



Custom course packs are timely, informative, and potentially dangerous.



Challenges in Higher Education

- Declining funding, cost cutting, and privatization.
- Rising tuition rates and administrative costs.
- Continuing search for innovative ways to contain costs.
- Raising student expectations for a “higher” higher education to match the higher costs.
- Continual escalation of textbook expenses.

Custom course packs are a boon for higher education. It allows professors to tailor the content of their courses to meet the exact needs of the students, to keep content more current, to save time photocopying articles and materials of interest, and to offset the high cost of textbooks and course materials.

However, it can also be the bane of printers and copy shops that serve higher education and in-plant organizations within the institutes themselves. By producing these course packs, printers and institutions expose themselves to legal liability unless the proper copyright permissions are faithfully obtained.

The process of obtaining permission to reproduce copyright material continues to be a time-consuming and laborious task.

No longer.

Xerox Solution: FreeFlow Makeready

FreeFlow Makeready is a fully integrated suite of Xerox and third-party products that streamline labor-intensive make-ready operations.

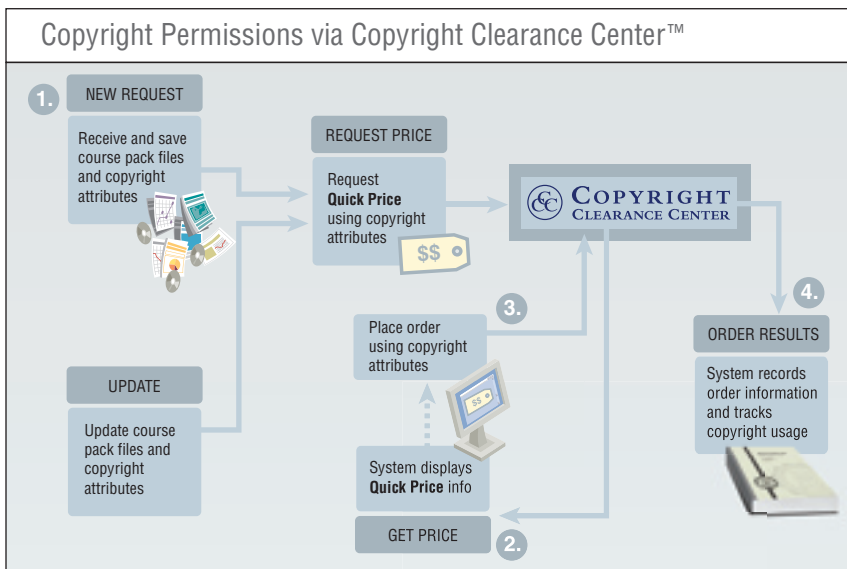
FreeFlow Makeready empowers prepress operators with a wide range of practical and versatile features that help make short work of complex jobs—jobs such as custom course packs with comprehensive copyright management.

Performance accelerated™. For everyone who uses custom course packs.

FreeFlow Makeready turns custom course packs into an enormous value for everyone from student to printer.

- Students enjoy relevant course materials while spending far less on textbooks. Currently, the average student spends \$900 per year on textbooks and supplies. That's 26% of tuition and fees at a typical four-year college and 72% at a typical public two-year college.*
- Professors can quickly and legitimately pull content from a variety of sources, enhancing the quality of classroom materials, and perhaps eliminate the need for students to purchase textbooks for a particular course being taught.
- Printers reduce the time, effort, and cost spent managing copyright permissions.

And with characteristic attention to simplicity and elegance, FreeFlow Makeready makes the process easy.



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.

*Government Accountability Office study. *USA Today*, August 16, 2005, "Textbooks cost: Up to \$900 a year" and *Wall Street Journal*, August 16, 2005, "College Textbook Prices Surge At Twice the Inflation Rate."

It's simple.

- Assemble documents from hardcopy or electronic sources.
- Submit copyright verification and requests while assembling the document.
- Save permissions for subsequent reprints.
- Reduce the money spent securing copyright permissions.
- Produce reports based on criteria such as course title, professor, ISBN, or start of term.

The value of custom course packs.

- Current and relevant information is produced, and nothing else.
- Avoid potential litigation concerns pertaining to student and professors alike from photocopying or printing articles that are copyright protected.
- Cost savings because every page of a custom course pack is pertinent and necessary. No more purchasing books for only a chapter or two of useful content.
- Books are never sold out.