

Xerox® Paper and Specialty Media

Our digital presses can produce photo-quality output at rated speeds on the industry's widest range of coated and uncoated papers—including translucent and textured stocks, transfer paper, greeting cards, even magnetic stock and vinyl signage. Our EverFlat Image Solutions Paper™ lets you produce distinctive books on heavy cover-weight paper that lays flat and stays flat, perfect for photo memory books.

In addition, we offer exciting media options that use pre-cut or easy-fold sheets that provide an innovative way to create anything from party invitations to unique sales pieces:

Xerox PhotoPix: pre-cut, tabloid-sized sheet that creates one 8" x 10", one 5" x 7" and four wallet-size high-gloss photos.

Xerox SportsPix™: a letter-sized, pre-cut sheet that simplifies the process of printing on-demand trading cards. Once assembled, provides two double-sided traditional trading cards of matching size and thickness.

Xerox FunFlip™: starts as a letter-sized sheet that folds into a 3" x 3" square and then can unfold almost like origami to display four different images.

Xerox AccordionPix®: a letter-sized sheet that folds into a freestanding panorama of eight images. No additional finishing required.



Xerox iGen4 Press
Photo Market
Overview

The Xerox® iGen4™ Press Photo Market

A picture is worth a
thousand opportunities.

For more information on the Xerox iGen4™ Press,
call 1-800 ASK XEROX or visit us at www.xerox.com

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Your photo opportunity awaits with Xerox® iGen4™ Press

Understanding the photo specialty market and selling new solutions to individual consumers as well as businesses is easy as “get, print, finish and grow.” Photo applications are a bright spot in today’s economic climate. The demand for photo-rich documents continues to increase for consumer and business-to-business applications.



Whether you are a major photo producer/publisher; a commercial or in-plant printer; or quick printer, photo lab or retail operation we can help you take advantage of this expanding market with the Xerox iGen4 Press. With its impressive image quality, automatic image enhancement, ability to run a wide range of unique attention-getting applications and finishing capabilities, iGen4 offers the picture-perfect solution to capturing the photo specialty market.

It begins and ends with image quality.

Exceptional image quality is a requirement for success in the lucrative photo specialty market. Our award-winning Xerox iGen4 Press has the proven ability to deliver you results that can help you grow your photo specialty business. Winner of the 2009 DIMA Digital Printer Shoot-Out Award in the 71+ ppm category, iGen4 offers the superb image quality and solutions ideal for a variety of photo operations, from retail to professional to yearbook publishing. And with our digital workflow technology, you can produce applications, enable automation and service all your customers' assorted needs.

Let Xerox show you the way



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 standard workshop offerings.

SmartPress™ Production Consultant

With memory books exploding, a SmartPress Production Consultant will help you capitalize on that marketplace and others that are crying out for the benefits of full-color print on demand and the capabilities of the iGen4.

Remote Service Offerings

prInteract™ combines regular system checks with Xerox expertise to ensure your production is kept at its most efficient, day in and day out. Through online connections that use your existing infrastructure, up-to-the-minute system information is evaluated to deliver quicker, more accurate diagnoses of problems, resolve issues faster and schedule maintenance calls at convenient times to maximize your production uptime.

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. Xerox, as always, is here to support you in meeting the needs of your customers.

ProfitAccelerator®— Digital Business Resources

This collection of over 100 tools, kits and templates is built on our years of experience in the industry. It's designed to help you grow your iGen4™ business by providing assistance in these critical areas:

Financial Resources – helps 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 like photo memory books and photo specialty applications.

Snapshots of success with the Xerox® iGen4™ Press

CCM Graphic Solutions

The recent economic downturn has reduced attendance and advertising dollars for many professional sporting franchises. But CCM Graphic Solutions has a unique solution to help teams reverse that trend by using full-color, customized photo books designed to attract and retain sponsors and suite holders.

