



Xerox Corporation at Print 09 – Fact Sheet

NEWS AT A GLANCE FROM BOOTH NO. 1100

Xerox iGen4 Press:

- **Xerox Automated Packaging Solution**, powered by Stora Enso Gallop™, is a fully-automated digital system driven by the industry-leading [Xerox iGen4™ Press](#). It provides a 110 page-per-minute press that is uniquely positioned to fill the needs of the packaging market with the largest sheet size (14.33" x 22.5") of any digital color press. It also offers the broadest array of in-line finishing options and the widest range of substrate latitude – including up to 18 pt. packaging board.
- The **Xerox iGen4 220 Perfecting Press** will be the world's most productive cut-sheet digital color device featuring two Xerox iGen4 110 presses running in tandem. By integrating the Xerox iGen4 110 engines in-line, the system can print 220 impressions per minute and approach a monthly print volume of up to seven million impressions. Providing maximum productivity and uptime, the 220 comes with in-line spectrophotometers and leverages the power of two print engines to keep the system running even if an engine needs service. The system will be driven by [FreeFlow® Print Server](#) technology and integrated with [FreeFlow Output Manager™](#) to create an efficient workflow in production environments.

Xerox Continuous Feed:

- The **Xerox Continuous Feed 4-over-1 Solution** maintains the impact of full color with the economics of black-and-white in a high-speed system built for production print jobs. The solution combines the power of the [Xerox 490™ Color Continuous Feed Printer](#) with the monochrome [650™ Continuous Feed Printer](#), and is designed for [transpromotional](#) applications – documents that provide transactional and promotional information based on the recipients' previous purchase habits.
- Key enhancements to the [Xerox 490/980™ Color Continuous Feed Printing System](#) include improved image quality and productivity. Making its North American debut at Print 09, the Xerox 490/980 system now comes with enhanced color management upgrades including a new ICC profile, better image quality with line screening at 175 lines per inch and improved process controls. Xerox is also announcing a new operating system for the Xerox 490/980 to improve productivity. Running software V1.2.1, the new system will also include the Adobe PDF Print Engine.
- New features of the [Xerox 650/1300™ Continuous Feed Printing Systems](#) include light- and heavy-weight media compatibility (starting at 40 and up to 200 gsm, respectively); a long signature kit for lengths up to 60 inches; and an upgrade to the integrated controller that now supports native IPDS files for production of grayscale from full-color data streams and image-smooth technology, delivering 256 gray levels at the maximum speed.

Xerox DocuColor:

- The [Xerox DocuColor® 7002/8002 Digital Presses](#), printing at up to 80 ppm, deliver profitable [photo books](#), [brochures](#) and promotional materials with ease. Proprietary low-gloss toner produces a smooth, matte finish for offset-quality prints. An in-line spectrophotometer, driving Xerox's Automated Color Quality Suite, enables quicker setup, better color stability and matching, and increased productivity.

Xerox Nuvera:

- The **Xerox Nuvera® 200 and 288 MX Perfecting Production Systems** with MICR technology deliver consistent, durable and secure transactional documents with high-caliber 4800 x 600 dpi image resolution. The systems, ideal for printing checks, rebate coupons and financial forms, use tandem architecture to keep running even if one engine needs service. Check production integrity, Xerox MICR Check Guarantee and Xerox FreeFlow Print Server version 7.0 are other features of these systems. New finishing options – DS3500 Stacker, CEM DocuCut and Duplo DBM 5001 In-line Booklet Maker – are now available for the entire Xerox Nuvera line.

Xerox's Business Development Services:

- Xerox further expanded its [business development services](#) to help print providers uncover business opportunities by focusing on best practices, staff training and target marketing. The five new tools from **Xerox's Business Development Services** and **ProfitAccelerator®** offerings are a Sales Skills Assessment Survey; How to Target Agencies and Marketers Sales Training Course; Ad Agency Market Guide; Profiting through Personalization II Kit – Featuring **XMPie®**; and the PODi Digital Print Case Studies; Best Practices Featuring Xerox Customers.

Xerox's FreeFlow Digital Workflow Collection:

- Xerox's **FreeFlow Process Manager 8.0** software automates the labor-intensive and repetitive prepress process. More than 20 pre-configured prepress functions, such as resizing and cropping, can be programmed to save valuable time in the prepping of print jobs. Additional enhancements to the [FreeFlow Digital Workflow Collection](#) include:
 - **FreeFlow Express to Print**, which now includes legal and education template kits.
 - **VIPP® Pro Publisher** enhanced integration with Adobe InDesign that delivers expanded graphic arts capabilities.
 - **VI Interpreter 8.0**, which extends support for complex variable-data print jobs and now provides commands for patterned inks, tab processing, customizable crop marks or two-layer fluorescent text.

