

A world of opportunity.

The print landscape we were all comfortable with for the last decade and more has undeniably changed. And while that can seem daunting, today's realities also open doors to very real opportunities.

Change the way your customers see digital printing — and you. Digital used to be viewed as being suited for a subset of jobs. A digital solution that increases capabilities and enables a wider variety of jobs would make you the go-to print provider.

Increase productivity and profit. Digital quality used to be an exercise in trial and error. A digital solution that easily and predictably achieves excellent quality and increases productivity would put you in the black.

Offer the high-value options your customers want. Businesses are looking to stand out with accurate brand colors, varied finished sizes and speciality finishing effects like Clear Dry Ink. Having a digital solution with these capabilities – and more – can make you an essential partner.

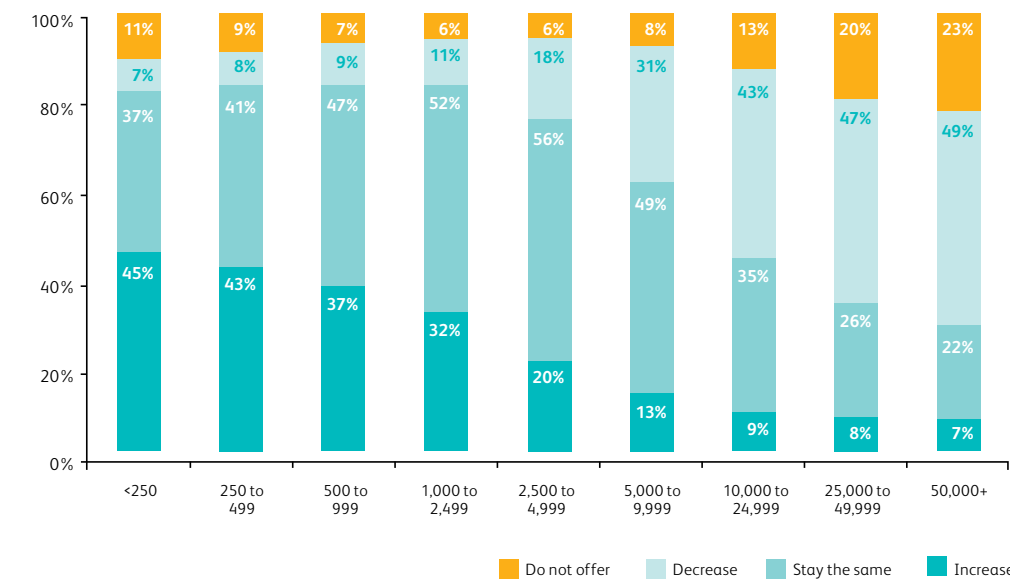
The changing world of printing.

Change creates opportunity. The growth of digital printing and shifts in customer demand toward shorter runs with variable information mean there is an opening for a print provider who is prepared to step in, step up and satisfy more customers.

But what does it mean to be ready for that opportunity?

Change: Exhibit A — Declining print run lengths; more short run jobs per day.

In the early days of digital, run lengths used to be in the thousands. You could essentially maintain an offset workflow because you only printed a few digital jobs a day. But shifting customer needs have changed the equation. Now customers want runs in the hundreds — or less. That places completely different demands on you and the solution you count on to meet those customer needs.



Source: InfoTrends' Emerging Strategies Survey, Q1 2011
N = 417 Print Service Providers and In-plant Printers

Change: Exhibit B — Increasing capabilities.

Yes, printing is changing — for the better. This brochure is an ideal example.

In the not-too-distant past, it would have been impossible to produce effectively. The requirement of a 5th spot color would have called for an offset solution and a longer print run to make it cost effective. And the desired run length of exactly one — yours — would have been impossible using that production method.

Today, it's easy thanks to the Xerox® iGen® 5 Press.



Connect and learn more.

Follow us on Twitter
@XeroxProduction
twitter.com/XeroxProduction

Tune in on YouTube
Corporate Videos
youtube.com/xerocorp

Share Your Thoughts
Digital Printing Hot Spot Blog
digitalprinting.blogs.xerox.com

Like us on Facebook
facebook.com/XeroxCorp

Xerox® iGen® 5 Press

Your world just got more colorful — and more profitable.



It's an iGen® 5 world.

Everything about the Xerox® iGen® 5 Press is built for the changing world of printing so you can seize new, profitable opportunities. The iGen® 5 brings two new enhancements to the most available and productive digital press platform in the industry, making it the only real answer to the way our print world operates today.

A 5th station takes iGen 5 value to an even higher level.



Push your digital creativity – Clear Dry Ink.

The 5th station in the iGen 5 Press can run Clear Dry Ink to create decorative spot varnish effects. Used with CMYK Matte Dry Ink, Clear's gloss effect makes a bold, high-value impression that enhances any digital print so you can say yes to even more digital jobs.

It's a wonderful, colorful world — A 5th color.

Signature iGen® configurability is also extended with the option for a 5th color that dramatically increases your ability to match a wider variety of PANTONE® colors.

