

Xerox **ProfitAccelerator**[™]
Digital Business Resources
Putting Digital Business in the Fast Lane





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Get Your Business in High Gear

with ProfitAccelerator™

Digital Business Resources

Turbocharge Your Results with ProfitAccelerator™

ProfitAccelerator™ is today's most robust set of tools and programs designed to maximise your digital printing equipment investment. It brings together Xerox's unparalleled digital printing experience and expertise, world-class resources and industry-leading support, all with one goal in mind: **significantly boosting your digital print business and your profits.**

Drive Your Business with Our "Wall of Profit's" Seven Key Building Blocks

ProfitAccelerator™ consists of seven key elements – together they form an impenetrable "Wall of Profit" to bolster your business. Each focuses on a particular aspect of the digital printing business and targets specific users within your organisation. They are:

1. Financial
2. Sales and Marketing
3. Creative and Design
4. Application and Development
5. Paper and Media
6. Training
7. Business Development





Rev Your Engines...Here We Go!

ProfitAccelerator™ is a product of Xerox’s ongoing initiative to build and maintain strong relationships with our customers – and it will help you to do the same with your customers. Use it to grow your digital printing volume and customer base while increasing efficiency and productivity. Whether you are an Executive, in Sales and Marketing, or an Operator, this powerful engine will give you a head start in the race for digital printing revenues.

If you are a Xerox iGen3™ 110 user, you’ll find we offer some items within these resource elements developed specifically to optimise your investment in this premium digital press. These special items are identified within this brochure as “► For Your iGen3™ 110 Only.”

ProfitAccelerator™ puts you in the driver’s seat – how fast and hard you drive is up to you!

Look for the colour-coded blocks, below, to indicate which users within your company will benefit most from each individual offering.

Company Users ■ Executives ■ Sales and Marketing ■ Operations

“We’ve looked at offerings throughout the digital printing industry, and ProfitAccelerator™ is by far the most comprehensive set of tools for building digital business,” says Mike Panaggio, CEO, Direct Mail Express.

“Partnering with Xerox through ProfitAccelerator™ is helping me to grow my business much faster than I ever imagined.”

Xerox Premier Partners

Xerox Premier Partners comprise a Graphic Communications Industry e-Community created by Xerox. A global network of select printing companies, Xerox Premier Partners are expert digital printers who can handle large volumes, manage complex applications and meet customer demands.

You can cost-effectively build your customer numbers and satisfaction in two ways when you join Xerox Premier Partners:

- As a member, you can increase your visibility, reach new markets and gain an edge on the competition by offering your digital printing services through the Xerox Premier Partners Public Portal. Members must meet certain criteria to qualify, and program implementation varies by country – talk to your Xerox representative for more information.
- As a participant, Xerox Premier Partners links you to the top graphic communications services and solutions in the world. This resource enables you to say “yes” to every customer, even if you have been asked to do something that exceeds your current capabilities. Simply turn to the Premier Partners for a seamless solution that “bridges the gap” and meets your customers’ requirements today.

You’ll also have access to special webinars and events open only to those affiliated with Xerox Premier Partners.

Customers Say: As Premier Partners, they’ve gained substantial digital business from unexpected, previously untapped sources.

Company Users

- Executives



Xerox
Graphic Arts
Premier
Partners

Digital Assessment Readiness Tool (DART) Kit

DART is a breakthrough web-based Digital Assessment Readiness Tool that analyses your business along 17 different factors to assess where you are against your competition. It provides you with a customised report summarising assessment results and provides three recommendations for growth and improvement. The report can be used as a foundation for your business development initiatives with your customers/prospects.

