

# Phaser 7800 Color Printer and XMPie uDirect Studio LE The Power of Personalization

Drive more responses and win more business when you engage potential customers with colorful collaterals that speak directly to them.

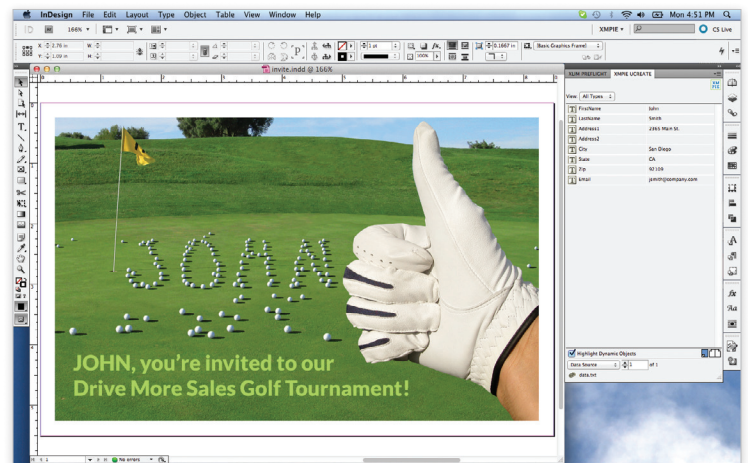
Harness the power of variable data printing (VDP) to develop highly effective, one-to-one print campaigns. Whether you're just getting started with VDP or a seasoned professional, uDirect Studio LE provides everything you need to help you easily, efficiently and cost-effectively reach your audience with relevant, personalized communication pieces that deliver impressive results.

With uDirect Studio LE, the latest VDP software from industry leader XMPie, and the Xerox® Phaser 7800 Color Printer, your response-generation efforts will achieve a substantially higher success rate at a cost sure to bring a sizeable return on your investment.

For any agency looking to give clients a major direct-marketing advantage, or any business hoping to gain an edge by producing engaging collaterals in-house, the winning combination of XMPie's uDirect Studio LE and the Phaser 7800 lets you take ownership of any VDP marketing effort with the staffing resources you already have.

uDirect Studio LE is an integrated suite of XMPie desktop software tools – uCreate Print and uImage® – that create communications with more impact and relevance through advanced variable data image personalization and design-rich, creative content.

With uDirect Studio LE, you'll create impressive variable data-driven documents designed with Adobe® InDesign® and personalized images and illustrations using XMPie uImage and Adobe Photoshop® and Illustrator®.



The above screen capture shows how a variable-data postcard is personalized in the Adobe® InDesign® environment using XMPie's uDirect Studio LE plug-in.



one to one in one™

A xerox  Company

# Xerox® Phaser® 7800 and XMPie® uDirect® Studio LE

## Data Sheet

The Phaser 7800 is the only tabloid-size color printer in its class that delivers the full complement of advanced capabilities today's most graphic-intensive environments require.

Now any business that produces large volumes of high-resolution output, such as advertising agencies, graphic design shops, marketing communications firms, photography studios and countless others, can keep more of their business-critical print jobs in-house thanks to the Phaser 7800 color printer's unbeatable state-of-the-art technologies.

You get true 1200 x 2400 dpi resolution and the ability to print on media weights from 75 to 350 gsm, and sizes from 3.5 x 3.9 inches to 12.6 x 48 inches. Add a range of finishing capabilities including stacking, stapling, hole punching, booklet making and v-folding, and the Phaser 7800 helps you impress your clients and potential customers with output that, until now, could only be achieved by outsourcing your work to a professional print shop.

And with the added capabilities of uDirect Studio LE from XMPie, the Phaser 7800 helps unleash the power of variable-data marketing, creating personalized messaging that targets the decision makers you need to engage to generate more sales.



### Ordering Information:

7800/DNS: 7800/DN and XMPie uDirect Studio LE\*  
7800/DXS: 7800/DX and XMPie uDirect Studio LE\*  
7800/GXS: 7800/GX and XMPie uDirect Studio LE\*

\* uDirect Studio LE is a special version of uDirect Studio, developed specifically for Phaser 7800. uDirect Studio LE can only be purchased as part of the bundle. Phaser 7800 and uDirect Studio LE are delivered separately.

For details on Phaser 7800, go to <http://www.office.xerox.com/printers/color-printers/phaser-7800/enus.html>

For details on uDirect Studio LE, go to [www.xmpie.com/StudioLE](http://www.xmpie.com/StudioLE)

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### Phaser® 7800 Quick Facts

Print  
13 x 18 in.  
45 ppm

WxDxH  
(DN configuration):  
25.3 x 27.5 x 22.8 in.  
641 x 699 x 578 mm



Phaser 7800 with Professional Finisher



XMPie uDirect Studio LE and the Phaser 7800 Color Printer: The perfect solution for creating full-color, personalized print communications in-house for your clients, or your own self-promotional mailers.

