




# Xerox® Versant® 2100 Press

Do more. With *more*.





**Every business is looking to do more. How you define “more” is unique to you. But how you achieve it is consistent. The Xerox® Versant® 2100 Press.**

The Xerox® Versant® 2100 Press is newly engineered from the ground up with all the newest technology to consistently let you do more. How? At the top of the list is more automation, designed to make your work effortless, accurate and efficient. With the market’s shifting emphasis towards short runs and quick turnarounds, success comes through processing many more jobs in a shift and in a day than in the past. The key to helping you do it efficiently is automation.

With the Versant 2100 Press, you can respond to your customers with more confidence. More performance. More quality. More flexibility. More results.

# The secret to achieving more? Performance. Quality. Flexibility. Solutions.

## To some, less is more.

Depending on your circumstances and the unique demands of your business, you may be focused on less. Removing costs is one of the keys to being viable, in any situation. With reduced costs, you can be more competitive in your own pricing and more immune to the ups and downs of the marketplace.

The Xerox® Versant® 2100 Press can help streamline your operation and make you more competitive and indispensable in a number of ways:

- Less waste – print in exact quantities
- Less downtime – Xerox® Connect Advantage means more press availability
- Improved efficiency – fewer steps and less operator intervention
- Reduced turnaround times – less trial and error means jobs are produced and in your customers' hands more quickly
- Automated workflow – reduced labour costs and more accurate output

## To others, more is more.

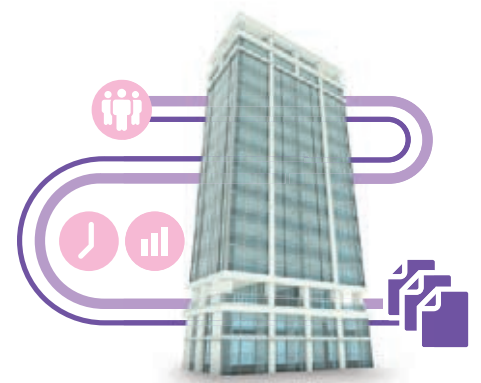
When you can offer your customers additional options in reaching their customers, you become a go-to option and an indispensable partner.

The Versant 2100 Press can help you expand your relevance through a unique combination of capabilities:

- Outstanding performance – produce more in an hour, a shift and a day
- Automated workflow – fewer touchpoints, less intervention and greater intelligence drive automation and shorten setup times
- Optional Dual Advanced High-Capacity Feeders for more pick points and uninterrupted production
- Integrated communications – maximise the impact for each customer by augmenting digital print with multimedia publishing
- Higher response rates – on printed pieces designed to motivate consumers
- Higher quality – deliver even the most demanding marketing applications with a new level of quality in less time

## We're well versed in more of what matters to you.

We're experienced in more of the things that make a difference in your business. Cost savings. Increased revenue. Greater productivity. We are able to speak the language of your business because we live it every day. That experience is built right into the Versant 2100 Press.



# To tackle more pressure, you need more performance. Automation is the key.

Changes in the print marketplace have increased the challenges you face every day. Faster turnaround times. More competition. Price wars. Internal cost reductions. Online distribution. You simply can't do business the same way anymore.



The very nature of the jobs you print has changed, in their complexity, their urgency, their personalisation and in the frequency that they are printed.

It all adds up to the need to process many more jobs in a day than you used to. That adds pressure on everyone throughout the print process from the salespeople who bring in the volume to the operators who produce the jobs.

It won't be news to you that it means more pressure from beginning to end. More pressure to find jobs. More pressure to produce jobs.

### But More Opportunity as Well

With the right tools, this new environment means greater opportunity. At the simplest level, it's because not many in the industry have grasped what that change means, and what it needs.

### It Means Automation

When you tap into this burgeoning demand for short runs, quick turnarounds and personalised print, and have the hundreds of jobs you need to print in a day to get a return on your investment, the sobering truth can settle in. Fifty to 100 or more jobs in a day simply can't be produced using the same processes and equipment as in the past.

The Xerox® Versant® 2100 Press brings together automation from beginning to end to make it possible – and productive – to produce the greater number of smaller jobs that now characterise the print marketplace.

- Automation that makes job setup faster
- Automation that makes it easier to get outstanding, consistent colour
- Automation that opens up new areas of finishing versatility like automated inline punching for cost-effective booklet production

### You can't make more hours in a day. But you can make better use of the 24 that exist.

More performance takes the finite resource of time and multiplies it to make more out of every shift and more out of every customer relationship.

