

# Specialty Media Enables Innovation.

Transform ordinary pictures into extraordinary opportunities.

Xerox® AccordianPix® specialty media makes it easy to print attention-getting photo applications using the Xerox® Color C60/C70 Printer and Xerox® D Series Copier/Printer or Printer.



Xerox® Color C60/C70 Printer



Xerox® D Series Copier/Printer

## The Opportunity

Photos capture our attention – and our imaginations. So consider the stopping power of multiple photographic images assembled and folded in an unusual way to create a unique mini booklet. If such a photo-rich application were easy to print, and easy to finish, it could help you build business with both your consumer and corporate customers in a variety of new and exciting ways.

## The Xerox Advantage

Xerox® AccordianPix is an exciting media option that uses an easyfold sheet to provide an innovative way to create anything from party invitations to unique sales pieces.

Paired with the Xerox® Color C60/C70 Printer or the Xerox® D Series Copier/Printer or Printer, AccordianPix can be printed in one pass with a panorama of eight images. The sheet is then folded, accordion style, into a freestanding and compact multi-image display – with no special finishing required.

With digital speed and impressive image quality, the Xerox® Color C60/C70 Printer and D Series Copier/Printer or Printer allow you to handle quick turnarounds and economical short runs for AccordianPix and other specialty media, as well as a multitude of color and monochrome applications. They deliver consistent, crisp 2400 x 2400 dpi text, solids, and images at speeds up to 70 ppm color and up to 136 ppm black-and-white. So you can offer your customers more applications – and build your bottom line in the process.

# Xerox® AccordianPix® Specialty Media Application Brief

## Production Notes

These AccordianPix examples illustrate only some of the opportunities enabled with this specialty media. Business and consumer uses include invitations, party favors, holiday cards, product promotions, desktop photo displays, and stand-up restaurant menus.

### Workflow / Software:

Adobe® InDesign® CS5

### Print Engine:

Color version – Xerox® Color C60/C70 Printer

Monochrome pages – Xerox® D Series Copier/  
Printer or Printer

### Finishing:

Folded in accordion style

### Number of Pages:

Prints on one side of an 8.5 x 14 in. specialty  
media sheet

### Media:

Xerox® AccordianPix specialty media, yields 8  
photos / 1 click charge

### Finished Size:

Simplex prints on 8.5 x 14 in. sheet / legal



- 1 Specialty media streamlines production – print simplex in one pass, with no finishing required other than hand folding.
- 2 Displays eight photographic images.
- 3 Applications can be produced in full color or black-and-white.
- 4 After hand folding, the piece can stand on its own, or serve as a mini booklet.

