Maximize your uptime with the benchmark combination of real-time data and remote or on-site product specialist support.

Pioneering the digital revolution.

We're proud of the fact that we created the digital printing market and that we continue to drive innovation in this space with our breakthrough technologies and solutions. With these end-to-end solutions, we can help you develop applications and capture new business, making it easy for you to get into or expand your digital printing business. Whether you're looking for light or full production printing solutions, our extensive line of products is designed to grow with your business and provide unmatched flexibility and reliability—and all of our solutions are backed by our award-winning service and support. We'll work with you every step of the way to ensure that you can print what your customers want, when and where they want it, today and into the future.

To learn more about digital printing and how our production solutions can accelerate your business, visit www.xerox.com/digitalprofit or call 1-800-ASK-XEROX.

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Production Systems Portfolio
Accelerate your digital print business with Xerox solutions.

Your success is our top priority.

The right solutions for any size business. No matter how simple or complex the challenge, we're committed to partnering with you to find the right solutions for you and your company, every time. Building on our 60-year heritage of innovation and understanding of the printing industry, we continue to bring advances in technology, workflow and integrated solutions—all supported by business development tools and resources to help you achieve your specific business goals. Plus, they're all backed by our award-winning service and support, so you have access to help and expert advice 24/7.

Business is looking up. Digital printing is an immense and growing market, providing you with the opportunity to enhance your business by producing short runs more efficiently, and offering new applications and services never before possible. We call this The New Business of Printing®—and we're here to help you make the most of it.

Award-Winning Technology, Service and Support

When you partner with Xerox, you open the door to a dedicated resource with decades of experience in the digital printing industry. In addition to our award-winning technology and workflow solutions, we've put together state-of-the-art systems and processes supported by a team of highly skilled analysts and engineers to ensure the highest level of support in the country. Our responsive closed-loop process enables us to remotely resolve problems—sometimes before you even know they have occurred. Whether through Web hints and tips, by phone, or on-site support, we will be with you promptly to ensure you resume production as quickly as possible. Our focus is you.

Connect with new applications.

We can help you understand and take advantage of the potential for new applications—whether you're just getting started in digital printing or ready to expand your current digital capabilities. We'll help you produce cost-effective short runs, faster turnaround jobs, and customized and personalized communications that result in response rates never before possible. Which applications should you focus on? It depends on your clients, but the ones that offer the greatest opportunity for growth are:

- **Books & Manuals**—print short runs economically to meet specific publisher needs, including course packs, trade books, technical manuals and photo books.

- **Collateral**—create powerful, compelling marketing materials, both static and personalized, that increase brand affinity and sales—and make them available 24/7.

- **Digital Packaging**—produce short-run specialized packaging with multiple languages, regional preferences or targeted marketing by changing colors, text and images on the fly.

- **Direct Marketing**—help your customers achieve greater response rates through highly targeted, relevant direct mailings that address their individual interests and buying behaviors.

- **Photo Publishing**—get, print, finish and ultimately grow your business by taking advantage of the growing demands for photo-centric applications.

- **TransPromo**—leverage variable data printing to add personalized customer promotions to monthly transactional documents, and virtually guarantee they will be read.

Connect with opportunity.

To help make the most of the digital printing opportunity, we listen to your needs and work with you to find the right technology, the right workflow and the right business model to maximize the benefits to you and your business:

- **The Right Business Model**—leverage our vast experience helping thousands of customers build successful digital printing businesses with our industry-leading ProfitAccelerator® portfolio of business development tools and resources.

- **The Right Workflow**—connect with customers, reduce costs with automation and enable new revenue through expanded applications with our FreeFlow® Digital Workflow Collection.

- **The Right Technology**—choose from the widest array of digital production printing technology, including cut-sheet black and white, continuous feed, full color, highlight color and wide format systems.

Connect with the environment.

Since the 1960s, we've been dedicated to environmental sustainability, supported by our partners, suppliers and customers. This commitment is part of our DNA—we call it our "Green Gene"—and it's enabling us and our customers to be more eco-friendly. We will continue to develop innovative production solutions in an environmentally responsible way to meet your sustainable business requirements, enabling you to win new business and ensure a greener today—and tomorrow.

If you're looking to connect with digital printing success, partner with us and put the broadest portfolio of products and services in the industry to work for you.

Your workflow needs are unique to your business. Your workflow solution should be, too.

