

THE DOCUMENT COMPANY
XEROX

Xerox DocuColor **iGen3**
Digital Production Press



A
smart
idea for smart
businesses



SMARTPRESS TECHNOLOGY AT WORK™



High-quality, short-run, four-color printing, delivered immediately and at reasonable prices – these are the most urgent demands of your customers. Meeting those demands productively and profitably – this is the promise of the Xerox DocuColor® iGen3™ Digital Production Press.

It's in your hands

Is the quality good enough?

This brochure was printed entirely on a DocuColor iGen3 press. Notice the color, the registration, the stocks, the finish. We believe that the quality is unsurpassed in digital printing, and that it represents a breakthrough for the printing industry. In the end, you and your customers will be the judge.

There is more to DocuColor iGen3 than beautiful printing. This is a durable, reliable, productive press. Performance is driven by our patented SmartPress Technology™ – the intelligence and engineering built into the press that delivers major advances in imaging, paper handling, and process control.

At up to 6000 letter-size/A4 impressions per hour, DocuColor iGen3 is the cost-effective alternative to offset for longer short runs. It harnesses all the advantages of SmartPress Technology, including automatic makeready and collation, the ability to mix stocks within a run, built-in intelligence to maintain color fidelity and registration, and variable information printing.

Starting today, how will your business make money, cut costs, create new customers? Short-run printing – printing that uses the power of the Internet, printing that enables 1 to 1 customer contact – these are the opportunities for you to take advantage of The New Business of Printing™.

What can you print on DocuColor iGen3?

All the standard color applications:

brochures	business cards
booklets	reports
flyers	newsletters
postcards	business documents
table tents	sell sheets
signs	spec sheets
catalogs	manuals
letterhead	labels
short-run books	directories

Plus . . .

The variable information applications that will enable you to build your business in the growing market of 1 to 1 customer communications, such as:

- marketing campaigns personalized with unique text, images, and graphics
- catalogs customized for distributor and product line
- web fulfillment materials
- statements with unique marketing messages
- reports with personalized financial data
- customized coupons
- multi-version mailers

new business opportunities **fast turnaround**
personalized and customized **mixed**

Fast turnaround, full-color, short-run, economical and waste-free. Show your customers new ways to test their messages, get higher response rates, go to market faster, and lock in customer loyalty.

And that's only the beginning . . .

1 1 to 1 Marketing Communications

Description: Miller Auto personalized direct mail
Run length: 1500 sheets (1500 records)
Yield: 1500 pieces
Stock: Xerox Digital Color Xpressions
32 lb text/87 gsm (g/m²)
Sheet size: 8.5 x 11"
Bindery: No finishing required
Source files: Adobe Acrobat PDF (v4.0),
Darwin Desktop for VI
Print time: On demand

2 Personalized Postcards

Description: Crystal Bowl Sale postcard
Run length: 1500 sheets
Yield: 4500 pieces
Stock: Xerox Colotech + 280 g/m²
Sheet size: A3, 3-up
Bindery: Bleed trim
Finished size: 130 x 216 mm (5.125 x 8.5")
Source files: QuarkXPress, Darwin
Desktop for VI, VPS, Creo Imposition3
Print time: 60 minutes

3 Brochure

Description: Walk for Diabetes,
6-panel brochure
Run length: 3000 sheets
Yield: 3000 pieces
Stock: Xerox Digital Color Xpressions
60 lb cover/162 gsm (g/m²)
Sheet size: 8.5 x 11"
Bindery: Bleed trim, score and
accordion fold
Finished size: 3.5 x 8"
Source files: QuarkXPress, TIFF
Print time: 60 minutes

4 Multilingual Newsletter

Description: Forecast, 4-page newsletter
(3 languages)
Run length: 1000 sheets per language
Yield: 3000 pieces
Stock: Xerox Digital Color Silk 100 lb
text/140 gsm (g/m²)
Sheet size: 11 x 17"
Bindery: Fold and trim
Finished size: 7.5 x 11"
Source files: QuarkXPress, TIFF
Print time: 120 minutes

5 Flyer

Description: Florida travel flyer,
6-panel brochure
Run length: 500 sheets
Yield: 1000 pieces
Stock: Xerox Digital Color Gloss 80 lb
text/120 gsm (g/m²)
Sheet size: 12 x 18", 2-up
Bindery: Fold and trim
Finished size: 3.7 x 8.5"
Source files: PDF
Print time: 20 minutes