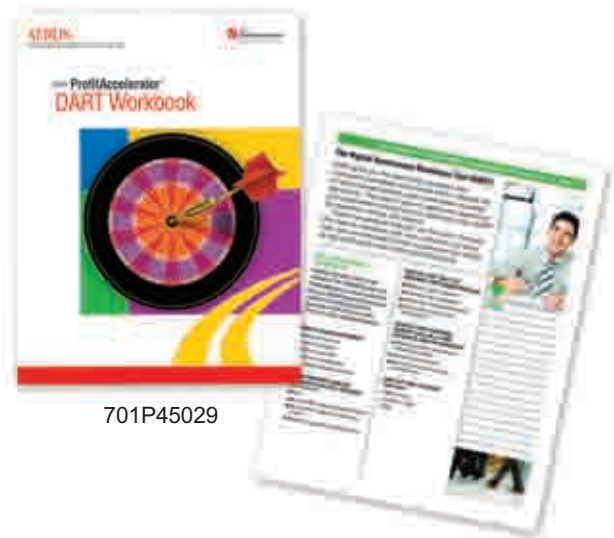
Key Benefits of the DART Kit

- It helps Xerox build stronger, more **consultative business relationships** with you
- It provides a way to **identify your business strengths and opportunities** and displays it graphically for you as well in an objective format in the form of a robust high-quality report
- It can help you **identify the right tools and resources** you need in order to be successful in digital technology
- It helps you **grow your business** and your revenue using new tools and resources

Customers Say: DART improves Xerox’s credibility when selling and also offers a significant improvement in building the relationship with the customer.

Company Users

- Executives
- Sales and Marketing



701P45029

To learn more about Xerox Premier Partners, visit www.ppcommunity.com

Sales and Marketing

Once you have digital printing capabilities, developing effective, innovative ways to generate the volume and revenues you've been anticipating is the next logical step. The following items offer you everything from marketing plans to open house guidelines to the means to create actual portfolio samples almost instantly – exactly what you need to put yourself in the market for profit.



610P717070

Marketing Accelerator Kit

Create your own detailed marketing plan based on your business's unique capabilities and your customers' demands. This kit provides you with tips, worksheets and a sample marketing plan, plus a list of industry and Xerox resources and additional references – key materials to help you successfully promote and sell digital printing. Kit includes a binder with hard copy plus a CD for your convenience.

Customers Say: This kit helped one customer realise he was limiting his business. As a result, he replaced the word "Printer" in his business name with "Communications," and was amazed by a dramatic upturn in business.

Company Users

- Executives
- Sales and Marketing



701P42692

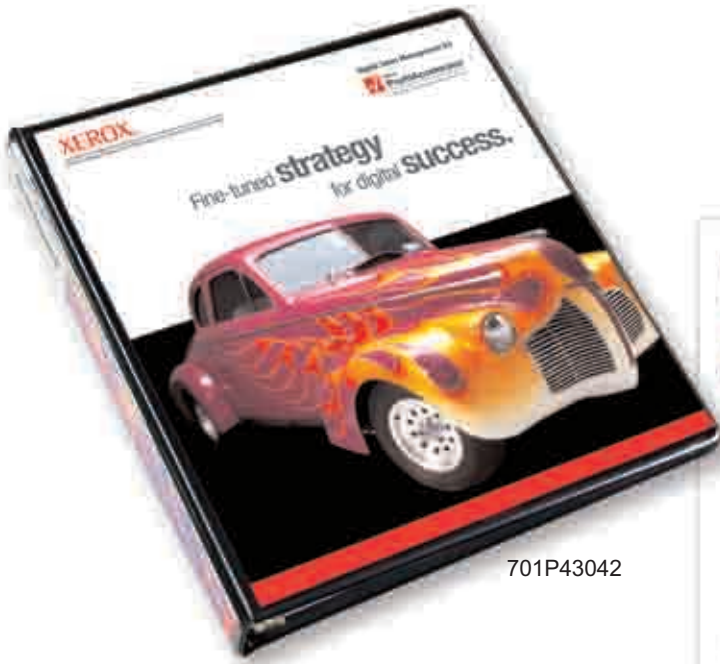
PR/Open House Binder

Holding an open house or seminar is a great way to advance your digital business – a well-run open house can quickly and dramatically increase your sales and bring in new clientele. This binder makes it easy, providing you with an event checklist, useful tips, a timetable and other information you'll need to stage a successful open house. In addition, the Public Relations section provides you with PR promotional tools to boost your visibility in the marketplace, create demand for your company's offerings, and build and reinforce customer relationships.

Customers Say: After following the recommendations in this kit, one customer reached thousands of prospects via a major open house. The result? A measurable increase in customers and sales.

Company Users

- Executives
- Sales and Marketing



701P43042



Digital Sales Management Kit

The continuing migration of the Printing Industry toward digital print and services presents a tremendous opportunity for you. Successfully managing the Digital Sales Force requires understanding **your** customer requirements and building a sales structure to meet those needs.

The **Digital Sales Management Kit** has been developed as a resource to help you build and manage an effective, successful sales force. The kit includes information, strategies and best practices along with worksheets to help you and your managers lead a successful digital sales force toward greater revenue and profit.