We'll customize a solution that's right for you. Your workflow includes everything you do in your business every day to move jobs in, through and out the door. When it comes to addressing your business's challenges, your workflow is the perfect place to get the greatest return. The Xerox FreeFlow Digital Workflow Collection is an extensive portfolio of tools that will accelerate your business with a custom-blended, streamlined workflow created to fit your unique business needs.

Connect with your customers.

Provide your customers with a convenient way to order printed materials anytime, anywhere via an online service portal. By leveraging a Web-to-print solution, you can improve customer loyalty and help boost your print volumes by providing easy access to quick reprints allowing you to grow your print volume while increasing customer satisfaction and turnaround times.

> **FreeFlow®**
> Digital Workflow Collection

Reduce costs and simplify processes.

Introduce process automation into your business to help increase efficiency and accuracy, and reduce costs at every step of the workflow cycle—from prepress to invoicing. With Xerox FreeFlow solutions, you can handle routine jobs automatically and reuse common workflows. Plus, our printer management software and digital front ends make your fleet of printers work together more efficiently, in both offset and/or digital print environments.

Enable new applications.

Differentiate yourself in the digital printing business, attract new customers and improve customer loyalty by offering new, exciting applications that will benefit their businesses as well as yours. Xerox workflow solutions make it easy to produce the following applications and more:

- Books & Manuals Publishing
- Collateral Printing
- Digital Packaging
- Direct Mail/Personalized Communications
- Photo Publishing
- TransPromo Documents

**Xerox Special Information Systems:
From unique applications to unusual workflows, we've got you covered.**

Xerox Special Information Systems modifies and enhances standard Xerox production printer and workflow solution platforms to accommodate the demands of your business or industry. We offer custom solutions to meet the needs of customers with unique requirements. Our goal is to enable you to deliver on your own outside-the-box customer requests and work as productively and cost-effectively as possible.

FreeFlow Print Server

Combines the extensive heritage and outstanding capabilities of Xerox production solutions into one sleek and compact print server. Its drag-and-drop user interface makes it simple to learn and operate. Enhanced color- and job-management capabilities are robust, intuitive and common across all print engines.

FreeFlow Makeready®

A document composition solution that provides prepress tools such as scanning, imposition, tab programming, late-stage editing and color management, allowing you to maximize overall print quality and efficiencies in prepress.

FreeFlow Output Manager®

Enables automated management of valuable printer resources by acting as a centralized collection point for print jobs. With this sophisticated load balancing and job scheduling tool, multiple printers can work as efficiently as one.

FreeFlow Print Manager

Allows for easy job submission to all of your output devices and provides full Xerox job ticketing and JDF job ticket support, in addition to monitoring printer activity to simplify job tracking and shop status. Print Manager also supports offset shop-management workflows, allowing a single workflow to drive both digital and offset presses.

FreeFlow Process Manager®

Think of the many manual steps in prepress—prior to printing. FreeFlow Process Manager enables a touchless workflow that can process thousands of incoming jobs daily. You save time and costs through automating your labor-intensive prepress activities from the simplest to multifaceted integrations. Complete more jobs in less time, reduce costs and assure consistent quality, print after print.

FreeFlow Variable Information Suite

The VI Suite contains all of the software components you need to create high-value, personalized documents, including the print-optimizing VI Interpreter, which delivers unmatched throughput and print efficiency.

FreeFlow Web Services

FreeFlow Web Services allows customers to stay connected to their customers with easy print on demand, while providing a fully automated workflow and back-end production management—from job order through delivery. Automate job ticketing, tracking and routing. Consolidate orders—Web, phone, fax and walk-in. Web Services is a superstore that boosts efficiency, reduces operational costs and builds volume.

FreeFlow Express to Print™

Express to Print is cost-effective software that prepares more jobs quickly and easily by performing job ticketing and prepress functions with a simple click of the mouse. It also reduces the time required to set up even the most cumbersome jobs, automatically. It's so easy to use, even novice users become experts, quickly.

The workflow you use today and the vision that you have for the future are unique to the requirements of your print shop. With Xerox FreeFlow, we'll help you make that vision a reality, one step at a time.

Building a profitable digital business from the ground up.

Success in The New Business of Printing goes beyond great printing and service. Customers are expecting fast turnarounds, short runs and personalization options available to them only from digital printing. They seek innovative solutions to their business challenges. It's your opportunity to become an indispensable partner to them.

This is why many industry vendors are developing customer business development programs that drive awareness of digital printing and provide resources that support print providers in their sales, marketing and operating efforts. However, not all of these programs are created equal.

Profit Accelerator®
Digital Business Resources

Follow the leader.