6 Booklet

Description: State of the Industry report,
12 pages plus cover
Run length: 1600 sheets
Yield: 400 pieces
Stock: Xerox Digital Color Gloss 80 lb
coated cover/220 gsm (g/m²), Xerox
Digital Color Gloss 80 lb text/
120 gsm (g/m²)
Sheet size: 12 x 18"
Bindery: Fold, saddle stitch and trim
Finished size: 8.5 x 11"
Source files: PDF
Print time: 64 minutes



short run **last-minute changes on the fly**
stocks in a single run **automatic collation**

A breakthrough for the way you do business today

A sales manager wants to upgrade her company's product catalogs from two-color to four-color. She's eager for the impact that four-color will create, but can she afford the printing?

A marketing director who's bidding out a 10,000-piece brochure also needs 500 for his executive meeting tomorrow. Which printer will he choose?

A print buyer is asked to reduce inventory and storage costs for brochures and catalogs that always seem to be out of date. Can she do shorter run lengths, keep materials current and cut warehousing charges?

You've always provided printing. Now, with DocuColor iGen3, you can offer flexible, valuable solutions to your customers' problems . . . solutions that build customer loyalty.

How do I get the new

Produce Outstanding Quality: A New Dimension in Digital

DocuColor iGen3 prints a benchmark gamut of CMYK process colors, provides matching for most Pantone® colors, and prints in extremely accurate registration.

The press runs a wide array of stocks – from 16 lb bond to 100 lb cover (60 gsm/ g/m² to 280 gsm/ g/m²); coated or uncoated, smooth or textured; specialty stocks and labels; in a sheet as large as 14.33 x 20.5" (364 x 521 mm).

The press calibrates the color between every single impression, for consistency from sheet to sheet and shift to shift. Resolution is sharp and clear, with 600 x 600 x 8-bit continuous tone input transformed into 600 x 4800 x 1-bit printing.

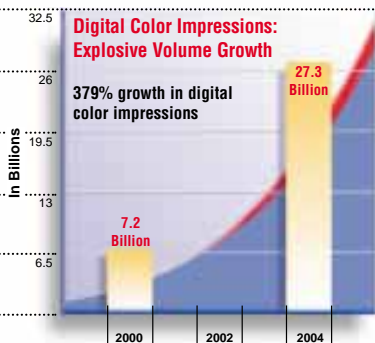
Finally, DocuColor iGen3 delivers a sheet with a uniform, low-gloss finish that's dry and ready for bindery. The result is outstanding, consistent, pleasing quality.

Break New Ground: Digital Opportunities

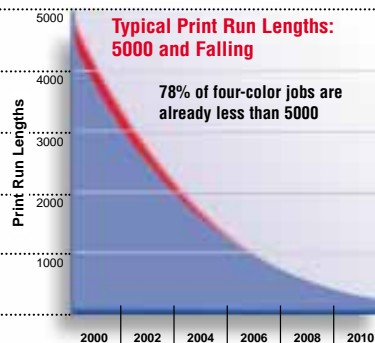
The digital technology that is the foundation of DocuColor iGen3 may be transparent to your customers, but they will see the difference in the way you – and they – can do business.

This press was designed for longer short-run printing at more attractive cost and faster turnaround than offset. At up to 6000 letter-size/A4 impressions per hour, and with no additional time needed for makeready, drying or manual collation, you can deliver the rapid turnaround that

Customers are demanding the new business of printing: more color, just in time, and shorter print runs



Source: CAP Ventures



Source: Strategies for Management



Source: Dialog, Frank Romano, RIT

more repeat orders greater customer loyalty
faster response rates

Essential for the way you'll do business tomorrow

Marketing directors and advertising agencies everywhere are catching on to the power of 1 to 1 marketing. Personalized 1 to 1 communications that treat customers as individuals have become the strategy of choice in executing successful customer loyalty and customer relationship marketing (CRM) programs.

Why? The combination of high-quality color and highly personalized information creates a dramatic increase in response rates – as much as 500%!

Where will these customers go to find the high-value printing they require? Now, with DocuColor iGen3, you can provide flexible, valuable solutions to your customers' problems . . . solutions that build customer loyalty.

business of printing?

customers are demanding. With the ability to show customers proofs printed directly on your DocuColor iGen3, you eliminate the surprises that cause expensive and disruptive delays on press.

