3[®], iGen4[™], Nuvera[®], FreeFlow[®], SquareFold[®], ProfitAccelerator[®], 4112[™], 4127[™], New Business of Printing[®], DocuShare[®], WorkCentre[®], Phaser[®], the Xerox wordmark and the spherical connection symbol are trademarks of Xerox Corporation in the United States and/or other countries. DocuColor is used under license.