

## Books so fast and cost-effective, it's scary.

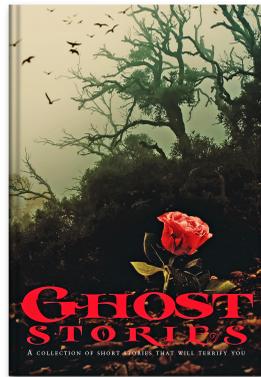
Maximize your productivity and increase book production rates with the Xerox® FreeFlow® Book It! Productivity App.

### Overcome the fear of high-cost book printing.

Digitally printed books are in high demand, but they can also mean nightmares for print providers. You must enter jobs quickly and move them to prepress. Pages and book blocks need to be accurately aligned and proofed. And, of course, production must be fast and affordable. That's where FreeFlow comes in.

In the production shop, there are many questions to be worked out:

- What will be the finished size?
- What sheet size does your Xerox® digital press support?
- How can you minimize paper usage while delivering the customer-requested book size?
- What finishing equipment can accommodate the job?
- What color management is required to ensure the absolute finest image quality?
- Is the received file of the highest quality possible?



Typically, highly skilled prepress personnel guide this complex process. The FreeFlow Book It! Productivity App can transform the entire process from a labor-intensive, multi-step process to a single touch. Book It! workflow automates decision-making and completes all prepress steps automatically, without any production shop labor involvement, to accelerate prepress dramatically and maximize print production throughput. Whether the book job is received via email, from a web application or on a flash drive, the process goes quickly and accurately. You'll reduce labor costs while producing more books—all with a touch of a single button.

### Make your Xerox® digital press even more productive.

The Book It! Productivity App takes advantage of the amazing capabilities of FreeFlow Process Manager®. This award-winning software solution automates prepress decision-making, performs complex prepress steps, forwards files to external software programs and receives them back to complete prepress, and most importantly, communicates with your Xerox® digital press for printing and finishing.

All of these steps—from receipt of the job, through prepress, printing and finishing—are managed automatically. The Book It! Productivity App can also query your job to determine the proper path through your workflow. The conditional logic built into the solution allows a single workflow to handle multiple book sizes seamlessly. This means more productivity across a wider range of book applications as you can apply your automated book workflow again and again.

The FreeFlow Book It! Productivity App delivers the fastest book preparation technology on the market. It enables you to produce more jobs and maximize the investment you made in your Xerox® digital press.

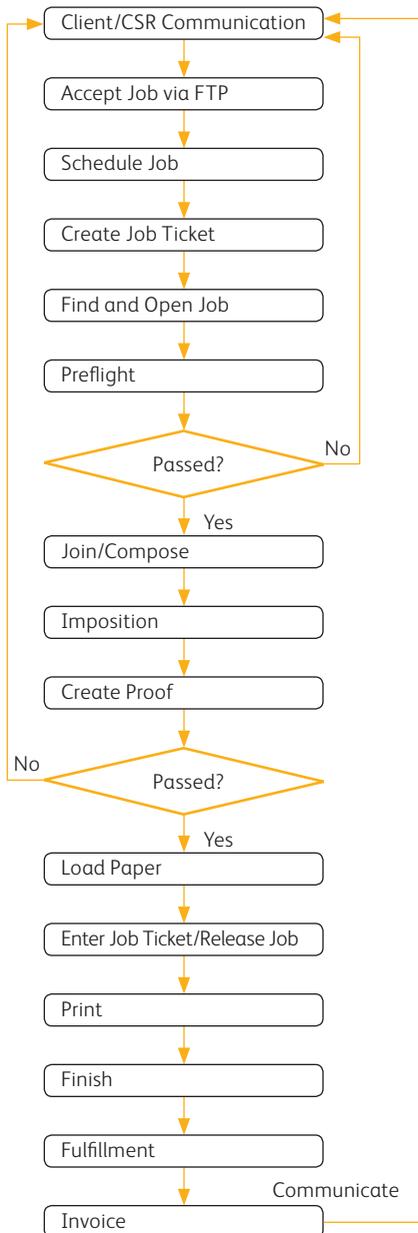
### We're with you every step of the way.

To ensure your business receives every advantage possible, Xerox will provide you guidance from the industry's very best. Xerox-trained technical support will come on site to work with you side-by-side, delivering a short Book It! tutorial and a test run of your own book workflow. You will learn how to maximize your Xerox® digital press productivity, produce books faster than you ever thought possible and free up your valuable resources so you can focus on what matters most: your customers. It's one more way the Xerox® FreeFlow Book It! Productivity App accelerates your revenues and profits.

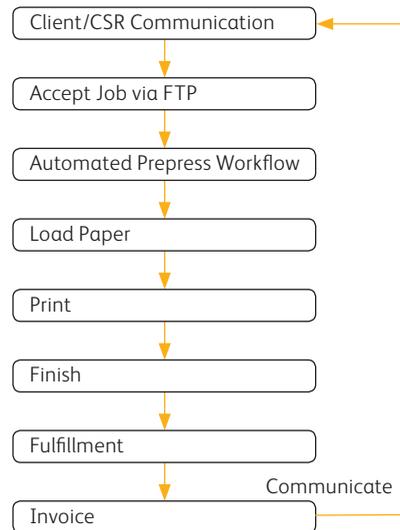


# Results: Nothing Short of Amazing Book Production

## Current State



## Future State



Book sizes and shapes vary. Covers and body content can come from multiple sources. All this adds up to more prepress time being spent preparing the files for print. Prepress automation, as outlined in the diagrams above, can eliminate hours from your book production process.

Given a 120 page book job and run length of 200 books, the workflow automation provided by the Book It! Productivity App has a production time savings of 2 hours and 43 minutes. This leads to a cost savings of approximately \$150 per book run—almost a \$1 per book reduction in book manufacturing cost.

Now with a conservative three book runs per week, you have eliminated a full eight hours of production time every week and delivered \$2,000 in cost savings every month. It doesn't take long to justify the investment in workflow automation solutions from Xerox.

For more information on Xerox® FreeFlow® Book It! Productivity Apps,  
call 1-800-ASK-XEROX or visit us at [www.xerox.com](http://www.xerox.com)