Company Users

- Executives
- Sales and Marketing

Sales and Marketing



701P43041

Vertical Market Kit

Being able to speak the “language” of your customer’s – or prospect’s – business is key to your success. Addressing 10 major vertical markets, including Manufacturing, Healthcare and Education, this kit gives you the source files to create personalised 1:1 samples by individual vertical markets. These samples represent thought-provoking ways to sell new ideas to customers in vertical markets, whether you’re a graphic communications printer or an in-plant printer selling to your internal customer base.

You’ll also get all the information you need to develop a marketing plan, as well as simple primers you can use to train your sales force about critical vertical market issues. Sales presentations tailored to individual vertical markets feature market-specific information that ensures your salespeople appear knowledgeable about prospects’ businesses when they present.

Company Users

- Executives
- Sales and Marketing



701P40936

Vertical Market Printed Samples

In addition to being able to talk to customers or prospects about their businesses, it's also important to be able to demonstrate your understanding of their industries, their printing processes, and how they might use various applications to better reach their own customers. These kits focus on individual industries and are loaded with new ways to communicate using Xerox digital printing and workflow solutions.

Each kit includes 10 or more sample customer applications/documents; application briefs that explain the customer benefit from each application; an industry primer with industry information and insight; and a customisable executive customer presentation.

Company Users

- Executives
- Sales and Marketing

Order Your Printed Vertical Market Sample Kits

Kits are currently available for 18 industries. We are continually adding more. Be sure to check with your sales representative about the latest kits. Use the numbers listed to order.

Printed Sample Kits

Associations*	701P40928
Automotive*	701P40929
Banking*	701P40930
Central Government	701P42327
Healthcare*	701P40931
Higher Education*	701P40932
Higher Education Sports Marketing	701P40932A
Hospitality*	701P40933
Hospitality Timeshares/Casinos/Cruises	701P40933A
Insurance*	701P40934
Legal	701P41983
Life Sciences*	701P40935
Life Sciences Training	701P40935A
Local Government	701P42326
Manufacturing/Hi-Tech	701P43299
Real Estate*	701P40936
Retail*	701P40937
Utilities	701P43300

* Print files available in Vertical Market Kit (see page 8).



701P40932A



701P40932

Sales and Marketing

Samples CD Print Kits

- DocuColor® 6060™
- DocuColor® 7000™/8000™
- iGen3™ 110
- Xerox Nuvera™ Digital Production System

Create portfolio samples whenever you need them and personalise them with your business logo – this kit makes it quick and easy, providing all the source/PDF files you need. You can build a winning portfolio in no time to drive new business with your current customers and close business with prospects sooner. They'll be impressed by the vibrant, true-to-life colour quality and unique variable information capabilities of the DocuColor® 6060™, DocuColor® 7000™/8000™, iGen3™ 110 and Xerox Nuvera™ Digital Production System.

Portfolio / Plastic Tote

These are the ideal showcases for your portfolio samples. Enhance your presentation with our attractive, classic, oversized zippered artist's portfolio case, featuring clear plastic sleeve pages in a spiral binder.

Refill portfolio sleeve pages are conveniently available in packages of 10 (701P44129).

Alternatively, our versatile clear plastic tote acts more like a briefcase, providing a neat, functional way to carry and protect the samples you have created. Either way, your samples arrive safe, clean and in order for your professional presentation.

Customers Say: Using the CDs in this kit to build their own portfolios “on demand” is a great way to rev up business and to practice vertical marketing. They use personalised samples to educate customers and prospects about the system's capabilities and to demonstrate new applications – frequently prompting advance orders and increased impressions.

Company Users

- Sales and Marketing
- Operations



610P715590

iGen3™ 110 Library

You'll want to check out this eclectic and impressive library of iGen3™ 110 samples. Choose from an outstanding collection of representative pieces printed on the iGen3™ 110 and showcasing its broad range of applications and capabilities. You'll also receive production notes along with each sample so you'll know exactly how to reproduce it on your own.

Use these colourful, high-quality examples to show customers how you can meet and exceed their needs, to persuade prospects of your exceptional digital capabilities, and to educate yourself on the versatility, flexibility and outright profit-building power of the Xerox iGen3™ 110. Order your samples today using the following order numbers. As indicated, some items are available printed on Xerox stock using either DocuSP or Creo Spire.