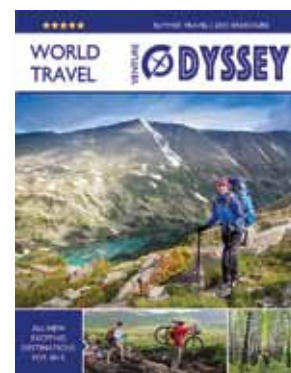
It lets you quickly load Orange, Green or Blue as a supplement to CMYK, extending the press's gamut and making it easy to match a wider variety of spot colors, increasing your ability to keep print buyers on-brand.



Choose Orange
Printed with 5th color



Choose Green
Printed with CMYK

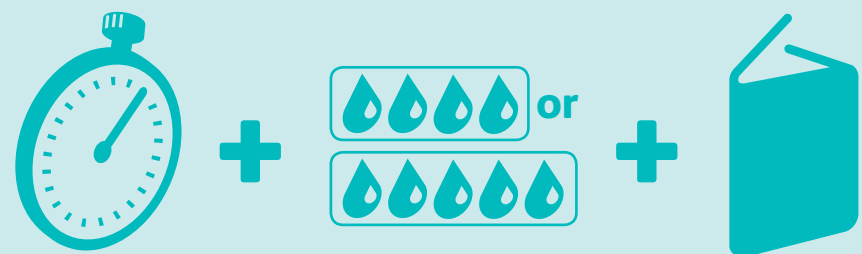


Choose Blue
Printed with CMYK

5 equals one — A single platform.

The Xerox® iGen® 5 Press unites all the elements of the iGen® family in a single, ultimately configurable platform.

This new press design lets you choose the exact configuration you need to succeed. Speed, number of colors, feeding and finishing — everything to make the solution as unique as the challenges and opportunities you face every day.



Automatically better.

Xerox® iGen® 5 is simply the most productive digital press on the market, thanks to unprecedented levels of automation and intelligence built into the press from end to end. This automation radically reduces setup time, improves image quality, reduces labor costs, and speeds turnaround times.

The impact is immediate and dramatic both in your shop and on your bottom line.



You've got an image to maintain — Achieving and maintaining image quality.

The process of achieving consistent, sellable image quality has always been manually intensive with other digital production solutions. Print, calibrate, print, adjust and print again. But our built-in automation makes it predictable and efficient. You can easily attain the excellent color you need and maintain it from shift to shift and press to press.



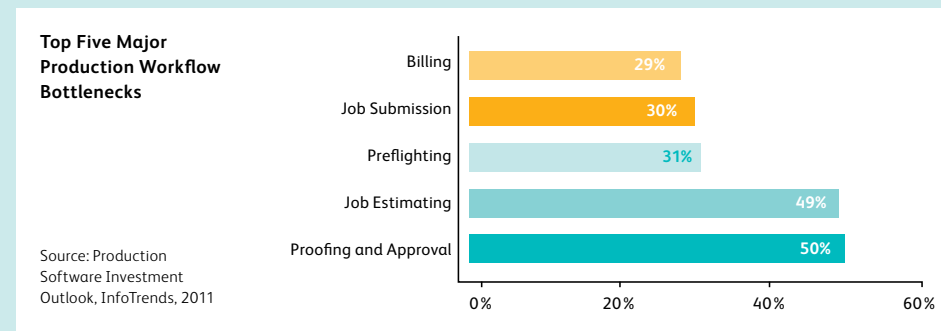
5 more months with iGen® 5 — Automation and productivity.

The iGen® family has always been about making a finite amount of time work harder for you. Because of its advanced automation, the Xerox® iGen® 5 delivers more production time — every shift, every day, every year. Up to 40% more, which you can look at in a couple of different ways. It's like iGen® 5 is delivering five more months of production time every year. Or think of it this way... while other print providers are producing 12 months of jobs in the next year, you can produce 17.



Keep the work and the profits flowing — Intelligent digital workflow.

Everybody's talking about workflow because success today requires more than a productive press — it requires a complete solution that addresses all of the bottlenecks that prevent work from flowing at its most productive levels.



Flexibility to meet more opportunities.

The Xerox® iGen® 5 increases your capabilities through a combination of attributes and abilities, such as Object Oriented Halftoning and line screen control, that address printing excellence from every angle, keeping you flexible and responsive.

Thinking big starts here — 26" sheet and thick stock.

There has been a perception that digital printing offers a restricted range of jobs in part because of sheet size. But iGen® 5 runs up to a 26-inch sheet — one of the largest in the industry. That lets you print more jobs more economically — unique applications such as 6-panel folders and direct mail campaigns that get noticed. Add thick stock capability and your opportunities grow even further to include point of sale, packaging and other jobs that benefit from 18-24 pt media.



The look your customers are looking for — Matte Dry Ink.

Matte Dry Ink lets you better emulate the look of offset and produce a wider range of jobs — including photo books and other keepsakes — by optimizing the uniformity of gloss appearance across highlights, midtones and shadows. It extends your job flexibility, providing a pleasing offset-like matte finish, particularly on uncoated or silk stocks.



The right finishing touches — Xerox® IntegratedPLUS Finishing Solution.

The right finishing solution is crucial to accepting a wide range of jobs and producing them to your customers' satisfaction. Xerox® IntegratedPLUS Finishing Solution extends the convenience and cost effectiveness of automatic finishing to multiple printers — including Xerox® and non-Xerox® printers in the same shop. It eliminates the need for highly skilled prepress operators and does away with manual programming, boosting efficiency on every job.