

*Makeready:*  
**All at once,  
it's easier.**



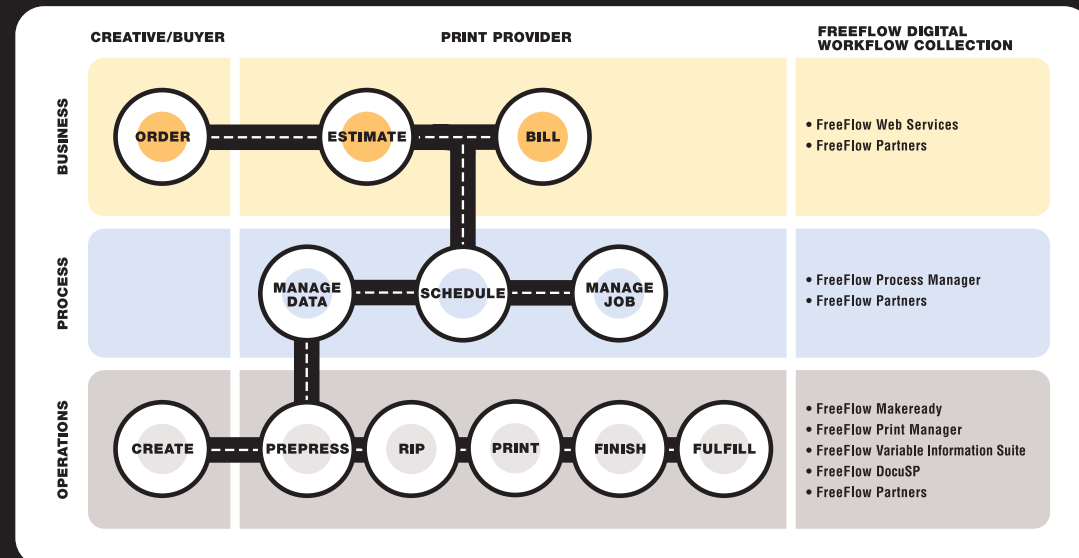
# Xerox FreeFlow™

## Performance Accelerated.

Print service providers in all markets, as well as in-plants, are under constant pressure to reinvent their processes, operations, and offerings. It's a competitive world out there and you've got to be faster, better, and more responsive to your customers if you're going to come out on top. But how are you going to:

- Streamline disconnected work processes
- Automate many labor-intensive, repetitive steps
- Update existing systems and applications
- Take advantage of new digital printing technologies
- Answer the call for faster, shorter runs of the highest quality documents.

Workflow can be thought of as the process of managing print production jobs from creation through invoice. Whether you're in an offset environment, digital, or some combination, workflow is everything you're doing right now to move jobs through your enterprise. Xerox FreeFlow solutions streamline your workflow and offer true interoperability among systems, applications, and printers so you can work the way you've always worked—only better.



FreeFlow is a platform that enables our customers to realize the vision of the "New Business of Printing." FreeFlow is built on industry leading *products*, complemented by business *partner* products, based on open industry *standards* and implemented with *services*.

### PRODUCTS. PARTNERS. STANDARDS. SERVICES.

FreeFlow is based on four key elements:

#### PRODUCTS

A growing collection of Xerox software and hardware solutions that impact and improve nearly every aspect of workflow in the print production space.

#### PARTNERS

100+ industry leaders that collaborate with Xerox to provide solutions optimized for and fully integrated into the FreeFlow architecture.

#### STANDARDS

Open, industry-based standards, such as JDF, PDF, and XML that ensure interoperability and compatibility of FreeFlow products with existing workflows and equipment.

#### SERVICES

Workflow assessment, systems integration, application programming support, color management, and business development to support your workflow initiatives.

#### FREEFLOW PRODUCTS:

WEB SERVICES | **MAKEREADY** | PROCESS MANAGER | PRINT MANAGER | VARIABLE INFORMATION SUITE | DOCUSP®

# Could it be easier?

Make-ready is at the center of any print production environment. If you're a quick printer that might simply mean scanning hardcopy, but if you're running a commercial print business, it could mean having to perform sophisticated color management operations and the preparation of page impositions.



Whatever the focus of your business, chances are that you face a mix of make-ready tasks that run from the mundane to the complex and demanding. But typically what all make-ready processes have in common is that they're labor intensive, can add to your costs, and open the door for human error. Wouldn't it be great if you could make it all easier?