► For Your iGen3™ 110 Only

Company Users

■ Sales and Marketing

■ Operations

iGen3™ 110 Library Items

Western Postcards	
With UV Coating	711P00110
Without UV Coating	711P00180
MacKenzie Childs Collection	
Book/Catalogue	711P00106
Poster	711P00132
Today's Gourmet Collection	
Postcards	711P00137
Catalogue	711P00144
Poster	
DocuSP version	711P00169
Creo version	711P00138
Quality Attributes Chart	711P00145
Retail Sign	
DocuSP version	711P00167
Creo version	711P00133
Mini-Cooper Poster	
DocuSP version	711P00140
Creo version	711P00141
Hot Rod Poster	
DocuSP version	711P00107
Creo version	711P00108
Gamut Poster	
DocuSP version	711P00112
Creo version	711P00113
Fall Festival Poster	
DocuSP version only	711P00134
Pet Postcards	
DocuSP version only	711P00125



711P00137



711P00144



711P00169

Sales and Marketing



701P44165

Case Studies Kit

Case studies document a few examples of the hundreds of ways Xerox is helping our customers find better ways to do great work – while reducing costs and improving productivity. They are an excellent way to learn what others have successfully accomplished and to generate great new ideas of your own.

Customers Say: After reading a case study on direct mail and one-to-one marketing, one customer realised he could easily do the same in his business. That application has since become one of his biggest profit drivers.

Company Users

- Executives
- Sales and Marketing

To view case studies visit:
www.xerox.com

Graphic Impressions Magazine Article Reprints Kit

This informative collection of articles – written by industry experts – provides great insights into how to market your business for future growth. Learn how others have used digital technology to drive their businesses and how Xerox is leading the way in the New Business of Printing®. See how we're helping customers every day to boost profits, drive efficiencies and stay profitable despite market fluctuations. Topics range from digital printing's pioneers, creative agency and print buyer interaction, and one-to-one marketing to book publishing and inspiring customer success stories. These timely articles have all appeared in recent editions of *Graphic Impressions*, a leading Graphic Communications monthly. They were reprinted with permission from the publisher for your convenience.

Company Users

- Executives
- Sales and Marketing



701P44166



610P717060

Business Development Resource Guide

To make finding information easier, we've developed this guide comprised of business development strategies and tools for both you and your customers. These range from the very basic to the very advanced. They might be ideas centred around new-to-digital printing products and services. Or they might be cutting-edge strategies, appealing to printers who are digital communications pacesetters.

Whether you're just starting out in digital printing, or your company is already there and looking for the next "killer app," this guide can help. We've also included materials employing different media – including print, presentations and the Web – to accommodate different learning styles and preferences.

Customers Say: Education is at the heart of customer business development. Many customers use the Business Development Resource Guide to educate their internal audiences about how to sell using a solutions approach. It's great for mini-seminars, trade shows and other events to get the message out: "We understand how to operate in the New Business of Printing®."

Company Users

- Executives
- Sales and Marketing
- Operations

Innovate Magazine

Innovate is a dynamic collection of customer-focused articles designed to educate and inform graphic arts and information technology executives, in-house printing professionals and marketing and finance executives about the significant value of networked digital documents through digital printing. It offers interesting and detailed discussions of how others have benefited from taking innovative approaches to their businesses. Whether your goal is improved workflow, higher response rates, faster turnarounds or simply gaining digital printing know-how, this magazine will give you the facts to make the right decisions for your business.

Company Users

- Executives
- Sales and Marketing



610P722590

610P723770

Creative and Design

Advertising agencies and design services are among the biggest and most influential print buyers, according to TrendWatch® and experts at Rochester Institute of Technology. You'll find the targeted information and materials you need to reach this key audience and grab your share of a rich market segment on the following pages.

Prepress for Digital Printing Book

An excellent resource that provides information on digital file preparation targeted to graphic designers, university professors, service providers and equipment operators. This book offers quick tips and explains the differences between traditional prepress methods and how to design for digital.

Customers Say: A growing number of university customers have found *Prepress for Digital Printing* so valuable, they are incorporating it in their design school curriculums. This is especially important because it means that the next generation of designers will be trained to design for digital. In particular, they will be proficient at designing for Xerox digital technology when they enter the job market.

Company Users

- Sales and Marketing
- Operations

Also available for ordering:

Prepress for Digital Print Kit 701P44125
Includes *Prepress for Digital Printing* book with CD and print instructions, case study.