Because DocuColor iGen3's SmartPress Technology adjusts ink and imaging for each sheet that passes through the press, you can do the previously unthinkable – mix stocks in a single press run. You can offer affordable, creative opportunities your customers couldn't have imagined before now.

DocuColor iGen3 connects directly to your networks, your customers, and the Internet, enabling a streamlined workflow – from remote job submission to proofing to printing on demand.

You can choose either a Creo® Spire color server or a Xerox DocuSP™ controller as your RIP. Both allow unprecedented flexibility and power in the way you handle a wide range of digital files from customers. If you already have a PDF-based workflow or use a software solution such as Brisque™, Prinergy™ or Xerox DigiPath™, you will find that DocuColor iGen3 is designed to fit right in.

Reach Maximum Productivity: Bottom-Line Results

DocuColor iGen3's on-board intelligence – what we call SmartPress Sentry – keeps watch over every sheet, from paper handling to imaging to finishing, and dynamically adjusts the press to account for differences in stock, image, and ink coverage. This keeps the press running at full speed, even when the job involves mixed stocks, mixed color with black and white, or collation.

Maximum uptime is critical to your productivity and profitability, and we designed the press to take advantage of every working moment. Stock can be loaded and unloaded while the press is running, and a top tray allows easy access to check press proofs. Likewise, dry ink container replacement is easy and can be performed even while the press is running.

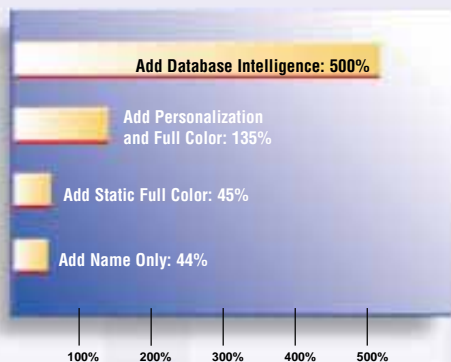
DocuColor iGen3's durable construction enables 24/7 use, and SmartPress Sentry alerts you to maintenance issues ahead of time for smooth, trouble-free operation.

**Static vs. Personalized Promotion
Color + Personal Intelligence =
a 5-Fold Jump in Response Rates**

Sophisticated color images, graphics and text personalized to individuals have a remarkable ability to cut through the clutter of generic marketing messages that bombard customers at every turn.

The results are faster and higher response rates, increased sales, and the power to create and maintain the customer relationships that foster brand allegiance.

Profiting Through Personalization



Source: Personalized and Database Printing, Romano/Boudy

DocuColor iGen3, coupled with our powerful RIP choices, delivers new levels of efficiency, speed and quality to help you take advantage of the revenue potential in this growing market.

The Xerox portfolio of variable information (VI) solution offerings – from the most basic to the most complex – gives you the flexibility you need to attract and satisfy a wide range of customers.

We believe your customers will find these results so compelling that they will move quickly to accelerate the trend toward 1 to 1 marketing – and the growth in printing that accompanies it.

**bigger return on marketing dollars
significant increases in revenue**

Your Choice of Two Powerful RIPs



Importing and Printing:
Direct control in production environments

Imposition:
Built-in, easy-to-use imposition programming for all job formats



Expert Color:
Expert tool for the creation of tone curve adjustments



Job Management:
Extensive job parameter control with queue setups for automated workflow



Printer Manager:
Provides shop floor with continuous press status

Maintains stock attributes to ensure consistent color

Creo® Spire Color Server

The Creo® Spire color server offers a full suite of tools for advanced prepress, editing, maximizing image quality and managing color. The flexibility to change imposition via multiple, ready-to-use templates – even after RIPping – helps you make the most of your sheets, and on-screen preview speeds the process. The Creo Spire provides a highly efficient and fast RIP for processing VI jobs and handles the widest range of color variable information applications, including VPS and VIPP file formats.

