

Diverse applications for multiple markets

Photo publishing is an emerging high-value opportunity involving the use of digital photos in three market segments: **consumer, publishing and business-to-business applications.**

The **consumer** photo segment is made up of retail, photo lab and Internet providers—either directly servicing or creating a consumer facing site, or acting as a print service provider for businesses looking to outsource print. Applications are based on user-generated content, such as personalized photo books and greeting cards.

The **publishing** segment includes producers of yearbooks, greeting cards, and photo books. Customers are businesses or organizations rather than individuals, and Applications are generally short run and customized (e.g., a church phone/photo directory, a photographer's portfolio or a fundraising cookbook).

The **business-to-business** segment includes any company that can benefit from using photo-rich applications and affinity-marketing programs to attract new customers, build customer loyalty and increase sales. Applications include photo calendars, photo books and magnets. While it's difficult to identify current spending on photo publishing in this segment, the potential is huge. According to the Promotional Products Association, companies annually spend \$1.4 billion for customized calendars, \$455 million for buttons/badges, \$417 million for magnets and \$370 million for stickers. Adding color to business documents increases their value and drives response; by unlocking photo content and allowing your business customers to add their own photos, you drive response and revenues for both your client and yourself.



Xerox® 700 Digital Color Press— 2009 DIMA Award Winner

In the growing photo specialty market, exceptional image quality helps you stand out from your competition—the kind of quality you get from Xerox digital printing technology. Our Xerox 700 Digital Color Press is a prime example of our commitment to quality and innovation, as demonstrated at PMA '09, winning Digital Imaging Marketing Association (DIMA) Awards in the Digital Printer Shoot-Out and the Innovative Digital Product categories.

- Xerox 700 took first place in the DIMA Digital Printer Shoot-Out Award (41 –70 ppm), which tests digital output devices under standardized conditions and procedures. Judges found the Xerox 700 produced the best overall quality, as well as quality of color. Other criteria included neutral grey balance reproduction, flesh tones, highlights, overall tonality and text.
- The DIMA Innovative Digital Product Award went to the Xerox 700 Digital Color Press and the Xerox FreeFlow® Photo Automation Tool on the Xerox FreeFlow Print Server. Selected by a panel of digital imaging publication editors, this award is given to products and services that are innovative; set apart from the competition; and beneficial to users. The Xerox 700 delivers robust production features and excellent print quality at an entry level price, while the FreeFlow Photo Automation Tool reduces operator steps and offers a simple, affordable workflow.



Xerox 700
Digital Color Press
Photo Market
Overview

Xerox® 700 Digital Color Press Photo Market

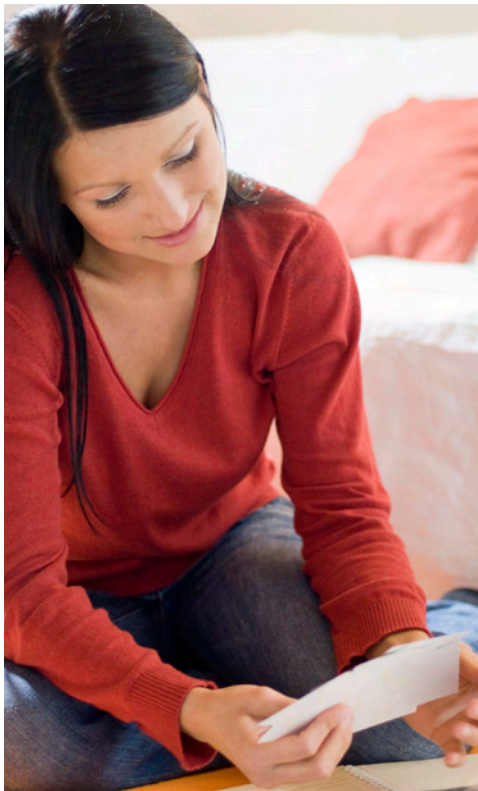
Put Your Business in the Picture
with High-Quality Photo
Publishing Applications

For more information on the Xerox 700 Digital Color Press, call 1-800-ASK-XEROX or visit us on the Web at www.xerox.com.



Memory books and more—the photo market is expanding

Photo publishing is a bright spot in today’s competitive market, with the potential to add print volumes and generate new applications. The demand for photo-rich documents continues to increase for consumer and business-to-business applications. And, unlike the declining traditional photo market for 4" x 6" prints, there’s dollar potential here as well.