610P720140

Xerox Nuvera™ Designing for Digital

This hands-on reference tool helps designers, printers and others designing and preparing files for production on the Xerox Nuvera™ Digital Production System, as well as on the Xerox DocuTech® Production Publisher and DocuPrint® Enterprise Printing System, achieve great results the first time and every time. Use this guide to explore the broad spectrum of black-and-white printing capabilities, including the artful integration of colour and the technical considerations for delivering files that will ensure flawless production and outstanding results.



701P44167

Company Users

- Executives
- Sales and Marketing
- Operations

Xerox Job Preparation Guide for Designers

The Xerox Job Preparation Guide for Designers is intended for creative audiences who design for digital print. The guide provides an approach for maximising the full potential of digital printing equipment, helpful information to ensure files are printed right the first time, and many printed design examples. The information applies to all Xerox digital printing devices, with specific information pertaining to the Xerox iGen3® 110 digital production press.

Company Users

- Executives
- Sales and Marketing
- Operations



701P45148



701P43304

The Art and Science of Digital Printing: The Parsons Guide to Getting It Right

Developed by a group of gifted communication design students at the renowned Parsons School of Design in New York, this volume is a collection of works of art "that each reflect some unique facet of the processes exclusive to digital printing."

Complete production notes – along with extensive hints, tips and advice columns – cover topics that span the digital print production value chain, including colour management, typefaces, image resolution, file creation and transmission, and proofing. Printed on a Xerox iGen3™, this "designing for digital printing" primer is an outstanding tool for designers, art directors, pre-press professionals and print services providers.

Customers Say: This handbook speaks directly to design issues unique to digital – it is sure to become a must-have guide for design professionals. *Graphic Design USA* magazine calls it a "design essential."

Company Users

- Executives
- Sales and Marketing
- Operations

Also available for ordering:

Parsons Print Kit 701P44124
Includes *Parsons Guide* with CD and print instructions, *iGen3™ 110 Super Blacks* swatch book with CD and print instructions, article reprints, slide presentation.

► For Your **iGen3™ 110** Only

Parson's Super Blacks iGen3™ 110 Swatch Book

Explore the potential range of digitally printed black colours with this handy tint guide, created at the Parsons School of Design. The Super Blacks swatch book demonstrates four-colour process using 100 percent black on a digital press – it's an extremely useful tool in the creative process, allowing for a richer and more colourful output. This is an essential tool for any creative designing for the Xerox iGen3™ 110.

► For Your **iGen3™ 110** Only

Company Users

- Executives
- Sales and Marketing
- Operations



701P43644

Creative and Design



Xerox DocuColor® 6060™
701P43708

PANTONE® Digital Chips Books

- Xerox DocuColor® 6060™
- Xerox DocuColor® 7000™/8000™
- Xerox iGen3™ 110

These books are a digital printing breakthrough for designers and printers – the *PANTONE Digital Chips for Xerox DocuColor® 6060™* book was the first of its kind created expressly for digital printing. Each book includes 1,089 PANTONE MATCHING SYSTEM® Colours, offset printed in both spot and four-colour process inks. Adjoining each page is the corresponding sheet of PANTONE digital chips printed on the DocuColor® 6060™, DocuColor® 7000™/8000™ or Xerox iGen3™ 110.

The digital colours are divided into four perforated tear-out chips, making it easy to attach a sample to your artwork without damaging your book. Available in both European and U.S. versions, these books are targeted expressly towards graphic designers who will be printing to a DocuColor® 6060™, DocuColor® 7000™/8000™ or Xerox iGen3™ 110.

Customers Say: These revolutionary guides give designers and printers PANTONE peace of mind when printing digitally, enabling designers to achieve the colour quality they demand without costly corrections.

Company Users

- Sales and Marketing
- Operations

► For Your iGen3™ 110 Only

Xerox iGen3™ 110
701P43707

Xerox DocuColor® 7000™/8000™
701P43706



PANTONE® Digital Chips Books Brochure

Bringing together the leader in digital technology and the leader in colour fidelity to create these breakthrough colour guides benefits everyone working with digital, including designers, printers and customers. This brochure gives you details on the features and benefits of the three versions of PANTONE Digital Chips books Xerox offers as companions to the DocuColor® 6060™, DocuColor® 7000™/8000™ or Xerox iGen3™ 110, including how the technology works, why they are a major step forward in the consistent quality of digital colour and how to order.

