

## 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 more types of jobs to more types of customers.** Customers are looking to stand out with accurate brand colours and varied finished sizes. A digital solution that makes it possible would make you an essential partner.

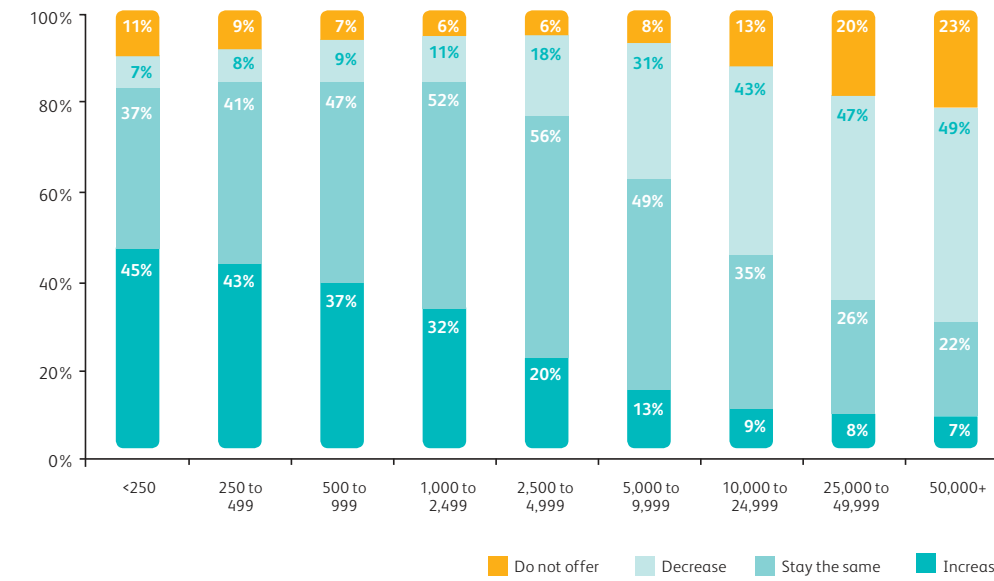
## The changing world of printing.

Change means opportunity. Shifts in customer demand toward shorter runs with variable information and the growth of digital printing means there is an opening for a print provider who is prepared to step in and seize the chance to 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.



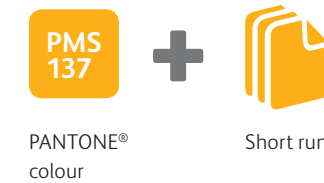
Source: InfoTrends' Emerging Strategies Survey, Q1 2011  
N = 417 Print Service Providers and In-plant Printers

### 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 fifth spot colour 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.



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Contact your Xerox rep to schedule a demonstration today. See what our new Xerox® iGen® 5 Press workflow can mean for your business. Visit [www.xerox.com](http://www.xerox.com) for more information.

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## Xerox® iGen® 5 Press

Your world just got more colourful – 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.



### It's a wonderful, colourful world – A fifth colour.

Signature iGen® configurability is now extended with the option for a fifth colour that dramatically increases your ability to match a wider variety of PANTONE® colours.

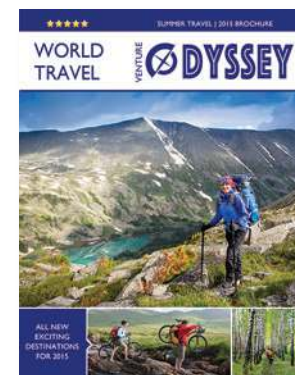
It lets you quickly load Orange, Green or Blue as a supplement to CMYK, extending the press's gamut and making it easy to match a wider variety of spot colours, increasing your ability to keep print buyers on-brand.



Choose Orange  
Printed with fifth colour



Choose Green  
Printed with CMYK

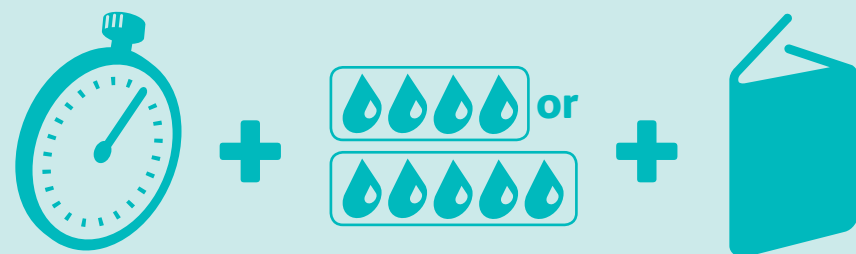


Choose Blue  
Printed with CMYK

### 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 colours, 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 colour you need and maintain it from shift to shift and press to press.

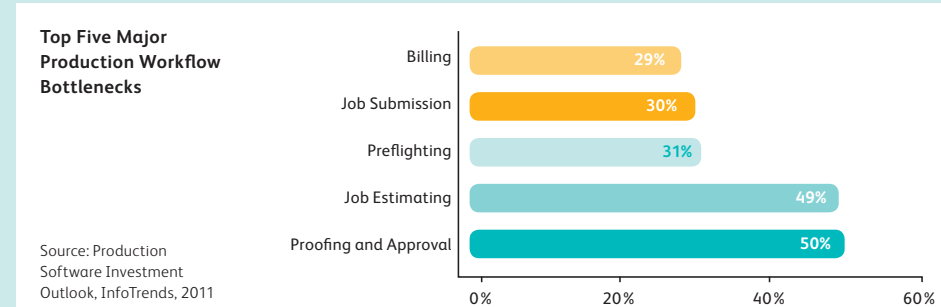
## Five more months with iGen® 5 – Automation and productivity.

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 – 660 mm sheet.

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 660 mm sheet – one of the largest in the industry. That lets you print more jobs more economically – unique applications such as 6-panel brochures, gatefold pamphlets, pocket folders and direct mail campaigns that get noticed. This larger sheet size coupled with industry leading iGen® automation makes it simple to print more up per hour with greater efficiency.



### 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 optimising 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.

The right finishing solution is crucial to accepting a wide range of jobs and producing them to your customers' satisfaction. Xerox® IntegratedPLUS Finishing 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.