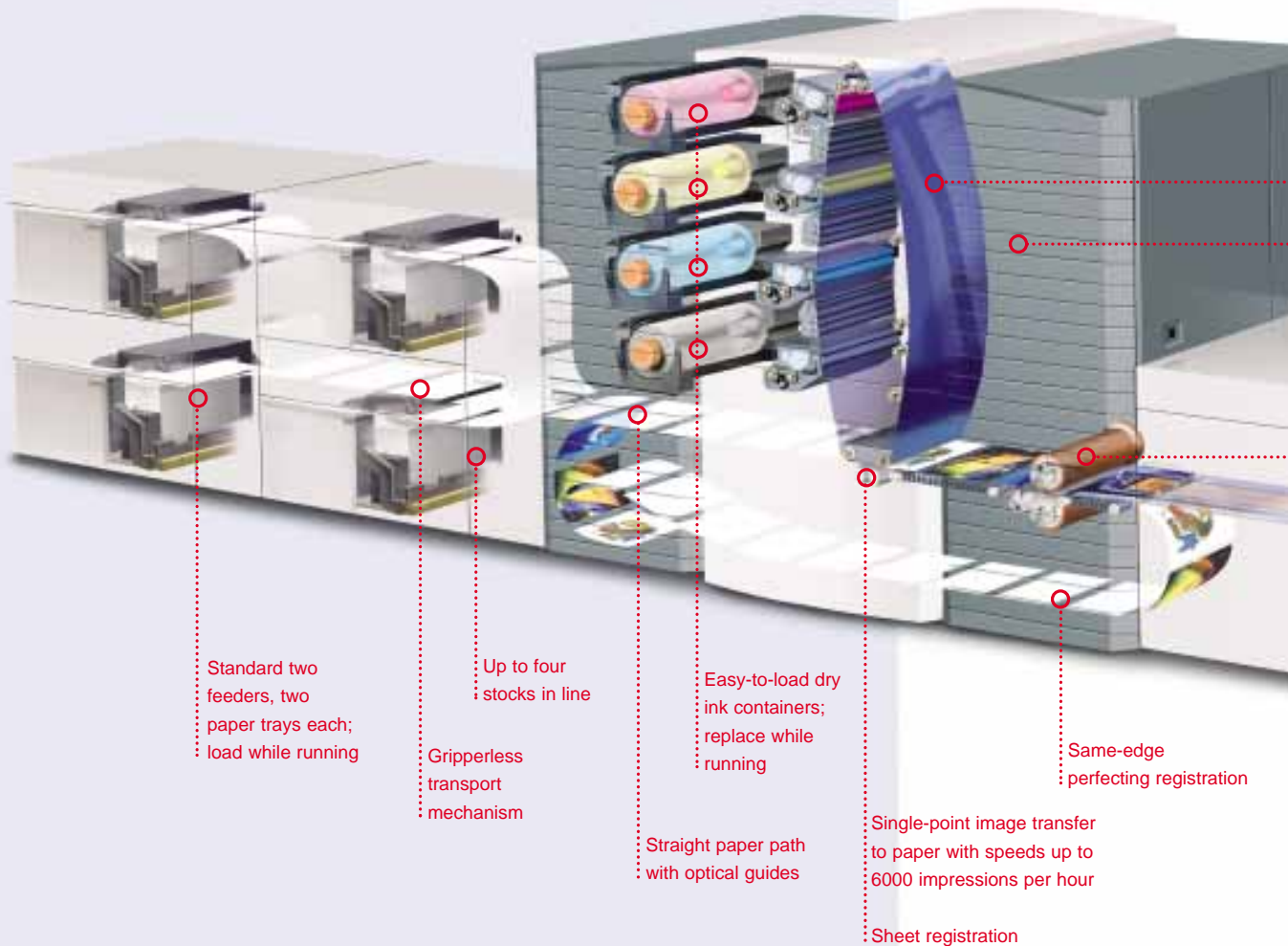
Xerox DocuSP™ Controller

Based on a DocuTech® workflow with the addition of powerful yet easy-to-use color controls, the Xerox DocuSP™ controller provides color management and image enhancement technologies. Most critical tasks are automated for maximum efficiency on short-run, fast-turnaround jobs. Expert color tools help satisfy your most demanding clients. In addition to Adobe® PostScript® and PDF, DocuSP supports TIFF and PCL5 file formats. To enable high-response-rate, high-revenue variable information printing, DocuSP relies on powerful VIPP software.