Company Users

- Executives
- Sales and Marketing
- Operations

701P44130





Intimacy Marketing: The New Business of Direct Communications

The New Business of Direct Communications is more relevant, more effective and, in short, more intimate. This informative presentation focuses on the major forces driving the mounting interest in personalised, cross-media programs and shows why everything points to them fast becoming the powerful enabler for higher response rates, and increased revenues and profits for brand owners and their agencies.

Customers Say: This presentation has been generating a substantial amount of “buzz” for our customers among marketing and creative executives. Reportedly after attending the presentation, executives are motivated to follow up with our customers’ sales reps. They want to know more about our customers’ personalised communications capabilities, and they’re asking for tours of our customers’ facilities.

Company Users

- Executives
- Sales and Marketing
- Operations

Contact your Xerox Account Representative for the presentation.

Creative and Design



701P44126

Echoes in the Ice Kit

An internationally acclaimed book, *Echoes in the Ice*, brings to life stories of the intrepid Antarctic explorers in a series of breathtaking collages, created over decades by renowned artist and explorer Rik van Glintenkamp. Printed in full colour digitally, it was the winner of the 2004 Gold Ink Award, the International Association of Print House Craftsmen Gallery of Superb Printing Awards and the 2004 International Gallery of Superb Printing Award.

This oversized coffee-table-style volume was produced on the iGen3™ 110 on Xerox Digital Colour Silk Coated 100 lb. Text. Also included in the kit is the case study documenting how this award-winning book came to be.

Company Users

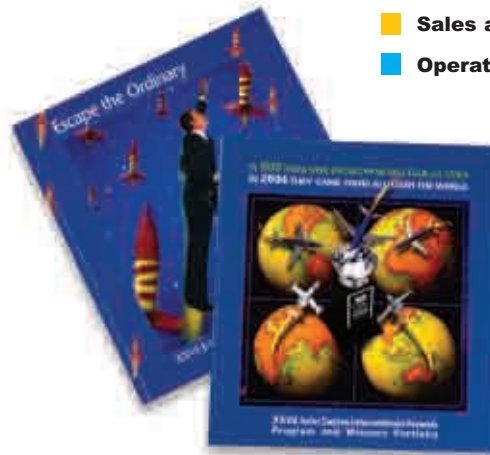
- Executives
- Sales and Marketing
- Operations

John Caples Awards Book

This keepsake book commemorates the John Caples International Awards for best direct marketing campaigns. Printed on the Xerox iGen3™ 110 Digital Production Press, it beautifully illustrates not only the evolution of design and its impact on the design community, but also the evolution of digital printing.

Company Users

- Executives
- Sales and Marketing
- Operations



Limited edition.

Art Director's Club Book Kit

Award-winning creative work from the Art Director's Club of Metropolitan Washington Annual Show Design Competition is the subject of this arresting book, reproduced in all its glory using Xerox Digital Technology. The companion case study is also included, documenting the book's creation.

Company Users

- Executives
- Sales and Marketing
- Operations



701P44127

Application and Development

Which digital printing applications give you the most return for your investment? How about some inventive ways to sell printing to existing customers? And what exactly are the digital design basics upon which all other applications build? Discover a whole new world of innovative and profitable applications in the following offerings – then learn how you can put them in practice to drive your business to new heights.

uPublisher™ Digital Learning Simulator

Learn how to thrive in the lucrative digital book publishing market with the Xerox uPublisher Digital Learning Simulator. Topics covered help your sales force capture new business and your operators consistently produce exceptional work. Included:

- For executives, the “Money of Colour” multimedia presentation demonstrates the value in digital colour books and manuals. A business case example clearly delineates the economics of short run, digital colour book printing.
- For the sales force, the “Selling Digital Colour Books” presentation gives your salespeople a head start uncovering opportunities and motivating prospects to become customers.
- For operators, the “Building a Digital Book” presentation walks them step by step through the digital book workflow.

The CD's flagship feature, the “Print a Book Simulation,” lets your operators practice, experiment and even make mistakes without costly consequences. Using breakthrough, interactive technology, operators learn how to get the most from the iGen3™ 110 Book Factory while trying their hands at digital book production in a controlled environment.

Customers Say: They can take a giant leap forward profit-wise by embracing digital book publishing. This easy-to-use tool makes a complex process simple, quickly showing everyone in the organisation how to print a book.