One of our responses to this growing need is the ProfitAccelerator® Digital Business Resource Collection, which is built on our years of experience in the industry. This robust portfolio of more than 100 tools and resources is designed to help you grow your business by providing assistance in seven critical areas:

- **Financial Resources**—helps executives determine how to achieve top-line growth and bottom-line profit with digital printing.
- **Sales and Marketing Resources**—arms your sales and marketing staff with tools to generate new business, increase print volumes and boost profit.

- **Agency and Design Resources**—helps you establish partnerships and new business with this highly influential communications segment.
- **Application Development Resources**—provides how-to assistance for developing digital printing's most lucrative applications.
- **Paper and Media Resources**—provides digitally optimized media to meet the most challenging application requirements.
- **Business Development and Training Resources**—educates your staff on sales, marketing, management and operations.
- **Professional Support Resources**—offers an integrated services approach to ensure your operation is as efficient as possible.

Get the essentials.

Comprised of several key components from the ProfitAccelerator Digital Business Resource Collection, the ProfitAccelerator Essentials Kit contains a powerful combination of easy-to-use planning and design guidebooks. Available in English, Dutch, French, Italian, German, Spanish and Portuguese. Each kit includes:

- ProfitAccelerator Marketing Accelerator Kit
- ProfitAccelerator Open House/PR Kit
- ProfitAccelerator Digital Sales Management Kit
- Xerox Job Preparation Guide for Designers Book
- Pre-Press for Digital Book
- Design Guide for Black-and-White Cut-Sheet Production Book

Consult the experts.

With The New Business of Printing Business Development Services, you can tap into our network of consultants for specific help with your most pressing digital business needs. This highly skilled and experienced group is a combination of Xerox and outside consultants that brings a wealth of knowledge to your business, either through training or professional consulting engagements. To grow your business, they'll tailor a customized service or you can choose from a variety of offerings, including:

- Sales and Marketing Services—help you build marketing plans, sell 1-to-1 and Web-to-Print, train and manage your sales force, and target vertical markets.
- Workflow Services—assist you in building, integrating and enhancing your workflow for digital printing applications.
- Application Development Services—uncover a new world of innovative and profitable applications and learn how to put them into practice to drive your business to new heights.

Plan for success.

Together, we can identify opportunities for growth in your existing business and help you build a digital business on a solid foundation by combining these two resources:

- Digital Readiness Assessment—based on Six Sigma methodology, this assessment tool: helps benchmark your business against the best in digital; helps you understand your competitive environment, your strengths and opportunities, and the tools and resources you'll need; and shows you how to build a road map for success.
- ProfitQuick®—provides the financial modeling tools you need to calculate costs: create workflow efficiencies; and project revenues, cash flow and profits, as well as long-term ROI from your digital investments.

With Xerox, you always have access to business help. Through tools and resources, learning events, workshops and more, you can draw on our rich history of enabling successful digital printing businesses.

Market-Leading Production Monochrome and Highlight Color Portfolio

The needs of your business constantly change and expand. The wide range of Xerox monochrome, highlight color and wide format solutions affords you the power to accelerate your business, the flexibility to go after new opportunities, and the reliability and service to keep you up and running.

Xerox 4112™/4127™ Family, Xerox 4590® EPS and Xerox 4595® Family

- Showcasing speeds of 90 to 125 ppm

- Available with or without the light production market's fastest integrated scanners

- Choice of workflows from simple (integrated) to production (digital front ends)

- Advanced finishing options—high-capacity stacker, hole punch, staple, color insertion, folder and booklet maker

- GBC® AdvancedPunch™ and SquareFold® Trimmer modules provide a professional finish to your documents

Xerox Nuvera® 100/120/144 EA Production System, DocuTech®, DocuPrint® and MICR Solutions

- Select from software and hardware options to best meet your needs and price points

- Xerox Nuvera features EA Toner—impressive image quality and smooth offset matte finish

- Media to match your applications— consistently high image quality on popular coated and uncoated stocks

- Power of choice—select inline finishing alternatives that work for you

Xerox Nuvera 200/288 EA Perfecting Production System

- Dual core processor enables printing up to 288 duplex impressions per minute

- Outstanding image quality with EA Toner on coated, uncoated and specialty stocks

- Pass Through Programming keeps one engine printing while pending service on the other

- Unmatched turnaround time for publishing and transactional applications via the Xerox FreeFlow Print Server

Your choice to do more and finish first!