CCM, a facilities management and on-demand printing company, uses the Xerox iGen4 Press driven by a FreeFlow® Print Server to produce the photo books. The high-quality marketing pieces incorporate photos from a sponsor or suite holder's special events and images of popular players. The custom product enhances the sponsor's customer entertainment experience and increases fan loyalty.

"When we installed Xerox's DocuTech® systems 15 years ago, we tripled the size of our business. I see the same thing happening now that we've added the iGen4. We turn jobs around quickly, the quality is impressive and most importantly we are able to respond to our customers' ever-increasing requirements to improve their return on investment on printed media."

– Don Cayo
CEO
CCM Graphic Solutions

Barksdale School Portraits

Dramatic changes in the school portrait business have meant great growth opportunities in digital services. Barksdale School Portraits, which serves about 600 schools with on-site portrait photography and related photo printing services, uses digital printing equipment to offer a wide range of profitable new services that complement their core business. The litany of photo-based services it offers range from photo memory books, custom calendars, desk blotters, ID cards, etc. This breadth of services has driven a 30-percent growth in revenues for Barksdale annually. With yearbooks being a particularly successful offering, Barksdale relies on its Xerox iGen3®'s high speed printing, reliability, finishing capabilities and superb image quality to produce over 80,000 pages during peak yearbook season.

"The iGen3 Press has the speed, power, line screens, scanning solution and support we need... With the iGen3 Press, we've changed the way we do business."

– Wayne Barksdale
Director of Marketing
Barksdale School Portraits

According to SpencerLab Digital Color Laboratory, iGen4™ tops the list in photographic quality

In its comparative evaluation of photographic image print quality produced by today's digital presses, this independent printer evaluation laboratory deemed the Xerox iGen4 Press as "one of the best options available today" with regard to photographic image print quality. Here are some of the other key findings from the lab's analysis.

- "Out of the several high-quality options available in the market today, the four-color Xerox iGen4 Photographic Image Print Quality emerged as overall best of the digital presses,

barely edging out our previous best, the six-color HP® Indigo® Press 5500."

- "Our summary finding is that the Xerox iGen4 offered the overall best photographic image quality among the tested digital press solutions for photo book applications, and is a competitive option to conventional photo processing."
- "Compared to the very high quality standard set by conventional photo processing among currently available options for consumer photo book production, the iGen4 provides competitive overall output quality."

Source: SpencerLab Digital Color Laboratory, White Paper, 2009. To read the entire white paper, go to http://www.spencerlab.com/reports/SpencerLab-iGen4_WhitePaper.pdf

Memory books turn digital pictures into opportunity

While pages likely make up a majority of your volumes, books are an ideal way to enhance your existing business.



The profit you make on every memory book is substantial and the marketplace is eager to pay. Will they be paying you? For all the gains of digital photography, people still want truly special photos and special memories in print. Increasingly they are willing to pay a premium to turn their digital pictures into lasting memories in the form of finished memory books.

A mainstay of the photo specialty market, memory books are keepsakes that turn photos into a high-quality, themed book of photographs—a child's first birthday, a milestone anniversary, the trip of a lifetime. They combine charming design, high-quality papers and a consumer's own photographs and thoughts into a valuable showpiece that goes far beyond the shoebox or a 4" x 6" print.

Industry consultant Andy Tribute points out, due to the popularity of digital cameras, including those built into cell phones, "There is an explosion in the availability of quality and high-quality digital images. The question is, what do we do with them?" He goes on to present the digital photo book as one answer to this question, and a major growth market for digital printing.

Source: Photobooks: The Undiscovered Market, WhatTheyThink.com, April 2009.

Photos mean business for businesses, too

Are you currently printing greeting cards, calendars, yearbooks or other photo applications? If you are outsourcing these applications, would you like to bring them in-house? Let us help put you in the big picture when it comes to digital photo applications. With the exponential growth in digital photography comes an increasing market for using images in fun, innovative, business-building ways.

