Accelerate Your Xerox® Iridesse™ Production Press with Xerox® FreeFlow® Core

Engine Accelerator

Xerox® Iridesse sets a new benchmark for profitable print. Add more "wow" per page with silver, gold and mixed metallic enhancements. Easily up your productivity with FreeFlow Core. And run at optimal efficiency with a powerful combination of automation, high print speeds and stock versatility.

XEROX® IRIDESSE PRODUCTION PRESS: MORE OPTIONS FOR BRILLIANT RESULTS.

With its impressive Color FLX technology, Iridesse extends CMYK possibilities with up to two additional specialty dry inks in a single pass. Silver and gold can be applied in multiple combinations and used as either overlay or underlay, creating a stunning array of metallic and iridescent effects. And white and clear dry ink unleash new opportunities for unique designs on specialty media and virtually any colored stock. At its heart, Iridesse is a powerful cut-sheet production press with speeds as high as 120 ppm on stocks ranging from 52–400 gsm. Built-in automation simplifies color calibration, image registration and density uniformity, while Ultra HD Resolution provides four times the resolution of competitive presses.

XEROX® FREEFLOW CORE: EASY, AUTOMATED FUNCTIONALITY TO FIT YOUR NEEDS.

FreeFlow Core delivers a modular, integrated toolset to automate and simplify the print production process. On its own, this powerful, scalable software suite helps you get jobs in, prepped, printed and finished, faster and with fewer manual operations. FreeFlow Core enables dynamic imposition of disparate jobs, helps to automatically implement color management standards and provides intelligent spot color handling. And it's fully integrated with XMPie®, providing an end-to-end personalization workflow.

STREAMLINE AND AUTOMATE. PREPARE, PRINT AND FINISH MORE JOBS MORE PREDICTABLY AND IN LESS TIME.

FreeFlow Core simplifies and automates preflight and reduces manual touchpoints when preparing jobs for your Iridesse Production Press — a critical benefit when running complex jobs with metallic embellishments. You'll unleash new powers of productivity throughout your entire operation.

27%

annual growth projected for digital print enhancements by Keypoint Intelligence — reaching 25 billion pages by 2020.

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Three challenges Xerox® Iridesse Production Press and Xerox® FreeFlow Core solve together.

1. MAXIMIZING YOUR SILVER, GOLD AND IRIDESCENT PALETTES

The special metallic effects enabled by Iridesse and its Color FLX technology are unlike anything most customers have seen and offer the ability for printers, designers, brand owners and marketing managers to benefit from unique specialty digital enhancements for a fraction of the cost and time of traditional processes.

No designer? No problem. FreeFlow Core enables simple workflow options that help you creatively incorporate silver, gold and a rainbow of iridescent metallic hues into any print job without altering the source file. Simply choose from a menu of pre-built workflows that map CMYK elements to gold, silver or white. Take full advantage of your new capabilities on day one and upsell your customers without dependency on an in-house or third-party designer.

2. KEEPING YOUR PRESS PRODUCTIVE AND PROFITABLE

With all its speed, power and ability to run complex jobs, you'll want to keep your press running and get jobs right the first time. Imagine having the ability to automatically preflight and optimize every job in your shop and automatically deliver a ready-to-print file to the most appropriate printer.

In addition to preflight and optimize, FreeFlow Core can intelligently manage imposition and choose the right sheet size for maximum value and minimum waste. It can batch by job type or specific production requirements (the need for metallic inks, for example) and run them together for maximum efficiency.

3. OPTIMIZING YOUR ENTIRE PRINT ENVIRONMENT

Whatever you're printing, intelligent job management is easier with FreeFlow Core. Take full advantage of every press in your shop — even non-Xerox® presses — with FreeFlow Core. With FreeFlow Core's automated workflows, batching and sorting job types and grouping for press, paper type and sheet size is simple and fast. This is especially important with Iridesse; for example, FreeFlow will batch jobs containing gold together, and silver jobs with silver — adding efficiency, saving production time and managing the frequency for EZ Swap changing of inks by your operators.

And it's not just getting jobs on the press faster that counts — getting them off and through your shop is important too. Add FreeFlow Core, and it doesn't matter if designers know or understand your finishing devices. Whether you're finishing inline or offline with multiple devices, you'll gain speed and efficiency with complete instructions for cutting, perforations, folds and even our new Crease and Two-Sided Trimmer embedded in your print run.

Find more information on Xerox® FreeFlow Core or request a demonstration at **xerox.com/automate**.

Learn more about workflow solutions from Xerox at **xerox.com/workflow**.
Share information and learn from FreeFlow Core experts at **xerox.com/coreforum**.
Find more Xerox® Iridesse Production Press content at **www.xerox.com/iridesse**.

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