Put your best image forward

The power of two with the simplicity of one

Xerox Monochrome Wide Format

- Enables printing from 4D to 22D prints per minute to meet the technical needs of your market

- Prints, copies, scans and finishes wide format documents on demand

- Full network connectivity that easily integrates into existing workflows

- Low total cost of operation—including ink and media per square foot

Configurations tailored to big projects, small jobs and everything in between

Xerox DocuTech 128/155/180 HighLight Color Systems

- Fastest cut-sheet highlight color systems on the market

- Add the impact of over 100 highlight colors at the cost of black and white

- Based on proven technology to deliver unmatched publishing and printing power

- Multiple hardware feeding and finishing components

- Simplify and/or automate workflows via the Xerox FreeFlow Print Server

Xerox Continuous Feed Family

- Transactional, publishing, direct mail and digital book application support

- Maximizes productivity—prints 1,308 images per minute (300 feet/91.9 meters per minute)

- Patented Print Line Management for production flexibility and ease of use

- Noncontact Flash-Fusing expands media capabilities and delivers unmatched output for high-speed printing

- Available in single, twin (duplex) and multiplex engine configurations

One more color—infinitely greater possibilities

Continuous, ultra-high-speed, high-quality monochrome output

Market-Leading Production Color Portfolio

With Xerox, you get the broadest color portfolio in the industry. Not only does our portfolio allow you to start with us, and grow with us, but our services and support get you up and running and growing your business. As you move up each class of products, from light to full production, more complex applications are enabled as well as higher monthly volumes and duty cycles.

Xerox DocuColor® 242/252/260 Digital Color Printer/Copiers

- Easy, affordable color for the advanced or beginner operator in any environment
- A cost-effective solution to get you started in digital color printing
- Outstanding performance and award-winning image quality in a small footprint
- Produces marketing materials, reports, proofs and design comps
- Handles simple variable data printing and easily integrates into workflow

Xerox 700 Digital Color Press

- Enables easy entry into the production color market and performance at a true value
- Flexible feeding and finishing options scalable to your business needs
- Auto-duplex coated stocks
- Inline finishing supports coated and uncoated stocks
- Outstanding productivity, image quality and versatility on a wide variety of applications

Xerox DocuColor® 5000AP Digital Press

- Meets growing demands for variable data, quick turnarounds, and Web-to-Print
- Runs all stocks from all trays at rated speed regardless of weight
- PC-based user interface with advanced registration and paper profiling features
- Inline finishing supports heavyweight coated and larger-size stocks
- Robust production capabilities—paper capacity, media handling and RIP speed

Jump-start your business with easy, affordable color

The next step in color printing. A powerful performer. A solid value.

Accomplish more with an easy-to-use production solution

Xerox 8254E™/8264E™, 8265®/8290® and 8365®/8390® Color Wide Format Printers

- Wide range of media sizes, weights and textures to support both indoor and outdoor applications

- Environmentally friendly eco-solvent and mild solvent inkjet printers deliver durable large format applications with fade and scratch resistance up to four years

- Latest inkjet technologies combine to deliver high-quality sharp images, smooth color transitions, faster print speeds and lower ink consumption to reduce costs

- Up to 1440 dpi to meet highest image quality demands

Quality. Productive. Durable. Dependable.

Xerox DocuColor® 7002 and DocuColor® 8002 Digital Presses

- Low gloss toner provides a matte finish with maximum detail

- Easily handle quick turnarounds by running all stocks at rated speed regardless of weight

- Supports a wide variety of specialty media

- Excel with tighter registration and inline finishing for complex jobs

- Automated color calibration, spot color matching and advanced profiles with inline spectrophotometer

Xerox iGen4™ Press and Xerox iGen3® Digital Production Presses

- Offset-like image quality at a cost that makes sense even for short runs

- Most productive cut-sheet digital press on the market—up to 6,600 letter-sized iph*

- Largest sheet size up to 14.33 x 22.5 inches (364 mm x 571 mm)

- Widest range of substrates up to 350 g/m² (130 lb cover), including textured stocks

- Broadest array of inline finishing, including UV coating and post-process insertion

Xerox 490™/980™ Color Continuous Feed Printing System

- Industry's fastest toner-based full color CMYK printing system

- Prints 493 two-up, duplex images per minute in full color (226 feet/68.9 meters per minute)

- Unique noncontact Flash-Fusing and new toner technology enable great image quality and reliability

- Available in single or twin engine (duplex)

- Unprecedented combination of high speed, full color variable, transactional or static print

Consistently great color—automatically.

Step on the business accelerator with the most productive digital color solutions

High-speed full color with powerful mass-production durability