Press Interface

Console enables press management

- Sets up press parameters and preferences
- Maintains Stock Library so press can adjust for differences
- Provides continuous press status and alerts



Standard two feeders, two paper trays each; load while running

Up to four stocks in line

Gripperless transport mechanism

Easy-to-load dry ink containers; replace while running

Straight paper path with optical guides

Same-edge perfecting registration

Single-point image transfer to paper with speeds up to 6000 impressions per hour

Sheet registration

Breakthrough technologies in imaging, paper handling, and process control

SmartPress Imaging

- Single-point image transfer to paper
- Up to 6000 four-color impressions per hour (letter size/A4)
- From 600 x 600 x 8-bit to 600 x 4800 x 1-bit resolution with a choice of 4 screens – 150, 175, 200, and stochastic – with 256 levels of gray
- Closed-loop controls
- Benchmark gamut CMYK dry inks
- Dry ink containers can be changed while running

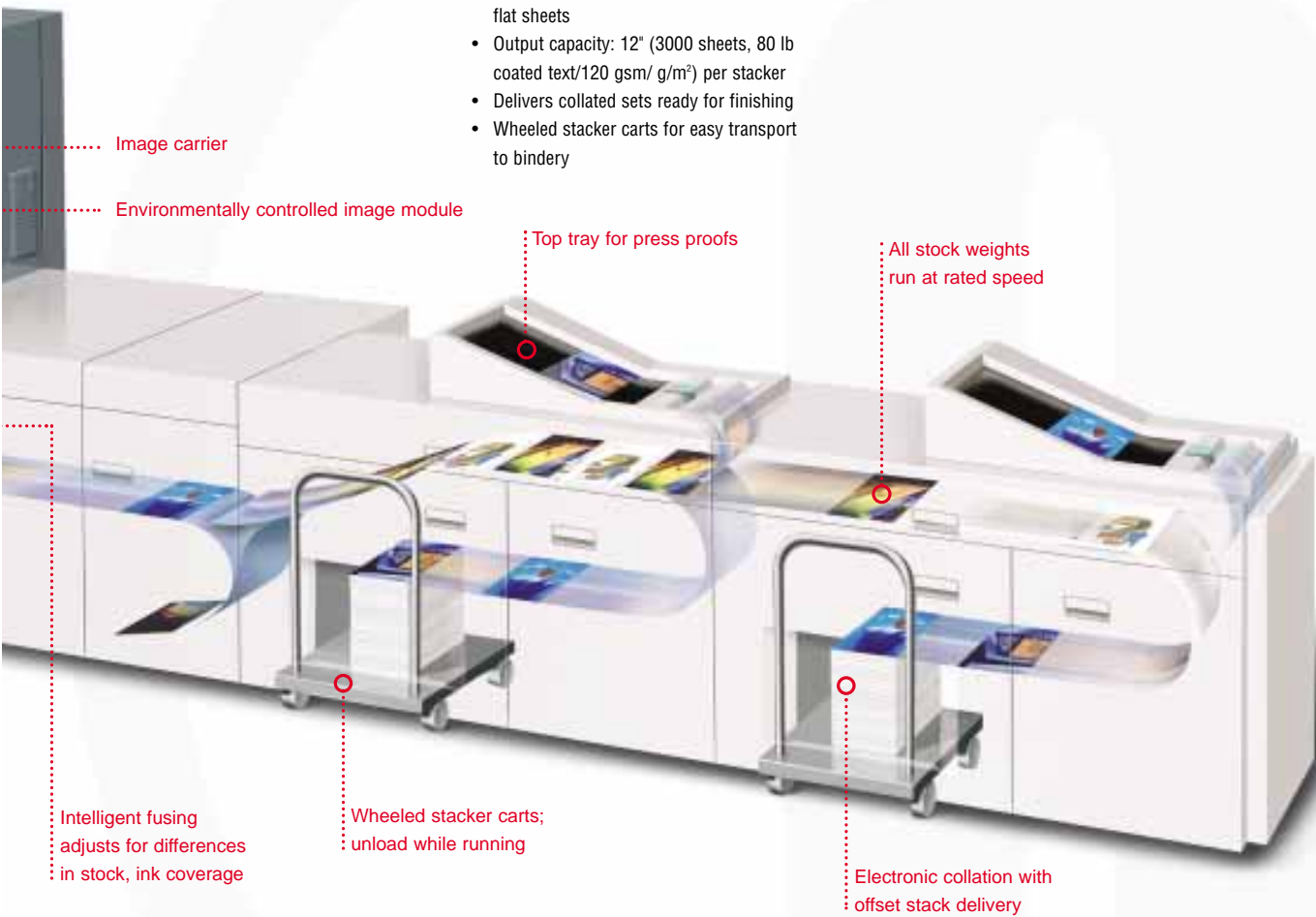
SmartPress Paper Handling

- Weight: 16 lb bond to 100 lb cover (60 to 280 gsm/ g/m²)
- Size: 7 x 7" up to 14.33 x 20.5" (178 x 178 mm to 364 x 521 mm)
- Input capacity: 10" (2500 sheets, 80 lb coated text/120 gsm/ g/m²) per tray
- Stocks: coated, uncoated, smooth, textured, labels, specialty
- Mixed stock in a single run
- Load/unload while running
- Straight paper path
- Decurler adjusts for stock and ink to deliver flat sheets
- Output capacity: 12" (3000 sheets, 80 lb coated text/120 gsm/ g/m²) per stacker
- Delivers collated sets ready for finishing
- Wheeled stacker carts for easy transport to bindery

SmartPress Sentry

Built-in intelligence that:

- Monitors every print
- Automatically adjusts to paper characteristics from Stock Library
- Adapts and adjusts on the fly
- Provides on-line diagnostics and remote support
- Provides maintenance and service notification





SmartPress Technology: advances



SmartPress Dry Ink containers are designed for simple replacement, even while the press is running – giving you higher productivity and more uptime.

Xerox DocuColor iGen3 SmartPress Technology at Work™

Creo® Spire and Xerox DocuSP™: Powerful RIPs for color management, efficiency and workflow compatibility

With your DocuColor iGen3 comes your choice of two RIPs. Both the Creo Spire color server and the Xerox DocuSP controller are completely customized to complement DocuColor iGen3 and offer exceptional performance and productivity. Your choice will depend on your workflow and applications. Creo Spire offers robust and highly flexible color and workflow management tools; DocuSP provides an easy-to-learn, DocuTech® workflow, making the addition of color to your operation as easy as point and click.

Both RIPs use industry-standard hardware and software to integrate with your existing workflow. Both have architecture designed to support universally accepted PDF and PostScript® file formats. They handle output from popular software tools such as QuarkXPress™, Adobe® Photoshop®, Microsoft® Word and Microsoft® Publisher. In addition, they support variable information printing, job management and job ticketing.