An increasing number of businesses are using customized photos to deliver more powerful and relevant marketing materials. From window decals to signage to refrigerator magnets, original applications bearing photos add impact and memory-power. Photos get noticed. Photos get remembered. Photos give businesses an edge. Being able to offer your business customers application options, printed with great image quality, at the quantities they need, with quick turnaround times, gives you an edge over other print providers. The Xerox® iGen4™ Press delivers you all these capabilities, and more.



Data compiled by IDC, a global market intelligence firm, projects a steady decline in traditional digital photo printing revenue. For photo retailers to survive, IDC advises that they'll need to expand printing services beyond traditional prints into creative areas such as photo books and calendars as well as business applications.

Source: Ron Glaz, IDC, "Bleak Economy Intensifies Demand for Photofinishing," Doc # 217544, 2009.

The right relationship can mean business

Internet memory book providers control huge demand.

The past few years have seen several leaders emerge in the developing business of memory books. A relationship with one of these leading providers of memory book services can lead to a lasting and profitable opportunity.

These companies can be critical in your success because they gather and amplify the opportunity that each individual consumer represents. There are literally millions of individual consumers who filter their images through a number of these successful service providers.

You can't be the printer for each of these consumers. But you can be a partner of one of these service providers—ultimately reaping the rewards from the burgeoning demand for memory books.



Millions of consumers submit their photographs to a select group of Internet service providers who create their memory books—and ultimately funnel the demand directly to you.

According to InfoTrends: a growing market.

The emergence and growth of the photo merchandise market comes at a critical time for the photofinishing industry. Growth rates for traditional prints, once the staple of the photofinishing market, continue to fall, forcing vendors to find new sources of imaging revenues and profits.

With significantly higher profit margins and strong growth predicted, photo merchandise items such as photo books, greeting cards and calendars have the potential to provide a strong source of revenue for vendors in the digital photofinishing market. The fast-growing merchandise market has been fueled by the explosion in growth of digital photo volume, new advancements in digital printing technologies, as well as the sales, marketing and partnership opportunities in e-commerce. Growth in social networking sites has also opened up new opportunities for people to share their digital photo content, further increasing the potential for photo merchandise creation beyond the user's personal photos.

Advancements in digital printing as well as software and customer interfaces have made it easier than ever for individuals, organizations, businesses and professionals to engage in short-run publishing of photo-centric content, accelerating the pace of adoption in an already burgeoning market.



Source: InfoTrends Specialty Photo Products Report, October 2008.

Grow—tap into the people who make the memories

How can a single person or organization mean big business for you?

The right relationship can mean business.

One group can order hundreds of memory books for the members of a youth soccer league, the families of a church group or the employees participating in a corporate outing. They don't do it just once. They do it often.

One event photographer can generate memory books in bunches for members of a wedding party, the students in a graduating class or the extended family members welcoming a new addition. Events, and opportunity, are always popping up.

One travel company or resort can supply each one of its customers with a lasting keepsake from their trip of a lifetime. A constant stream of travelers means a continuing source of revenue.

One printer—you—can fulfill hundreds of memory book orders by establishing a few key relationships with the people and organizations that funnel consumer demand your way.



You're already doing it.

In many cases, you are already working with customers who could benefit from adding photo specialty applications to their offering suite. You may already be printing tickets for a travel agent. Or programs for a minor league baseball team. Or newsletters for a local corporation. Imagine the revenue-generating possibilities for both you and your customer of adding photo memory books, photo sports cards or photo calendars.

You can expand your business.

By developing and producing new, more memorable applications for your customers, you become even more invaluable to them—a full service printer that provides new revenue streams.

You can expand their business.

Your customers can differentiate themselves in their competitive marketplaces with high-value services that encourage customer loyalty and patronage.

The Xerox® iGen4™ advantage

Xerox iGen4 leads the industry in outstanding image quality, superior color and wide media latitudes. Together, they form an ideal solution for bringing photos to life as unforgettable memory books and business applications.