In many areas, the Versant 2100 Press ups your performance with integrated workflow, precision automation, broad media support and distinctive image quality.

### Powerful Workflow Choices

Your workflow is unique – a combination of the customers, the demands, the jobs, the equipment and the processes that are exclusive to your business. Because of that, we offer a choice of print servers that can be combined with a range of apps and solutions to provide a highly customisable workflow and create highly efficient results.

### Xerox® FreeFlow® Print Server

This extremely fast, powerful and easy-to-use colour server with Xerox® ConfidentColour Technology provides enhanced colour management and on-demand digital production capabilities. Built-in features such as page-exception programming, job forwarding and customisable print queues make job management easier.



### Xerox® EX and Xerox® EX-P 2100 Print Servers, Powered by Fiery®

The Xerox® EX and EX-P 2100 Print Servers have powerful features, like Adobe® PDF Print Engine® support, that enable complex and impactful imaging on your press. Extensive EFI® ColorWise® colour management tools make it possible to produce consistently brilliant output, regardless of the user's colour management experience. Ultra Smooth Gradients, 10-bit rendering and an all new Stochastic screen optimise the Ultra HD Resolution experience. EX-P offers a HyperRIP with up to 40% more horsepower and performance, allowing you to process complex files like variable data print jobs in less time.

# Automation delivers consistency and reliability.

Without automation, the increased flow of jobs to a digital press can become a bottleneck that reduces your productivity. So we built automation into important areas of the print production process to increase performance, quality and consistency.



## Xerox® Stock Library Manager

Your ability to respond to your customers' demands increases with the variety of stocks that you can run. The Xerox® Versant® 2100 Press handles a wide range of media so you can produce an impressive range of jobs – coated and uncoated papers, bright papers, labels, business cards, glossy brochures, window decals, durable/synthetic papers, greeting cards, tabs, embossed, polyesters and custom solutions from 52 to 350 g/m<sup>2</sup>.

A variety of different stocks have the potential to slow your performance if they aren't handled efficiently. The Stock Library Manager simplifies the process of creating, managing and profiling stocks, so you can save time and count on consistent quality. While it is simple to use, it provides unparalleled control over press features to maximise image quality on each unique stock you use.

## Production Accurate Registration (PAR)

Xerox® Versant® 2100 Press Production Accurate Registration, or PAR, delivers more performance by making precise image registration easier than ever – from page to page and from run to run.

The wide variety of stocks that customers ask for and the frequency you change from one to another can make it a challenge to assure precise registration and the level of quality your customers demand. In the past, addressing it was time consuming and required a lot of operator attention and time. That is no longer the case with the Versant 2100 Press' industry leading automation.

A combination of mechanical and optical sensors and controls ensure stable, accurate registration all along the paper path from the tray to the finisher. This means that you can offer more stock weights and more finishes such as synthetics, linen or felt while confidently maintaining the highest levels of image quality.

## Support at the Speed You Need

### Xerox® Connect Advantage

Xerox® Connect Advantage is a comprehensive suite of service offerings that combines sophisticated diagnostic technology with a dedicated team of highly skilled specialists. This combination provides proactive problem resolution and a robust understanding of your needs, making it easier and faster for us to help you achieve your business goals.

By maintaining a connection between your Versant 2100 Press and Xerox, Xerox® Connect Advantage analyses real-time performance information to proactively maximise your uptime. It continually monitors performance and automatically makes adjustments when necessary so issues can be resolved without ever having to place a service call. It offers a "one-stop shop" on the Web where you can find print driver updates, software releases, user documentation, tips, videos and answers to commonly asked questions. It can automatically replenish supplies, making sure you have what you need to keep printing and it automatically submits meter reads, saving time and improving accuracy.

Xerox® Connect Advantage also gives you access via the phone to our dedicated, Remote Support Specialists, including engineers with over 25 years of technical field experience.



# Xerox® Versant® 2100 Press

## More Features That Drive Results



1

### Optional Multi Sheet Inserter

Provides an extra 250 oversized sheet capacity, expanding the total number of pick points to six for added production flexibility.

2

### Advanced High-Capacity Feeder

A module with two 2,000-sheet trays accommodates an array of heavyweight and speciality media stocks. Auto-Tray Switching and reload-while-run capabilities optimise press time.