Snapshot of the Photo Market

It’s not about photos, but photo applications: with the exponential growth in digital photography, there’s been a related decline in photo printing. But when it comes to using digital photos in applications, such as calendars, greeting cards, photo books and more, potential may only be limited by your imagination. Consider this: the profit from a single photo book can be greater than that of 400 individual 4" x 6" prints (PMA Market Research 2009).

Put another way: while traditional digitally printed pages sell for pennies, digital photo pages can sell for several dollars. A lucrative opportunity—regardless of economic conditions—consumers continue to spend on special events like graduations and weddings, and to use photo applications to celebrate and remember those events. Likewise, an increasing number of businesses are using customized photos to deliver more powerful and relevant marketing materials,

as well as publishing digital yearbooks and directories. Being able to print—and profit from—even a small percentage of the number of digital pictures that are taken each year can mean substantial growth for your customers through high-value photo applications.

The opportunities are out there. Some of them are with the customers you already service. And by adding photo printing to your business, you create new opportunities for yourself as well—in the consumer, publishing and business-to-business market. The common denominator is the opportunity to use photo applications—enabled through Xerox® technology—to grow and thrive.

Understanding the photo publishing market—and using that knowledge to gain new customers and new business—can add up to lucrative sales for you. Photo applications drive revenue and are an innovative print offering that will increase volume and relevance with existing customers.



The Xerox 700 Bundled Photo Solution lets you create high-value photo specialty applications from start to finish. **Get** customer photos via DigiLabs, a Xerox partner, software; automate color and file prep via FreeFlow Print Server; **print** with the Xerox 700 for superb image quality and robust media handling; provide a professional **finish** with the SquareFold® Booklet Maker and options from Powis, a Xerox finishing partner. Then watch your business **grow**.

Develop Your Photo Market with the Xerox® 700 Digital Press

The Xerox 700 Bundled Photo Solution—Press, Partners and Media

The DIMA Award-winning Xerox 700 Digital Color Press is a perfect fit for your growing photo specialty business. It delivers robust production features at an entry-level price, bringing productivity, excellent print quality, and flexibility to your photo print facility. Print a wide variety of inline photo books, greeting cards, calendars and specialty applications that will please your customers and grow your business. “Get, print, finish and grow” your photo publishing business with our bundled photo solution.

- Get**—with integrated photo-application partners. Our partnerships with industry leaders make it easy to “get” pictures out of cameras and into printed cards, books, calendars and more.
- Our Xerox Business Partner, DigiLabs, provides an intuitive interface and enables you to offer highly profitable personalized photo products to an unlimited number of end users, creating an encrypted photo print job that comes back directly to you for print production.

- Print**—using the Xerox 700, our high-quality digital printer, and Xerox automated workflow. We offer an unparalleled digital press that excels at producing photographic-quality pages. With our automated solutions, we help you take the “work” out of your workflow to enhance your productivity in printing photo applications—and build print volumes in the process.
- Automate with Xerox FreeFlow® Digital WorkFlow Collection**
- The Xerox FreeFlow Digital Workflow Collection helps you connect with customers, reduce costs and enable new applications. The collection includes:
- The Xerox FreeFlow Print Server with ConfidentColor Technology that optimizes the performance of Xerox digital print engines, delivering superior results with an automated RGB workflow.
 - The FreeFlow Photo Automation Tool, that reduces operator steps and offers a simple, affordable workflow with more than 50 templates for common photo specialty jobs.
 - Automatic Image Enhancement (AIE), enabled through the FreeFlow Print Server or FreeFlow Process Manager that automatically evaluates photos and adjusts for exposure, contrast, color, sharpness and shadow detail, helping to improve and repair photos without time-consuming prepress.

- Innovative, Wide-ranging Media**
- The Xerox 700 Digital Press can produce photo-quality output at rated speeds on the industry’s widest range of coated and uncoated papers. Plus, we offer exciting photo media options with pre-cut and easy-to-fold sheets that provide an innovative way to create photo products.
- Finish**—with an array of options. The Xerox 700 Digital Press accommodates near-line, inline, and pre-made finishing options for production efficiency and the flexibility to create products at price points that meet your customers’ demands. Using finishing solutions from our Xerox Business Partners, you can easily create for your customers a production run of folded greeting cards or more sophisticated applications, such as elegant hardcover books—even ones with customizable covers—and more. And with its inline finishing options, the Xerox 700 streamlines and speeds up the finishing process, so you are able to produce more, in less time.
- Our Xerox Business Partner, Powis, a leading innovator in the field of photo book binding products, offers a system for creating elegant hard-cover photo books, designed to bind duplex-printed sheets into bookstore quality books.