

Xerox FreeFlow[®] Photo Automation Tool Helping you maximize your profit picture.

Our solutions make it easy to capitalize on the booming demand for photo specialty products. Digital technology has changed the way people take pictures, making it easier and less expensive—so people are taking more than ever before. It's also changed the way people view their images: not only online and digital viewing, but in print—in ways that go well beyond the traditional 4" x 6" format. As a result, consumer demand for creative and personalized photo products is increasing significantly.

The appeal of personalized photo specialty products like memory books, cards, calendars, and specialty printing is growing dramatically—and the demand for photo publishing applications doesn't end with the consumer market. More and more businesses are using customized photos and imagery to deliver more powerful and relevant marketing materials; publishers are printing digital yearbooks and directories; and consumers and businesses alike are using pictures to tell their stories through cookbooks, family histories, self-published books, and more.

Establishing a photo business, and capturing even a small percentage of the billions of digital pictures taken each year, can mean substantial new growth for your business. And our solutions can help you gain new customers and new revenues. By developing your own customer-facing site for creating photo specialty products, you can reach consumers worldwide and significantly increase your profit potential. Photo products are economical to produce, yet they generate substantially higher profit margins than traditional printing.



Get. Print. Finish. And grow your business in the process.

Xerox has a range of solutions for photo publishing that can help you profit from this remarkable opportunity, no matter the size of your business.

Get. To "get" pictures from cameras and enable consumers to create cards, books, and calendars, you have options: build your own custom solution, or use an industry solution from a Xerox Business Partner such as DigiLabs— a market leader for customized online or in-store solutions that seamlessly integrate into your Xerox workflow.

Print. Our entire Xerox fleet of digital presses provides industry awardwinning image quality, productivity, and economics. From the Xerox DocuColor® 242/252/260 to the Xerox 700 Digital Color Press and the Xerox iGen4[™] Press, there's a Xerox digital print solution that's ideal for your photo-printing requirements.

Finish. Xerox provides an array of output, near-line, and in-line finishing options for production efficiency and flexibility to create fully finished products—at price points that meet your customers' demands. Using finishing solutions from our Xerox Business Partners, you can easily create an elegant hardcover book, a production run of folded greeting cards, and more.

Every click of the shutter is an opportunity for your business to profit. And Xerox can help you take advantage of it.

Making it easy for you to turn pictures into profits.

The Xerox FreeFlow Photo Automation Tool makes it easy to capitalize on the high-margin photo specialty market.

Looking for a new revenue opportunity in today's economy? Consumer demand for photo cards, books, calendars, and specialty prints is booming. Imagine being able to offer them on-demand at premium prices—while automating many of the manual steps normally required to produce them. That's exactly what the FreeFlow Photo Automation Tool is designed to do.

Market snapshot: a \$2.5 billion opportunity.

InfoTrends predicts the U.S. photo merchandising market will achieve a compound annual growth rate of 22% through 2013, with revenues surpassing \$2.5 billion.¹ It's no wonder when you consider that the profit from a single photo book can be greater than that of 500 individual 4" x 6" prints.² There are additional opportunities in photo publishing and business applications as well.

Overcoming the challenges.

The challenge in producing photo specialty applications is the high number of manual steps traditionally involved in producing them—from laying out and numbering pages to applying color management, choosing a paper type, and selecting appropriate sizes. It requires significant investments in both time and expertise.

The Xerox solution: simple automation.

The FreeFlow Photo Automation Tool significantly reduces operator steps and offers a simple, affordable, and automated workflow—whether you're entering the photo market for the first time, or want to increase your volume and create new streams of revenue. It has more than 50 templates for common photo specialty jobs for fast and easy job submission. It automatically applies color management and job ticketing parameters, dramatically reduces prepress time, and ensures optimal print quality.



The Photo Automation Tool allows you to offer high-quality, high-margin photo specialty products, while dramatically reducing the manual steps normally required to produce them.

Flexible. To make you more versatile.

The Photo Automation Tool is designed to work with a breadth of Xerox production color printers driven by the Xerox FreeFlow Print Server—and a range of Xerox partners' photo authoring software—to enable a seamless, automated workflow from customer order to print.

JPEG support for fast and easy photo printing.

This remarkable tool supports native JPEG printing via hot folders, so you don't have to use an additional software package to convert files prior to printing. Preset queues automatically format 4" x 6" and 5" x 7" prints— and photo booklets, oversized prints, and index prints (with or without annotations) can be printed automatically without any composition software. If you have an existing JPEG workflow, native JPEG support helps you automate and integrate with your digital press.

Find out more.

For more information about the FreeFlow Photo Automation Tool, contact your Xerox sales representative, or visit us on the Web at www.xerox.com/freeflow.

¹*InfoTrends* "Photo Merchandise Products for the U.S. and European Markets," November 2008. ²Don Franz, Photofinishing News Consulting/Citigroup Analyst Conference 6/07.

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