Xerox's Premier Partners Survey Results:

- Xerox surveyed its [North American Graphic Arts Premier Partners](#), and findings show variable printing as an opportunity to grow business despite the continuing economic challenges. Key results:
 - Top challenges facing customers today include the current economic climate and declining marketing budgets.
 - In addition to variable printing, Web-to-print tops the list as offerings print providers have seen the most increase or demand for from customers.
 - Consistent with last year's finding, top application areas associated with new revenue growth include [direct mail](#), [photo specialty products](#) and transpromotional pieces.

Xerox Supplies:

- **Xerox Digital C15** (Coated 1 Side) paper is designed for direct-marketing pieces, [manuals](#) and book covers that require exceptional image quality. The paper is ideal for printing on one side and is also an effective option when a smooth, lighter surface gloss is required for the second side.

CUSTOMER SUCCESSES

- Digital color printing remains a bright spot for the graphic communications industry as demonstrated by **Xerox iGen4 press** owners around the globe – such as Bowne, *Florida Times Union*, Tóth Bookstore and Publisher Ltd., and Wittusen & Jensen – reporting increased revenues and enthusiastic customers.
- In its [first year on the market](#), the **700 Digital Color Press** expands print volume and revenue for thousands of global print providers – including Ink Well Cleveland, Coast Litho (C.L. Printing, Inc.),

Harold's Photo Centers Inc, Magnet Harlequin and Dvogled d.o.o.. Profitable applications include photo books, brochures, direct-mail pieces, [catalogs](#), marketing collateral, [calendars and postcards](#).

- Xerox will print revenue-producing applications on-site including the [Best-of-the-Best contest](#) winners that represent work produced by members of Xerox's Premier Partners Global Network.

The winning and honorable mention print providers include: Bottomline Ink; Cathedral Corporation; dsicmm Group; Gabriel Group; In-Print Graphics, Inc.; Keiger Direct and Keiger Printing Company; MagJak; ODS Office Data Services GMBH; OSG Billing Services; Pondres Direct Mail; Quantum Group; Traxion; and West Canadian Digital Imaging Inc. A case study booklet highlighting the powerful revenue-generating stories behind these winning and honorable mention entries are available at Print 09.

INSIDE THE BOOTH

- **Free consulting services** – industry analysts and Xerox executives are available to discuss topics ranging from developing a marketing or business strategy to creating a "green" plan.
- **Customer applications produced live in booth** – more than 15 actual customer applications are being produced live on the show floor, including direct-marketing pieces, high-end collateral, photo books and transpromotional documents. The applications and their ROI impact will be featured in a case study booklet available at the show.
- **Real Business Live! Theater and Application Hubs** – short and to-the-point, these business-relevant presentations combine industry expertise and application demonstrations, covering topics such as profit-generating print jobs, increasing automation and one-to-one marketing. Daily customer spotlights will also be offered.
- **Real Business Live! Lunch Forums** – Dr. Joe Webb, director of WhatTheyThink's Economics and Research Center with Margie Dana, founder of Print Buyers International and Howie Fenton, senior consultant of digital technology, NAPL, present on Friday, Sept. 11. Frank Romano, administrative chair of the RIT School of Printing Management and Sciences, will present on Monday, Sept. 14. Both presentations will focus on the future of the print industry and issues foremost on the minds of print service providers. On Tuesday, Sept. 15, the forum will focus on photo market opportunities featuring Xerox photo publishing customers.
- **Innovation Café** – demonstrating Xerox's commitment to customer-driven innovation, several examples of new technology and research will be on display, including the iGen4 220 Perfecting Press, Xerox Automated Packaging Solution powered by Stora Enso Gallop, [Xerox ColorQube® 9200 Series](#), inkjet technology, sustainability research and other future technology.

XEROX ACTIVITIES

- [Xerox's Virtual Print 09](#) – Xerox hosts online access to revenue-producing seminars, technology demonstrations and applications to help print providers uncover new business opportunities at <http://www.xerox.com/virtualprint09>. The program is live on Tuesday, Sept. 15.
- [Xerox CEO Ursula Burns](#) will join Xerox scientists on stage during [Xerox's Real Business Live! event](#) on Monday, Sept. 14. Beginning at 8:30 a.m. in the Grand Ballroom at McCormick Place, Xerox will debunk industry myths and feature guest stars from the Discovery Channel's MythBusters show.
- Xerox Tweetup –Monday, Sept. 14 at 4:30 p.m. in the Application Hub Theater at the Xerox booth.