3

### Customer Adjustable Alignment

Keeps registration with a tight tolerance using electronic control over skew, perpendicularity and lead-edge adjustments.

### Production Accurate Registration (PAR)

Provides consistent front-to-back registration automatically, from page to page and run to run.

4

### Paper Feed Module

Three 550-sheet trays, enabling you to run lightweight and heavyweight stocks from 52-256 g/m<sup>2</sup>.

5

### Seamless Intermediate Belt Transfer

Provides even greater versatility, speed and reliability across a wide range of media and applications.

6

### Bias Charge Rolls/Long Life Photoreceptors

This new innovation provides more uniform charge to the photoreceptor to deliver more stable print quality within a page and from page to page. Self-cleaning technology optimises press availability while maintaining high print-quality standards.

7

### Load-While-Run “Low Gloss” Dry Ink

Improves productivity because you don't have to stop when loading dry ink. A reservoir holds enough dry ink to continue operation while you load new dry ink cartridges.

### Xerox® EA Low Melt Dry Ink

Chemically grown, small, consistent particles produce great quality and a new low-gloss formulation gives all your applications a smooth offset-like finish. Requires less power to fuse to a variety of stocks.

8

### Compact Belt Fuser Assembly

Provides the uniform heat and pressure needed to fuse images onto a wide variety of stocks up to 350 g/m<sup>2</sup>.

9





We put more of our industry experience and innovation into every part of the Xerox® Versant® 2100 Press. It is in those details where you find the excellence of the solution whether you are looking to cut costs or increase revenue. Or both.

9

**Paper Path**

Including the stainless steel inversion and duplex paths, plays an important role in supporting benchmark image quality, reliability and speed. Customer adjustable settings let you fine-tune image positioning.

**Auto Sheet Clearing**

Provides simple, efficient and virtually hands-free jam recovery.

10

**Compact Cooling Module**

Enables maximum productivity by cooling stocks at rated speed so applications can be finished immediately.

11

**Full Width Array Inline Sensor**

Integrated RGB scanner delivers three functions that automate otherwise time-consuming setup tasks: IOT Colour Control, Image to Media Alignment and Colour Management via ACQS.

12

**Integrated User Interface**

Provides access to press controls and statuses. Also provides access to Full Width Array IOT Colour Control functions.

13

**Fully Automated Output Decurler**

Provides consistent and reliable output quality. Programmable settings let you define parameters for specific stocks, ensuring flat output that is ready for finishing.

14

**Ultra HD Resolution**

The combination of rendering resolution (1200 x 1200 up to 10-bit) and imaging resolution (2400 x 2400) with expanded halftone screens yields a smoother, crisper resolution of objects and improved graphic fill sweeps.

15

**High-Capacity Stacker**

Provides production stacking capabilities by supporting all media regardless of size and weight. Removable cart adds unload-while-run capability maximising press time.

16

**Output Tray**

Provides quick and easy access for short runs and proofs.

# Stunning image quality that keeps customers coming back for more.

Quality has always been and will always be one of the most important criteria your customers use to evaluate a printing solution... and to evaluate you. The Xerox® Versant® 2100 Press uses new levels of sophistication and automation to make achieving outstanding image quality easier than ever.

## Powerful Colour Management Technologies Built into the Press

Xerox® Confident Colour is a collection of the finest colour-management technologies, designed and refined to deliver more outstanding colour and more saleable output. These built-in technologies are supported by our unique consultation, customisation and business development services so you can be sure you are ready to meet – or exceed – the expectations of your customers. Confident Colour allows you to emulate a range of industry standards such as GRACoL and Fogra and adhere to PANTONE standards so you can accurately match colours, from job to job, shift to shift, and from press to press.

## Ultra HD Image Quality for Ultra-Satisfied Customers

Xerox® digital presses have already been proven to deliver vibrant image resolution at 2400 x 2400 dpi for excellent sharpness and uniformity. The Versant 2100 Press' Ultra HD Resolution has now introduced increased RIP resolution, sending data to the press at up to 1200 x 1200 x 10.

By rendering at a higher dpi, Ultra HD Resolution preserves fine details in graphic fills, continuous sweeps, line art and text. The more pixels moved by the RIP to the print engine, the more customer-pleasing details are resident within the job that makes it into the customer's hands. The new Stochastic screen creates offset-like output enabling even easier migration to digital.