SmartPress Imaging: Consistent, accurate color and precise registration – at unprecedented speeds

At the heart of DocuColor iGen3 is the new, third-generation imaging process. Four imaging stations layer the CMYK inks on an electrically charged image carrier. Then, the image is transferred all at once to the paper—at an unprecedented rate of up to 6000 impressions per hour.

Color consistency is ensured through continuous, automatic calibration and adjustment: color patches are imaged on the carrier between every impression, and closed-loop process controls make the necessary adjustments.

The uniform particles of SmartPress Dry Ink provide remarkable color fidelity and outstanding control for even the finest of lines and most demanding of hues. Font serifs and shadow detail are captured perfectly. The ink is optimized for both coated and uncoated stocks, and controlled dispensing contributes to the sheet's uniform finish.

color fidelity **precise registration**
unprecedented speed **closed-**



that build your success

**SmartPress Paper Handling:
Productivity, reliability and
higher yields of saleable sheets**

The system's SmartPress Stock Library is an electronic repository of critical information about every stock you use. It automates the makeready process for enormous time-savings, especially important in a short-run environment.

Two paper feeders, with four trays, allow you to mix stocks within a single run and provide a total capacity of 10,000 sheets (80 lb coated text/120 gsm/ g/m²). Paper can be loaded while running for a virtually infinite supply.

SmartPress Feeding combines vacuum technology to protect the paper's surface, double-sheet detection to prevent misfeeds, and paper trays that tilt automatically to compensate for any curl in the sheets.

The system's built-in intelligence takes into account the stock attributes of each sheet that passes through the press, dynamically adjusting its operation to optimize imaging. Each sheet is optically guided to the imaging area, and multiple sensors continuously monitor image registration. Dual-edge perfecting assures precise front-to-back and crossover registration.

The paper path was designed with wide turning radii to protect sheet surfaces. An intelligent fusing process adjusts its temperature and pressure – on the fly – for paper and coverage, and decurling stations ensure that sheets emerge from the press flat and instantly ready for finishing.

Each stacker delivers fully collated, offset-stacked sets on wheeled carts for easy transport to the bindery. DocuColor iGen3 is currently configured to support two stackers – each with a capacity of 3000 sheets (80 lb coated text/120 gsm/

g/m²). Future capabilities will support up to six stackers in addition to six paper feeders, providing up to twelve different stocks for mixed-stock printing.