Stocks—Load up to 12 different stocks in the feeder and start printing. Memory books that call for a variety of mixed stocks run at rated speed on iGen4 and all exhibit excellent image quality. Textured stocks such as parchment and linen are also available to add that special touch. For businesses, large sized stocks for signs and posters, and specialty media such as vinyl cling run smoothly and print superbly as well.

Photo Optimized Settings—The major film processors have conditioned us to appreciate certain photographic attributes—such as greener grass, brighter colors and warmer flesh tones. The iGen4's FreeFlow® Print Server has several settings to optimize photos, resulting in better color balance, warming up the image to give it a more "photographic look" that many have become accustomed to.



In their comparative analysis, *SpencerLab* had this to say about the 4-color iGen4 Press as compared to our leading competition: "The Xerox iGen4 offered the overall best photographic image quality among the tested digital press solutions for photo book applications and is a competitive option to conventional photo processing."

Source: *SpencerLab* Digital Color Laboratory White Paper, 2009, www.spencerlab.com

The Xerox® iGen4™ Press helps you focus on growth

By providing an end-to-end solution, we enable you to take advantage of the growing demands for photo-centric applications. The iGen4™ delivers a winning combination of image quality, speed and versatility that helps you get, print, finish and ultimately grow.

Get—with integrated photo-application partners.

Our partnerships with industry leaders make it easy to “get” pictures out of cameras and into cards, books, calendars and more. Our partners offer intuitive user software, kiosk and web tools for all proficiency levels—allowing almost anyone to create well-designed photo products in seconds, while offering features that empower advanced users.

Print—with high-quality digital printing and automated workflow solutions.

The iGen4’s photo-ready print engine excels at producing photographic-quality pages print after print. Its built-in productivity-building automation helps take the work out of your workflow to enhance productivity and build print volumes in the process.

Making it easy to turn pictures into profits.

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. The FreeFlow® Photo Automation Tool significantly reduces operator steps and offers a simple, affordable automated workflow. 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 reducing press time and ensuring optimal print quality. Great for those who are entering the photo market for the first time, or who are already there and want to increase volume and create new streams of revenue.



Finish—a range of options for every customer

One way in which the Xerox® iGen4™ Press differentiates itself in a crowded marketplace and establishes itself as the premier solution for memory books is with its finishing capabilities. These offer production efficiency, which result in savings of both time and money. This flexibility allows you to offer memory books for every customer and every occasion.

Make more money—Different binding options give you the flexibility to offer memory books at a variety of price points—including those for which you can charge a premium.

Simplified bindery—With iGen4’s inline finishing options, there is no need for separate bindery operators, and their accompanying expense, to produce beautifully bound books.

Variety of binding options—iGen4 excels at both inline and offline finishing, offering a range of devices that saddle stitch, coil bind, case bind and perfect bind books of various sizes.



Perfect Bound



Saddle Stitch



Case Bound



Coil Bound

The iGen4 Book Factory

With the Xerox iGen4 Press Book Factory, you can produce high-quality, professional-looking, perfect bound documents, quickly and with minimal operator intervention. Documents flow directly from your iGen4 through the Book Factory, without the bottleneck associated with the traditional offline binding process. Enabled by C.P. Bourg technology, the Book Factory finishing solution matches the output speed of your digital production press.

The C.P. Bourg Perforate, Rotate, Fold (BPRF) perforates, turns and folds sheets and then passes them through to the input section of the C.P. Bourg Perfect Binder BBF2005. This quick, automated process enables productive, cost effective 2-up duplex signature printing. The BBF2005 perfect binder dynamically senses the thickness of the book block during the clamping operation, making it ideal for printing short runs of books with varying thickness.

As an option, the Book Factory can also be equipped with an inline trimmer. Designed for the on-demand printing environment, the CMT 330 3-side trimmer features full digital control of the trimming process normally done by hand.