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Books & Manuals





Custom course packs are an enormous opportunity. And an enormous challenge.

The Opportunity

Higher Education is facing many of the same challenges that many “traditional” businesses face—things such as fierce competition for paying customers, threats from Web-based entities with lower opportunity costs, and declining government funding.

It all translates into rising costs that have been passed on to students in the form of higher tuition and fees.

Custom course packs are an ideal way to combat those rising costs. They allow professors to tailor course content to meet the students’ needs exactly, keep content more current, save time previously spent photocopying articles, and could potentially offset the high cost of textbooks if the course pack is used as the primary teaching reference.

With the sheer number of higher education institutions, classes, and students, course packs add up to a tremendous opportunity for printers.

Permission to print?

The opportunity is undeniable, but printing course packs comes with some reasons to be wary. By printing material compiled by professors, print providers expose themselves or their institution to legal liability. Often, the materials that make up the course packs are copyrighted articles and writings that cannot be reproduced without permission.

That has always been an enormous hurdle.

No longer.

The Xerox Advantage

Xerox FreeFlow® Makeready is a fully integrated suite of Xerox and third-party products that streamline labor-intensive makeready operations. It empowers prepress operators with a wide range of practical and versatile features that help make short work of complex jobs—jobs such as custom course packs with comprehensive copyright clearance.

The Xerox Makeready solution with the “new” Copyright Management Software makes it easy to:

- Assemble documents from hardcopy or electronic sources.
- Submit requests for copyright printing permission via the Internet and in many cases receive permission in real-time along with associated royalty costs if the Copyright Clearance Center has the title in their repository.
- Receive an automatic message when clearance has been granted with associated royalty costs if the title is not currently in the database.
- Save permissions for subsequent reprints.
- Greatly reduce the time and manpower requirements required to seek copyright permission.

Permission granted. Results guaranteed.

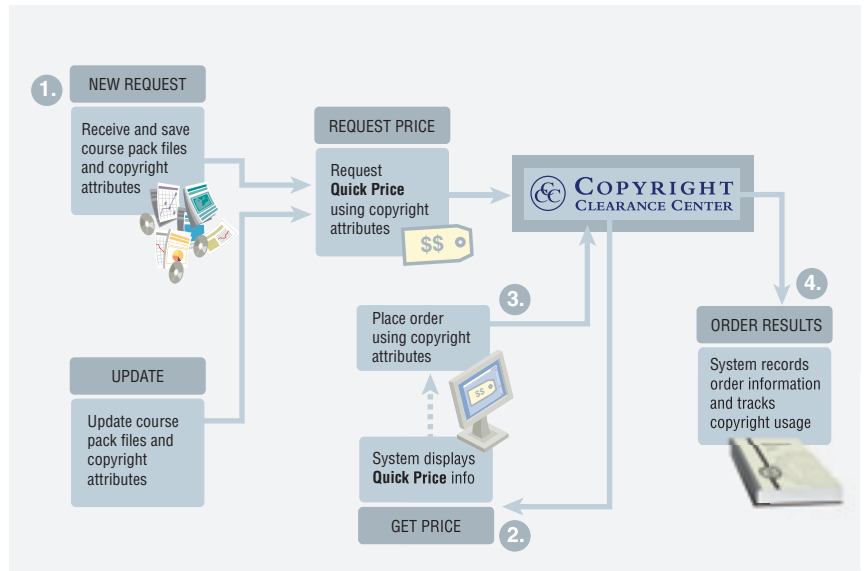
The results are timely, customized, and economical. Everyone involved enjoys the benefits of on-demand digital document production, with the full confidence that the proper copyright permissions are in place:

- Students enjoy relevant and current course material while potentially spending far less on textbooks.
- Professors can quickly and legitimately pull content from a variety of sources, enhancing the quality of classroom materials.
- Printers see the benefits of short-run printing and copying on the bottom line without fear of copyright infringement and the liability that goes along with it.



The Xerox Course Pack Production Workflow

With characteristic attention to simplicity and elegance, FreeFlow Makeready makes the process of producing custom course packs—with the proper copyright clearance—easy.



Production Notes

Across the country, University and College In-Plants, as well as printers that serve higher education, produce course packs with Xerox end-to-end solutions using a variety of configurations.

One of the great values of Xerox's Course Pack Printing Solution is that it isn't a single solution. It's flexible. It's customizable. It's designed to grow as your needs change.

The configuration pictured is a suggested solution—only one of many that can efficiently produce course packs and a range of books and manuals.





A picture is worth a thousand opportunities.

The Opportunity

To an entire generation, photography is purely a digital medium. It's a testament to the pace at which digital photography has taken hold with the average picture taker. Already, almost half of the U.S. household population owns a digital camera. In the near future, it will likely be every household.

But for all the gains of digital technology, people still want truly special photos and special memories in print. Increasingly, they are willing to pay a premium to turn their digital pictures into lasting memories in the form of finished memory books. Memory books combine charming design, high-quality papers, and a consumer's own photographs and thoughts into a valuable showpiece that goes far beyond the shoebox or a 4"x6" print.

As a printer, photo memory book opportunities that were previously out of reach are now easily within your grasp. 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 business growth.

With the right solution, you can supplement your existing digital print volumes with the high value pages that photo memory books represent. While traditional digitally printed pages sell for pennies, digital photo pages can sell for several dollars.

The Xerox Advantage

With a range of photo memory book end-to-end solutions, Xerox enables you to service the photographic market and profit from the growing demand for consumers to produce lasting keepsakes from their own photographs.

Xerox offers an unparalleled depth and breadth of digital presses that excel at producing photographic-quality pages for memory books. From the DocuColor® 240/250 through the iGen3® Digital Production Press, there is a Xerox digital print solution that is ideal for print operations of any size.

Xerox digital photo memory book solutions make a lasting impression with Xerox's superior line of coated and uncoated papers creating attention grabbing images that can result in stunning photo books for consumers and dramatic profits for you. Xerox digital presses can produce photo quality output on the industry's widest range of papers—from translucent to textured stocks, transfer paper, greeting cards, or even magnetic stock and vinyl signage.

Automatic Image Enhancement (AIE) improves images submitted to maximize image quality in the printed book. AIE automatically evaluates the photo and adjusts for exposure, contrast, color, sharpness, and shadow detail. This helps to improve and repair the photo, before it gets printed.

Bigger sheet sizes make for bigger, more impressive memory books and increased production efficiency. iGen3 can print sheets as large as 14.33" x 22.5".

And finally partnerships with leaders in their fields help to make the memory book production process easy from start to finish.

MyPhotoFun offers a turnkey package that integrates easily with existing Web sites, allowing you to get started in the photo business with a robust back office, and letting consumers easily create their digital photo books and projects. And through our partnership with Powis, we offer a system for creating elegant hardcover photo books with a choice of customizable covers.



Production Notes

Around the world printers and professional photo labs serve consumers and professional photographers producing high-value, high margin photo books with Xerox end-to-end solutions in a variety of configurations.

One of the great values of the Xerox Photo Book Production Workflow is that it is not a single solution. It is flexible. It is customizable. It is tailored to your needs. Using Xerox Digital Color Presses and Xerox FreeFlow software we are able to create a photo book production workflow that gives you variety with configurations to gather and design your application, and flexibility with in-line and near line finishing capabilities.

The configuration pictured is a suggested solution, one of many that can efficiently produce a range of photo books and photo specialty items.

The Xerox Memory Book production workflow