**SmartPress Sentry:
Maximum uptime and
trouble-free operation**

SmartPress Sentry keeps watch over the entire printing process. Its built-in intelligence learns about your stocks and system component status and makes continuous on-the-fly adjustments to optimize all the system's operations – from feeding to stacking. It also alerts you to service and maintenance issues ahead of time and, when necessary, provides on-line diagnostics and remote support.

streamlined workflow
loop controls **built-in intelligence**



SmartPress Services

How will you make it all work – profitably?

Xerox is committed to working with you to make your operation more productive and to help you grow your revenue and profits. Xerox offers a comprehensive program for enabling digital color printing success – SmartPress Services. We begin with a careful study of your business, and work with you to create a profitable business plan. We then perform a workflow analysis and make recommendations to smoothly integrate DocuColor iGen3 into your existing production operation. We will guide you through planning, installation and successful system deployment.

Reliability is built into the DocuColor iGen3. With benchmark global and local technical support, your business will have the expertise and highly responsive service team it needs to maximize productivity. Whether you choose our

full service maintenance plan or our new shared maintenance option, where you replace select parts yourself, Xerox can provide you with a service plan tailored to meet your unique business needs. Together with our remote diagnostic capabilities and our dedicated hotline support, you can be assured that Xerox will be there to help you achieve greater uptime, outflank the competition, increase revenue and enhance profitability.

Xerox is also committed to working with you to deliver results. A Xerox SmartPress Production Consultant with the skills and knowledge of digital color will help you to grow volume on your press. Through on-site consulting services and coaching, your operational staff will gain insight into system capabilities, production color workflow and applications that will build your business and profits. For every installation prior to March 31, 2003, two months of this

skilled professional service will be included without charge in the spirit of partnership.

Xerox also offers a full range of advanced production services to maximize your efficiency, productivity and competitive standing. They include sales and marketing workshops for targeting new business in digital and variable information printing; application design, development and implementation; variable information consulting services; network connectivity and customized training. Our comprehensive suite of services will include the SmartPress Production Consultant offering.

SmartPress Services is based on a customer-centric strategy that focuses on your needs first, and then delivers the right solutions to meet them. SmartPress Services will quickly and efficiently transform your investment in Xerox technology into a profitable business enterprise.

Smart ideas for your business from a company with a proven history in digital printing

Genuine Xerox paper and specialty media

Designed to make the most of your investment

Xerox paper and specialty media have been specifically engineered in concert with DocuColor iGen3 and SmartPress Dry Ink to provide you with outstanding results. They assure the highest quality results, superior runability and maximum uptime. We offer a wide array of digitally optimized stocks in a full range of weights and sheet sizes – coated, uncoated, high-end text and covers, parchments, decals, labels, synthetics – plus a custom department for your made-to-order needs. Xerox also offers stocks that are pre-scored, pre-perforated and pre-punched to maximize productivity.

Environmental excellence

There is no reason technological excellence has to come at the expense of the environment. That's why Xerox began practicing environmental leadership before it became fashionable. For us, protecting the environment is our responsibility and we don't take it lightly. Over the years, we have found that practices that are good for the environment can also be very good for business.

The DocuColor iGen3 was designed to meet the same strict requirements applied to all Xerox products.

The results will be obvious:

- **No hazardous waste:** DocuColor iGen3 uses non-toxic dry inks, leaving no hazardous waste or expensive disposal costs.
- **Low emissions:** DocuColor iGen3's product design strictly controls emissions of ozone, dust and volatile organic compounds – well below levels specified by law – creating a safer work environment.
- **Low waste:** Dry ink transfer efficiency reduces waste generation. Many of DocuColor iGen3's replaceable units are designed for reuse or recycle.