Company Users

- Executives
- Sales and Marketing
- Operations



uPublisher Full Kit 701P718540

uPublisher Mini Kit:
Includes Brochure, Magazine,
and Print CDs 701P43766

You can order these items separately:

- uPublisher Brochure 701P720830
- uPublisher Magazine 701P720840
- How to Build a Digital Book . . . 701P43709

Application and Development



701P37411

Profiting Through Personalisation Kit

Demystify the process of designing, creating, printing and selling digital colour/variable information services. This comprehensive 1:1 marketing kit tells you how to use the most popular variable information application to your advantage and includes customisable application templates, marketing presentations and more.

Customers Say: Growth in both volume and customer satisfaction are measurable when they put the 1:1 marketing techniques outlined in this kit in practice.

Company Users

- Executives
- Sales and Marketing

Designing for Digital Tool Kit

Key elements of digital printing and variable data printing are outlined and defined in this essential guide for creative professionals. Developed by the world's largest graphic arts trade association, the PIA/GATF Digital Print Council, it features input from leading digital print experts, including Rochester Institute of Technology Professor Emeritus Frank Romano and his RIT team. This versatile "tool kit" explores digital printing's capabilities, guidelines for using it to your best advantage, design considerations, and principles for creating effective personalised copy. It also showcases innovative digital projects. An interactive training CD that addresses digital printing techniques and benefits is included with your kit.

Customers Say: Printers, content creators and other creative professionals have found this "how-to" to be invaluable for building their digital know-how and digital business – it's destined to be the industry primer on digital design.

Company Users

- Executives
- Sales and Marketing



701P42894

Paper and Media

To achieve exceptional results, begin with exceptional paper and media. Xerox paper and specialty media delivers extraordinary quality, versatility and reliability, plus absolute compatibility with digital printing technology. It's a smart investment – and a great value. If you can dream it up, we'll provide you with the media to bring it to life. Find out how limitless the possibilities are when you create using Xerox paper and media!

Xerox Paper and Specialty Media Brochure

Xerox offers a wide variety of paper and specialty media to meet your application needs and help grow your business. This brochure details how all Xerox paper and specialty media have been designed, extensively tested and qualified by Xerox engineers to ensure optimum performance and outstanding productivity. Whether you need to create a captivating proposal or presentation, an eye-catching business card, poster, pamphlet or window decal, Xerox has a product that will give you a competitive edge.

Company Users

- Executives
- Sales and Marketing
- Operations



Xerox Document Supplies Catalogue

This catalogue presents a superb, innovative range of Paper and Media products for your printer. It displays a range of products that have been developed alongside the machine technology to ensure optimum results every time.

Company Users

- Executives
- Sales and Marketing
- Operations



Paper and Media

Xerox Supplies Portfolios

You can create so many unique and exciting things with Xerox digitally optimised papers and specialty media, we've created a whole series of portfolios just to give you and your customers a glimpse of what's possible. We hope you'll think of them as idea-generators and starting points, because the sky is the limit with these premium products. They offer the tremendous versatility and variety you expect from offset papers. And they're the perfect choice for highly targeted, digital-age documents that include customised messages and personalisation. Available in a large selection of cut-sheet sizes, weights and finishes.

Company Users

- Executives
- Sales and Marketing
- Operations

Xerox Media Custom Solution

If your requirements are outside our stocked range of Paper and Specialty Media our Supplies Consultants have a comprehensive knowledge of base materials suitable for digital print. They are available to work with you to find the right substrate for your digital application and present you with a range of solutions for your customer.

Company Users

- Executives
- Sales and Marketing
- Operations



Xerox Nuvera™ Digital Production System
701P43922

iGen3™ 110 Digital Production Press
711P00186

DocuColor® 6060™ and 5252™ Digital Press
701P43921

DocuColor® 7000™/8000™ Digital Press
701P43920

Contact your Xerox Supplies Account Representative for samples.



ID Card Solutions



Label Solutions



Pre-Print Carbonless Solutions



Tab Solutions

Xerox Specialty Media

There's business as usual... then there's Xerox – when ordinary just won't do!

We don't believe you should limit your imagination when it comes to digital printing just because ordinary media is just that – ordinary. Xerox offers an extensive line of custom media to meet all your, and your customers, needs, exceptional and otherwise. We're your one-stop shop for performance-guaranteed customised media and applications designed by the leader in digital printing technology.