## Closed-Loop Process Controls

The Versant 2100 Press features a closed-loop process of density patches on the Intermediate Belt Transport (IBT) and sensors that constantly monitor the system and make quality adjustments on the fly. The result is higher quality with no operator involvement and a positive impact on your productivity.

## Compact Belt Fuser

The Versant 2100 Press' compact belt fuser allows you to maintain excellent image quality on a wide variety of stocks up to 350 g/m<sup>2</sup>. The fuser uses uniform heat and pressure-transfer technology to optimise image quality features such as solids, tints and halftones.

Like so many of the innovations in the Versant 2100 Press, the compact belt fuser simultaneously delivers more uptime and performance while ensuring the image quality your customers demand.





# Automation brings repeatable colour and frees operators to do more.

## Give Time Back to Your Operators with a Full Width Array

The Xerox® Versant® 2100 Press' Full Width Array inline sensor provides key functions that automate otherwise time-consuming setup tasks. These automated adjustments are easy, integrated and fast and they help your operators ensure the system is ready for optimal performance before jobs start running, minimising costly interruptions and maximising performance.

## Baselining the Press

To help the press achieve optimal performance from the first job, the Versant 2100 Press performs colour Tonal Reproduction Curve (TRC) calibration and Density Uniformity adjustments to reduce waste and a considerable amount of operator intervention while consistently meeting image quality expectations.

## Registration Profiling

Consistent alignment is critical for all stocks and for removing image-to-paper alignment defects. The Versant 2100 Press' automated image-to-media alignment function replaces the time-consuming and iterative procedure of having to print, measure and manually adjust individual settings.

## Colour Management

Without the Full Width Array, colour management requires a number of time-consuming, productivity reducing steps. With the automation of the Full Width Array, test print values are read automatically, allowing you to easily create revised colour calibration profiles.

## Automated Excellence

The Versant 2100 Press features the Automated Colour Quality Suite (ACQS) with its Full Width Array that gives you more quality and more consistency automatically. It is designed with built-in automation to deliver colour accuracy and repeatability while increasing productivity and available press time.



Full Width Array Photo Inline Sensor delivers three functions that automate otherwise time-consuming setup tasks: IOT Colour Control, Image to Media Alignment and Colour Management via ACQS.

# Flexible Solutions to Grow with Your Business

As the marketplace demands more of you, your printing solutions need to be more configurable, modular and flexible to allow you to produce the variety of jobs that your customers are looking for. With the Xerox® Versant® 2100 Press' performance, quality and automation, you are able to tackle more jobs of greater variety and deliver in new ways that are even more valuable to your customer.

## The end-to-end solution to automate your entire print workflow.

Xerox® FreeFlow Core is designed to easily integrate with other prepress tools, workflow solutions, Digital Front Ends (DFEs) and Xerox® digital presses including the Versant 2100 Press. Adding advanced capabilities is as simple as adding modules for increased automation and potential. But because it's modular, you can start small – and very affordably.

## A Wider Variety of Options for a Wider Variety of Finished Jobs

As the number of jobs coming into your shop goes from a handful to dozens or even hundreds a day and as they come in more shapes and sizes, you just can't afford to have manual labour handling each job. With the Xerox® IntegratedPLUS Finishing Solution, job preparation and finishing setup are automatic. Xerox integrates a broad range of finishing options from world-class finishing partners to provide automation that keeps you productive while saving you time and reducing costly errors.

## Consistent Colour Prints, Automatically

If you continually wrestle with the challenge of getting consistent colour prints, Xerox® IntegratedPLUS Automated Colour Management offers a solution that is ideal for managing colour across multiple presses at one or multiple locations. IntegratedPLUS Automated Colour Management offers Web-hosted colour management that's seamlessly integrated with your production printing devices and offers simple controls to easily monitor the Versant 2100 Press colour as well as centrally manage a fleet of colour printers.



## More Efficiency with Xerox® Workflow Solutions

Connect the Versant 2100 Press to your entire operation with intelligent workflow solutions that help you do more with less and you'll see more than printing start to happen. You'll see a more efficient print manufacturing process with more exciting opportunities and fewer unnecessary costs.

Xerox® Workflow Solutions has tools and intelligence that generate measureable results. Our toolbox includes the finest fleet of production digital printers and presses, the most advanced software and the smartest people to bring them all together to work in your unique environments.