Make a smart move

We invite you to join us in The New Business of Printing™. Call 1-800 ASK XEROX (or in Europe contact your local sales representative) or visit www.xerox.com. One of our color specialists will help you determine the next step that makes the most sense for you.

digital leadership training project management

The technical
details tell a story of

performance, productivity, and profitability

Printing Speed	Up to 6000 full process color A4 (letter) 4/0 impressions per hour (100 impressions per minute); 1500 A3 (tabloid) 4/4 sheets per hour
Image Quality	600 x 600 dpi (8 bit depth)
Process Colors	Magenta, Yellow, Cyan, Black
Line Screens	150 lpi, 175 lpi, 200 lpi, stochastic; all utilizing 256 gray levels
Paper Format	Maximum sheet size 14.33 x 20.5" (364 x 521 mm); minimum sheet size 7 x 7" (178 x 178 mm)
Image Format	Maximum image area 14.1 x 20.3" (358 x 515 mm)
Paper Weight	16 lb bond/60 gsm (g/m ²) up to 100 lb cover/280 gsm (g/m ²); all stock weights run at rated speed
Paper Flexibility	Coated (gloss, matte, dull, silk), uncoated, textured, specialty stocks; recycled, perforated, transparencies, labels, Xerox DocuCard; mixed-stock jobs supported
Technology Features	<p>SmartPress Imaging Third-generation technology; single-point transfer printing; closed-loop controls; benchmark gamut of CMYK dry inks; replace dry inks while running</p> <p>SmartPress Paper Handling Mixed stocks in a single run; dual-edge registration; straight paper path; wide-radius inverter for second-side imaging; collated sets; wheeled stacker cart</p> <p>SmartPress Sentry Built-in intelligence; automatically adjusts to paper characteristics; monitors every print; provides on-line diagnostics and remote support</p>
Input Capacity	Two feeder modules, four trays; each tray holds 10"/254 mm (2500 sheets 80 lb coated text/120 gsm/ g/m ²); any supported stock in any tray
Delivery	Two carts per stacker; stacker cart holds 12"/305 mm (3000 sheets 80 lb coated text/120 gsm/ g/m ²); stacker top tray; collated offset stack delivery
Environmental Control Unit	Built-in air conditioning unit; maintains system interior at optimum temperature and humidity; controlled by closed-loop control system; recycles air to eliminate emissions; conserves energy and reduces electrical costs
Xerox DocuSP™ Controller	Sun Fire™ V880 hardware/software platform; DocuSP/DocuTech workflow; Ethernet/Token Ring support; PostScript, PDF, PCL5, TIFF, FRF; color management features; job and production management GUI; concurrent receive, RIP, print; VIPP support for variable data printing
Creo® Spire Color Server	Intel/Microsoft-based platform; Creo Spire workflow; Ethernet/Token Ring support; PostScript, PDF, TIFF, TIFF.IT, EPS, RTP; color management features; job management GUI; concurrent receive, RIP, print; VPS, VIPP support for variable data printing
Dimensions	Overall standard press configuration dimensions: image tower, 2 feeders, 1 stacker; 23 ft. 8 in. x 6 ft. x 8 ft. (L x W x H); 7210 x 1829 x 2438 mm (L x W x H)
Weight	6563 lb. (2977 kg)
Print Volumes	Capable of supporting monthly volumes from 200,000 prints per month up to and exceeding 1.2 million prints per month

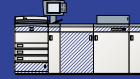
Xerox Digital Leadership



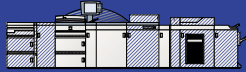
DocuColor® iGen3™ Today's breakthrough in color – up to 6000 impressions per hour



DocuColor® 12
Robust color proofing and short-run color printing



DocuColor® 2000 Series
Short-run color printing at up to 3600 impressions per hour



DocuColor® 6060
Increased media flexibility and higher volumes at up to 3600 impressions per hour



DocuColor® 233 DI Press
Combining the advantages of offset and digital for longer runs and versioning



DocuPrint®
Black and white and spot color for heavy-duty variable information printing



DocuTech®
Market leader in black-and-white print on demand

Xerox has unequaled experience in combining digital technology with printing. We have been helping companies put marks on paper digitally – and profitably – for longer than anyone else in the industry. To shorten your learning curve and help you achieve the instant productivity that today's business market demands, we'll share with you all that we've learned in two decades of innovations in digital technology.

Our printing technologies, our experience, and our reputation are just the beginning. Making sure that you get the best customer service and support is as important to us as making sure our customers get the best products. Our history, backed by the commitment that our professionals make to you, means that your venture into The New Business of Printing is destined for success.

For more information, visit www.xerox.com

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This brochure was printed on a Xerox DocuColor iGen3 Digital Production Press on Xerox Digital Color Xpressions 98 80 lb cover/220 gsm (g/m²) and Xerox Digital Color Gloss 80 lb text/120 gsm (g/m²).