Company Users

- Executives
- Sales and Marketing
- Operations

For more information call **+44 (0) 870 010 4445.**

Training & Service

Knowledge is power when it comes to digital printing – learning how to most effectively use, market and sell digital printing is essential to your success. The following options help you get everyone from operators to salespeople in the race and up to speed in a hurry.

SmartPress™ Production Consultant Services

You've made an investment in the world's best production technology. Now let our highly skilled consultants help you maximise that investment with tools, tips and techniques to improve your digital workflow and optimise output.

- Choose from workshops, interactive seminars and other knowledge-sharing events as well as people-based assistance
- Opt for support in Colour Workflow, Managing Maintenance, Job Flow and Submission and other workflow improvements

You'll get an immediate boost in productivity and confidence from the many shortcuts, hints and proven techniques our industry experts share with you.

Customers Say: Taking part in consultative activities pays off in a big way. In fact, it's often the seemingly minor pieces of information gathered during such activities that translate into the top profit builders day to day for many customers.

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prInteract, Remote Service Offerings

This is an integrated set of work processes, technology, services and people. prInteract enables our customers to maximise productivity and the value they receive from our products and services.

Sales and Customer Support Analysts

Ensuring that you are completely satisfied with your technology purchase is the goal of our Analysts. Highly knowledgeable, they provide you ongoing business development support long after the sale. It's real-time post-sale support that is the best in the industry.

Customer Service Engineers and Imaging Specialists are the front line team of technical product specialists who install, maintain and service your equipment. Your image quality and uptime are their biggest priority. Using sophisticated diagnostic software built into the iGen3® 110, they will pinpoint problems quickly and efficiently and get your system back in business as soon as possible.

iGen3™ User Forum

www.igen3userforum.com (for iGen3 registered users)



Business Development

Your digital business needs care, guidance and, at times, specialised assistance. That's where our Business Development Support Team comes in. We focus on protecting your investment and ensuring your success. When you need us, we're there, for everything from business integration and in-depth marketing assistance to industry level training services and support.

Welcome to the World of Picture Personalisation!

Pictures with personal text messages say more than a thousand words. AlphaPictures stir emotions, flatter the ego. That is the reason for them being so successful – both in one to one direct marketing and in very special gifts.

You are owning a full-colour digital printing press? Then you can immediately enter the world of picture personalisation with AlphaPicture: without investing in software, without teaching your staff. AlphaPicture's image pool offers a continually growing choice of ready-programmed motifs. If you want to "alphabetise" your own photograph, the AlphaPicture specialists will do this job for you.

AlphaPicture provides personalised images in the form of JPG-files, each of them bearing its own ID-number, allowing your personalisation-software to put it in the right place.

**Exclusively for Xerox iGen3-users:
The Xerox-AlphaPicture-Portal
<http://xerox.alphapicture.com>**



You are running the iGen3, the flagship of Xerox? Then Xerox opens new possibilities of getting to AlphaPictures faster, more creative and cheaper.



The exclusive Xerox-AlphaPicture-Portal allows you to generate series of AlphaPictures and custom-made calendars with personalised images. Test it on Xerox.AlphaPicture.com. Your Xerox distributor will provide you with a low-cost license and password-protected access.

Online, you can generate and download any stock picture both in your preferred format and with any text you want to. The same goes for calendars: define the calendar of your wishes with your choice of motifs, your texts, your logo. Within short time, your test-file is generated and ready for downloading. There's no way to get quicker to picture-personalised data for a press proof.

Ask your local Xerox contact how to receive a login.

Company Users

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Xerox

ProfitAccelerator™

Digital Business Resources

ProfitAccelerator™ Takes You to the Finish Line First

In the race for digital printing profits, ProfitAccelerator™ is a high-performance hot rod. Take a look under the hood and you'll find a finely tuned machine, loaded with all the bells, whistles and horsepower you need to win. It is the premier collection of tools and programs in support of digital printing equipment in the industry today.

Talk to your Xerox representative today to find out how you can take the lead – with ProfitAccelerator™!



ProfitAccelerator™ is delivered worldwide through a network of several hundred customer business development professionals, including Xerox sales and marketing managers, analysts, SmartPress™ production consultants and solutions development managers. **Contact your Xerox representative for ordering information.**

To learn more about our comprehensive portfolio of world-class resources, visit us at:

www.xerox.com/driveprofit

ProfitAccelerator Brochure 708P88345GBE