### Xerox thinks so.

FreeFlow Makeready is a fully integrated suite of Xerox and third-party partner products that streamline your labor-intensive make-ready operations. FreeFlow Makeready empowers prepress operators with a wide range of practical, versatile capabilities to prepare jobs for production more conveniently, productively, and accurately than ever before.

At last, a single application that enables easy finalization of documents from the creative department to print production.

#### MAKE YOUR MAKE-READY EASY

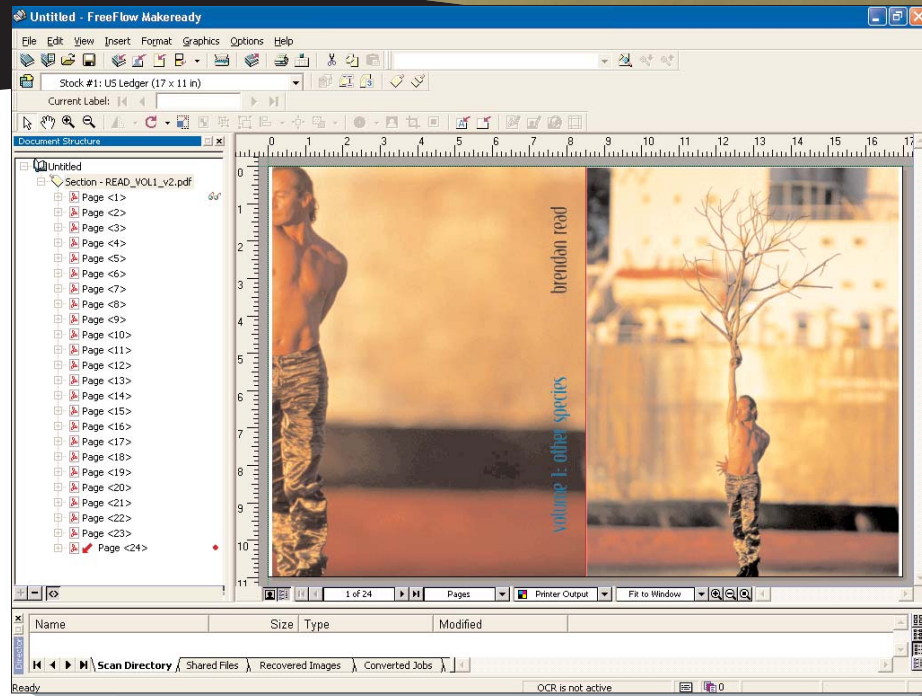
- Complete document prepress activities in a single WYSIWYG environment to facilitate easy job programming and reduce errors.
- Assemble documents from hardcopy and electronic sources with comprehensive editing resources for TIFF, RDO, JPEG, and Adobe PDF elements.
- Add Variable Data to your applications to expand your high-value offerings and increase revenues.
- Enable easy-to-use book publishing capabilities like the Light Table for a range of applications including booklets, catalogs, manuals, and pamphlets.



# Powerful tools for a simpler workflow



**INPUT FLEXIBILITY**  
 Makeready accepts a wide range of industry-standard file types, such as Adobe PDF, TIFF, JPEG, and RDO.



## IT'S EASIER THAN YOU THINK

The straightforward FreeFlow Makeready interface is based on Xerox's award-winning office products to ensure that even first time users can navigate the system easily. Accessing its powerful features is intuitive so prepress operations are streamlined, resulting in reduced errors and wasted time.

- The visual interface for page layout, editing, proofing improves operator comprehension while reducing programming errors.
- Drag-and-drop document assembly translates into higher quality documents prepared with fewer errors in less time.

## Makeready makes it easy

Add value to all color and black & white documents with WYSIWYG page programming, image quality interoperability, and compatibility with Xerox high-volume production color and monochrome printers.

Other features include:

### Merge & Import:

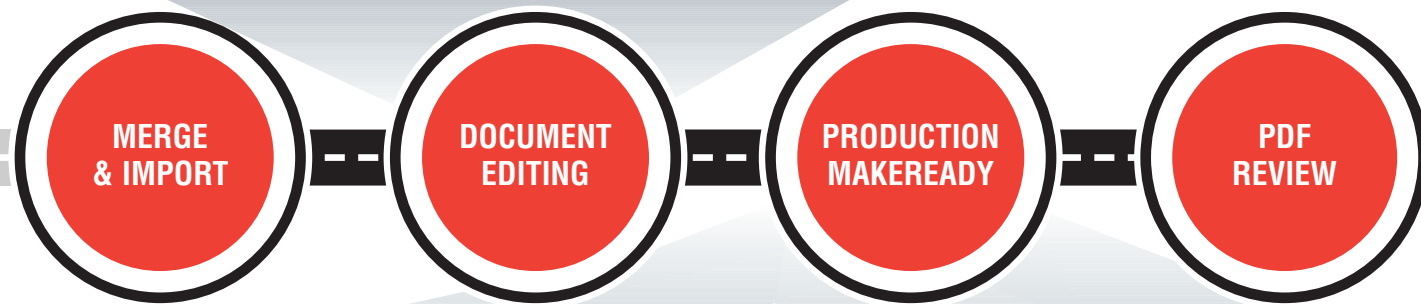
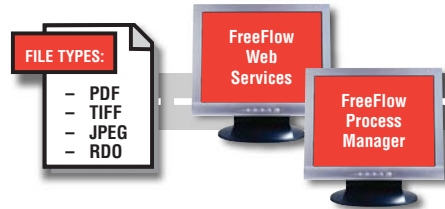
- Merge documents
- Integrate hardcopy and electronic media
- Import PDF directly or convert to TIFF

### Document Editing:

- Cut and paste
- Page numbering
- Headers/footers
- Integration with Adobe Photoshop for editing images
- Color text editing for PDF files
- Deskew/despeckle

### Production Makeready:

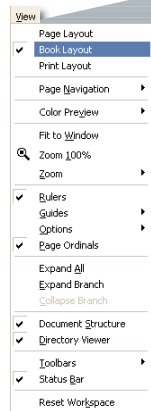
- Signature and multi-up imposition
- "Light Table" registration
- PDF review
- Document layout previews
- Tab programming
- Variable data applications
- Set labeling features
- 508 compliant
- WYSIWYG printer programming



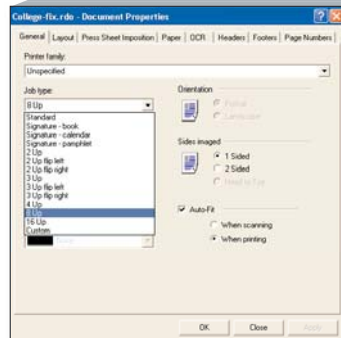
## PRODUCTION



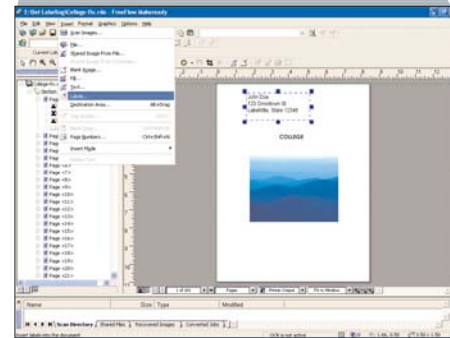
## DOCUMENT LIBRARY



◀ **DOCUMENT PREVIEW MENUS** provide logical views of documents for printing pages or book layouts, and simplifies proofing and approval processes.



◀ **IMPOSITION FLEXIBILITY** including custom imposition for selective page programming to improve document accuracy and reduce errors and rework.



◀ **SET LABELING** adds variable content to documents with minimal effort including covers, inserts, and slipsheets.



◀ **"LIGHT TABLE"** offers precise control over front-to-back alignment accuracy.

# One easy solution

## WHAT CAN IT MEAN FOR YOUR WORKFLOW?

With FreeFlow Makeready you can streamline communications between your creative department and your production center by arming your operators with the ability to handle even the most complex jobs. Makeready also enables efficient late-stage editing so last minute requests can be handled quickly and your overall operation can be more responsive to your customers. Whether you're involved in book printing, working in a unified offset and digital environment, or fulfilling the demands of web-to-print, FreeFlow Makeready accelerates the performance of your workflow—and your business.



## TECHNICAL SPECIFICATIONS

### FREEFLOW MAKEREADY INCLUDES:

- Makeready (single user license)
- Scan and Print
- Printer Administration
- Document Library
- Quick Print
- Library Administration
- Batch Processing
- Backup & Restore
- Printer & Job Status

### FREEFLOW MAKEREADY OPTIONS:

- Document Library Server
- Server PDF Conversion Services (unlimited license)
- Set Labeling

