

Making your workflow work for digital.

Xerox® iGen® 5 Press



“I know I need to be ready for more small jobs and faster turnaround. I need to up my digital game.”

There's an opportunity to move more work through your shop.

With offset, you could print long runs of a couple of jobs and make a profit. Digital success comes from many more jobs each day, with shorter run lengths.

The reality is that business moves faster today. For most, digital is the way to print, because digital suits today's demands for short runs, variability and fast turnaround times.

Digital can deliver big profits with complete “smart” solutions that are integrated from end to end. That's exactly what the Xerox® iGen® 5 Press and workflow automation delivers.

Automated order-to-finish workflow — even with a fifth color.

The print industry has seen a lot of change in print workflows, including systems to automate preproduction and online order submission and tracking. But to make that workflow work for digital — especially when files include a fifth color — you need more. After all, you can accept 200 jobs off a Web-to-Print solution, but if you can't batch and print them productively, that up-front automation won't matter.

Xerox® iGen® 5 is a complete digital solution that combines industry-leading press technology with a range of workflow software to automate and integrate the production process from order to finish.

Xerox® iGen® 5 and workflow automation help you work better.



Together, the Xerox® iGen® 5 and Xerox® workflow solutions link familiar, industry-leading software and the newest cut sheet digital press to create an integrated, end-to-end workflow. This lets you accept more jobs from more places, deliver superior color and better press availability, reduce operator intervention, and maximize your profit potential.

Acquisition

Integrate with the job-description format (JDF)-based Web submission tool of your choice to automate job submission right from your clients' desktops, while supporting:

- Online estimate and job specification entry
- Generic and custom catalogs
- Variable data printing (VDP)
- Production status
- Invoice review
- Online payments
- Job history review
- Re-ordering

Prepress automation

The iGen 5 Press is known for its industry-defining productivity, enabled by press-wide automation that removes operator intervention from common press setup tasks.

Xerox® FreeFlow® Core provides a similar benefit to prepress operations so upstream workflow doesn't become a production bottleneck. This modular software platform uses automation to take human touch — and related cost — out of a wide range of prepress processes. It intelligently automates and integrates the processing of print jobs from file preparation to final production, for a touchless workflow that operates easily, adapts effortlessly, scales quickly and delivers consistently.

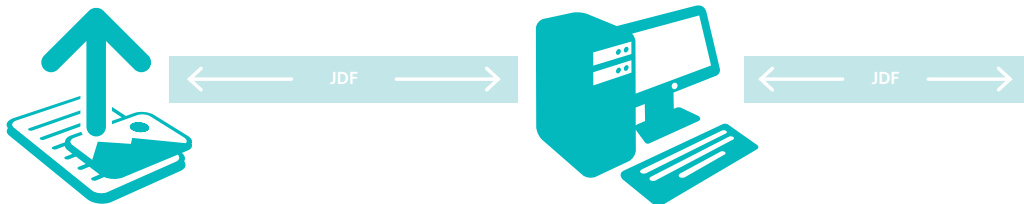
Quantifying the cost of human touch in production workflows:

Touches erode the bottom line quickly!

Average cost of single touch point :	\$	10
Multiplied by # jobs per day:	x	30
Multiplied by # of work days per year:	x	250

Annual savings achieved per touch point: \$ 75,000

What is the value if you automated just 2 touches per job?
What is the value if you automated just 3 touches per job?



Extend the value of workflow automation to both static and high-impact personalized jobs with XMPie® PersonalEffect StoreFlow™.

Lower the costs associated with accepting print orders.

StoreFlow™ creates and manages online stores and marketing portals in collaboration with FreeFlow Core's built-in prepress automation, providing the efficiencies of a truly automated, touchless workflow.

Support static and variable job orders from one portal.

StoreFlow lets users easily upload and order their own static documents, or select and order variable documents from a pre-defined catalog. Customers can also intermix variable and static pages within the same document.

Managing 5th color workflows

Adding a 5th color doesn't have to add complexity to your workflow.

Xerox® Freeflow® Core manages extended gamut job identification and batching —

The extended gamut of the iGen 5 Press enhances two types of jobs:

- Those that include PANTONE Plus spot colors outside the iGen 5 CMYK gamut
- Those that include RGB images whose gamut extends beyond that of the iGen 5 CMYK range

With the proper configuration, FreeFlow® Core can automatically identify these jobs prior to printing. Once a job is identified, it is batched with other jobs that require the same 5th color, boosting overall shop productivity.

FreeFlow® Core can also direct the press to print in CMYK or CMYK+ mode in order to achieve the best color match, batching jobs accordingly for efficient production.

Xerox® IntegratedPLUS Automated Color Management —

Ideal for customers with multiple presses at one or more locations, IntegratedPLUS Automated Color Management provides simple controls that help you monitor print devices and centrally color manage an entire fleet of presses.

Production

Achieve new levels of productivity with a press designed for the demands and variability of a profitable digital print business.

Xerox® iGen® 5 Press with a Xerox® FreeFlow® Print Server — The image quality, performance and productivity that is the hallmark of the Xerox® FreeFlow® Print Server is now enhanced with the unparalleled power, ease of use, and supportability of Microsoft® Windows. Coupled with the guaranteed image rendering that the Adobe® PDF Print Engine® brings to your production workflow, you can count on production-class robustness and reliability for all your application needs.

Xerox® iGen® 5 Press with an EFI Fiery digital print server — The Xerox® iGen® 5 lets you accept a continuous stream of jobs and turn them into high-quality finished applications through a combination of automated image quality, industry-leading press availability, extended sheet size and substrate capabilities — along with seamless integration with existing workflows — so you can produce exceptional results the first time and every time. And thanks to Fiery Spot-On™, any jobs you run using the iGen® color can be prepared simply and accurately.

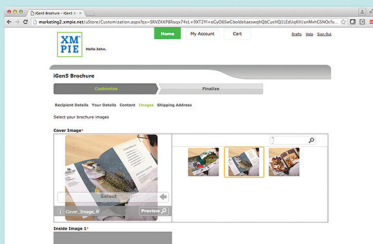
Automated finishing

Combine the efficiency of in-line finishing with the flexibility of off-line finishing in a single solution. Eliminate finishing bottlenecks with in-line/off-line/dual-mode automation so you can flexibly produce more jobs.

Xerox® IntegratedPLUS Finishing Solution —

As the number of jobs coming into the shop increases from a handful to dozens or even hundreds a day with the shift to short run digital, you can't afford to have manual labor handling each job.

Xerox® IntegratedPLUS Finishing Solution eliminates the need for highly skilled prepress operators to prepare files according to finisher specifications. It does away with manual programming at the finishing device and reduces the risk of error because the necessary parameters — such as page imposition, page ordering and trimming — are set automatically when a job enters your workflow. It extends the convenience and cost effectiveness of automatic finishing to multiple printers — including Xerox® and non-Xerox® printers in the same shop — without the need for multiple, dedicated inline finishing devices. And new devices continue to be supported over time, ensuring ongoing investment protection.



Extend your customers' reach with multi-channel campaign support.

Additional options from XMPie® let you create multi-channel campaigns without compromising creativity. The latest Web technologies are supported with Open XM technology so digital content can holistically coexist with state-of-the-art variable print designs.



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 for more information.

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