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For immediate release

XEROX INTRODUCES 600-DPI HIGHLIGHT COLOR PRODUCTION PRINTER

***Improved image quality of Xerox DocuPrint 92C EPS broadens
Range of applications for high-impact, highlight color printing***

EL SEGUNDO, CALIF., Aug. 24, 1999 — Xerox Corporation today announced a black-plus-one-color production printer with 600 dots-per-inch (dpi) print resolution, to address more graphically demanding applications than the current generation of lower-resolution models. The new Xerox DocuPrint 92C Enterprise Printing System (EPS) can apply color to improve the effectiveness of nearly any document, at costs just slightly higher than black-and-white printing and at print speeds as fast as 92 pages per minute (ppm), the industry benchmark for highlight color printers.

Targeted applications include mission-critical invoices and customer statements that can be enhanced with personalized charts and graphs; image-rich direct mail pieces, newsletters, manuals and proposals that may include photographs, line art, and variable data and images; and a variety of forms, reports, policy statements and legal documents. The new model provides a cost-effective alternative to full-color printing for most monochrome documents that can be made more effective through the use of color.

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“The DocuPrint 92C will be the cornerstone for many of our recently announced Industry Solutions in financial services, manufacturing, the public sector and service bureaus — and in virtually every other industry served by production printing,” said Bill Valentine, senior vice president and general manager, Printing Systems Operations, Xerox Corporation. “Research has shown that color improves document effectiveness by focusing reader attention, increasing retention, conveying a professional image, and eliciting fast responses to critical business documents, such as invoices. This effectiveness in supporting business goals, along with the production efficiencies of Xerox cut-sheet printing, are key drivers of profitability, growth and competitive advantage for today’s print providers.”

According to CAP Ventures, a market research firm based in Norwell, Mass., placements of production spot color printers are expected to increase by six percent from 1998 to 2003.

About the DocuPrint 92C EPS

The DocuPrint 92C EPS is open and modular and supports every industry-standard data stream for straightforward deployment both in data center production print facilities and as a workgroup printer on client-server networks. Supported data streams include: PostScript, PCL for jobs from network, client/server or enterprise resource planning (ERP) environments; LCDS, Metacode and ASCII for mainframe applications; and IPDS and AFPDS for IBM Print Services Facility (PSF) platforms. A single DocuPrint 92C EPS can be configured to operate in one or more of these environments.

The new model is based upon the same Xerox patented tri-level xerography as the successful Xerox DocuPrint 4890 and 4850 HighLight Color Laser Printing Systems. This technology uses an exclusive one-pass color process to simultaneously expose both the black and color images, ensuring excellent registration to produce accurate and graphically rich tints and shades. The new model uses the same 10 color toners — red, green, royal, blue, cardinal, violet, brown, ruby, cyan, magenta — as the DocuPrint 4890 and 4850, and their applications will run seamlessly on the DocuPrint 92C with no programming changes. Operating expenses are also the same: color costs as little as two-tenths of a cent more per page than monochrome-only printing, even for documents with color borders, variable data, and shading.

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The DocuPrint 92C can have paper capacities of as many as 3,500 sheets through as many as four programmable input trays for automatic insertion of different paper stocks. Low-resolution data input, such as 240- and 300-dpi, is converted to produce 600-dpi output. Duplexing at speeds as fast as 46 ppm is standard. For efficient finishing, a 1500-sheet two-bin stacker, an optional 2,000-sheet stitcher-stacker, and a wide range of third-party in-line options are available. Recommended print volume is as many as 1.3 million impressions per month.

HighLight Color Printing Enablers

The value of the DocuPrint 92C EPS is enhanced by a range of Xerox and third-party software and services. They include:

- Variable Data Intelligent PostScript Printware (VIPP) — Software that resides on the printer to handle variable data, including importing of ASCII and EBCDIC data for formatting into documents. VIPP also provides added intelligence to PostScript, enabling dynamic document construction in PostScript that is similar to LCDS, and providing more efficient print and format commands than stand-alone PostScript.
- DigiPath Production Software — Software and a PC platform that accommodate World Wide Web, network and hardcopy input, and provide scan and make-ready services, and a digital library for document storage, management and viewing on the Web.
- Xerox Document and Interface Design Services — A Xerox service offering assistance with highlight color redesigns, document reengineering, and online user interface design for accessing documents in digital form, as well as hard copy.

Enhanced Service Offerings

Service programs are available to optimize DocuPrint 92C EPS uptime. They include:

- Sixth Sense — A suite of diagnostic tools that permit service reps to diagnose and assess many printer problems remotely.
- The eXcellerate program — A one-day training program at the customer's site that teaches staff to troubleshoot and fix the most common service-call problems.

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Pricing and Availability

The DocuPrint 92C EPS will be available worldwide in October 1999 at a manufacturer's suggested price of \$265,000 in the U.S. It will also be available in Canada, Latin America, and Europe. A version that supports LCDS printing is scheduled to launch during the first quarter 2000.

The new DocuPrint 92C EPS is covered by the Xerox Total Satisfaction Guarantee (TSG). TSG is an agreement effective for three years from the date of equipment delivery or the duration of the lease stating that if a customer is not satisfied with Xerox equipment, he or she can direct Xerox to replace it, without charge, with an identical model or a machine with comparable features and capabilities.

For more information, customers can access the Xerox home page on the World Wide Web: <http://www.xerox.com/print>, or by phone at 1-800-ASK XEROX.

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