# XMPie adds even more value.

## XMPie increases the number of ways to reach your customers' customers.

XMPie offers a variety of solutions that work in conjunction with the power of the Xerox® Versant® 2100 Press to add value for your customers with personalised, consistent messages delivered across multiple communication channels. Delivering communications including print, email, Web, mobile and video creates a more engaging and interactive experience for customers and gets messages noticed. XMPie is the leader in the industry in solutions that are as easy to use as they are impactful.

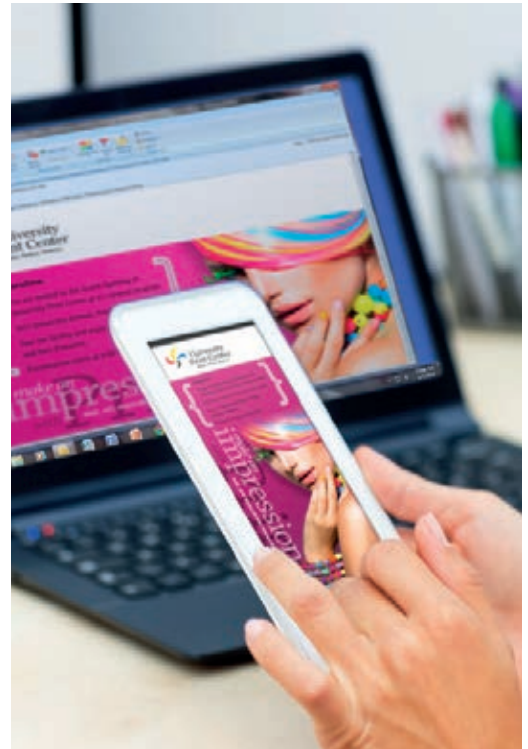
## It's good to have friends.

Xerox has formed partnerships with a number of industry leaders to provide personalisation, variable data printing and transpromo solutions that integrate with the Versant 2100 Press and immediately add power and flexibility to your shop floor. They dramatically increase the variety of the jobs you can offer your customers and the value they can offer theirs.

## More ROI with XMPie Solutions

XMPie provides the right combination of tools and technology to build high-value services that transform your business and differentiate you from your competition.

Web-to-Print allows you to offer new products and services, simplify print ordering processes, increase productivity and expand the capabilities you offer your customers. It enables you to bring your printing services or cross-media marketing operation to the Internet and provide your customers with a convenient online portal to submit and manage orders anytime from any device. Personalised cross-media marketing enables you to deliver engaging communications synchronised across multiple media channels. By targeting individual recipients with relevant messaging, multichannel campaigns can significantly increase response rates as well as your total return on marketing investments.



# More Ways to Reach Your Goals and See Great Business Results

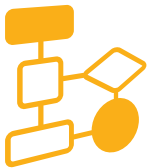
Everyone's "results" are different. Your emphasis may be on cost savings. Or it may be on generating more revenue. In truth, almost every customer wants some of both, because that is the ROI equation. Decrease one. Increase the other. And enjoy a far stronger business as a result.

The Xerox® Versant® 2100 Press excels at delivering results... in a number of ways.



## Reduce Costs

The Versant 2100 Press is the centrepiece of a solution that can help you reduce costs across your enterprise. The primary tool in that cost reduction is advanced automation that drives trial and error, waste and operator intervention out of the print production process. The quality and speed you need to satisfy your customers comes more easily and efficiently than ever.



## Produce More Jobs

The Versant 2100 Press gives you everything you need to produce more jobs – and by that we mean a couple of things. It equips you with the workflow, intelligence and power to produce the 50 to 100 different jobs that digital, short-run printing demands in a day. It also gives you the flexibility to produce jobs of greater variety on a range of media, finished in ways that increase value and with personalised content that increases response rates.



## Impress Your Customers

Image quality is, and will always be, a primary way that you can satisfy your customers. The Versant 2100 Press provides excellent image quality to impress on a tremendous range of jobs. It does it with built-in colour management technologies, ultra HD image quality – and with less operator intervention than ever.



## Grow Your Business

Much like results, growing your business is different for everyone. It is something that every organisation is striving for. That growth can be with external customers for graphic communications printers or internal customers for in-house print shops. Whichever it is, growth is essential to your continued viability. Whichever it is, it is achieved in the same way – with the Xerox® Versant® 2100 Press.



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