### SUPPORTED WORKSTATION CONFIGURATION:

- Dell Professional Workstation 650
  - 2.8GHz Intel Xeon P4-class CPU
  - 1GB of RAM memory
  - Dual 120GB ATA-100 7200 RPM hard disks
  - Dell P1130 21" monitor
  - AGP graphics slot with nVidia Quadro FX500 128MB graphics controller
  - Adaptec dual-port 39160 SCSI adapter card
  - TTR5 10/20GB tape drive
  - V90 56K PCI modem
  - 1.44MB floppy disk drive
  - 48x/24x/48x CD-RW drive
  - 10Base-T/100/1.0GB Base-TX network controller
  - 5 PCI slots (3 x PCIx 64b/100MHz, 2 x 32b/33MHz)

### OPERATING SYSTEM

- Microsoft Windows XP Professional Edition

### SUPPORTED SCANNERS:

- Xerox FreeFlow Scanner 665®
- Xerox DigiPath Production Scanner
- Xerox DocuImage 620S Scanner

# Print engines to power your workflow

Print engines that can deliver the speed, image quality, reliability, and overall productivity that you need all day, every day are critical to your successful workflow. The fleet of Xerox production printers is designed to meet the challenges of your unique environment and to integrate seamlessly with FreeFlow solutions, opening doors to new opportunities and accelerating your performance like never before.

## PRODUCTION COLOR

- iGen3™ Digital Production Press
- DocuColor® 8000 Digital Press
- DocuColor® 6060™ Digital Color Press
- DocuColor® 5252 Digital Color Press



## PRODUCTION MONOCHROME & HIGHLIGHT COLOR

- Nuvera™ Digital Production System
- Nuvera™ Digital Copier/Printer
- DocuPrint® 92C Printer
- DocuTech® 61xx Production Publishers
- DocuPrint® Enterprise Printing System (EPS)
- DocuTech® 75/90 Publishers
- DocuPrint® 75/90 Production Printers



## CONTINUOUS FEED

- DocuPrint® 425/850 Continuous Feed Printers
- DocuPrint® 500/1000 Continuous Feed Printers
- DocuPrint® 525/1050® Continuous Feed Printers



## WIDE-FORMAT

### MONOCHROME:

- 510 Copy System
- 6030/510 Wide Format Solutions
- 721 Copy/Print Systems

### COLOR:

- 8142 Wide Format Printer
- 8160 Wide Format Printer



# FreeFlow digital workflow Collection



The FreeFlow Digital Workflow Collection can be tailored to meet the unique challenges of your production print environment and streamline your workflow...



**to accelerate your performance.**

- **FreeFlow Web Services software** provides a Web storefront for your customers to submit new jobs and reorder existing ones in a secure environment from virtually anywhere. Jobs are quickly and easily transitioned into production or into other FreeFlow services, reducing errors and simplifying the fulfillment process.
- **FreeFlow Makeready software** streamlines your complex, labor-intensive make-ready operations with robust, sophisticated resources in a WYSIWYG environment. Makeready provides document assembly, document editing, production make-ready, and Adobe PDF review/approval.
- **FreeFlow Process Manager software** simplifies your application workflows by automating your prepress activities while providing you with the flexibility to modify workflows as needed. You maintain consistency and high quality across similar jobs, perform routine tasks, and reduce errors across the board.
- **FreeFlow Print Manager software** offers integrated print management and full job ticketing. It also provides a single point of access to all of your FreeFlow Print Manager-supported printers, as well as a highly productive demand reprint workflow, new revenue opportunities, and JDF-support.
- **FreeFlow Variable Information Suite software** gives you the power to turn variable data and images into variable documents—from colorful one-to-one marketing communications to fully formatted electronic customer statements. And because of the VIPP® variable data workflow, you can produce personalized communication and promotional transactional documents at rated speeds.
- **FreeFlow DocuSP® print controller** is an intuitive, easy-to-use digital front end that serves as a common interface to deliver productivity advantages to the entire monochrome and full-color Xerox digital printer product line.
- **FreeFlow Partner Products** are an important part of the FreeFlow Digital Workflow Collection. When you implement a FreeFlow solution, you're benefiting from all the experience and expertise of Xerox and the specialized knowledge of Xerox's 100+ finishing and software partners.

## Your workflow opportunity

If you're in the print production business, you already have a workflow. The question is, "is your workflow working for you?"

If you're ready for the answer, contact your Xerox representative to arrange for a workflow assessment, the first step toward identifying how your workflow can be optimized to accelerate your performance.

### FOR ADDITIONAL INFORMATION

Visit the Xerox website for additional information about Xerox FreeFlow Digital Workflow Collection at [www.xerox.com/freelflow](http://www.xerox.com/freelflow).