

**XEROX**<sup>®</sup>

Technology | Document Management | Consulting Services

**Books & Manuals**

Application Brochure

*Set yourself apart in a crowded marketplace.*



**Books & Manuals**



# Billions of opportunities. Millions of dollars.

**A million here. A billion there. Pretty soon, we're talking about real money—and real business growth.**



According to Interquest, books represent the single biggest digital print opportunity over the coming decade—growing by an estimated 26% per year through the year 2009.

Opportunity abounds in each segment of the books marketplace:

- About 1.7 billion units are sold each year in the **Trade Books** segment—that's about 500 billion offset pages. The Trade Book segment includes Adult, Juvenile, Mass Market Paperbacks, and Religious books.
- The **Education** segment is divided into Elementary/High School and College/Higher Education. This is a major growth area for digital printing. Many publishers in this segment have already begun adopting digital solutions for items such as teacher's editions and ancillaries.
- **Professional** books are essentially required reading for individuals in various professions and trades including business, law, medicine, technical and scientific, library science, and education. They carry a high retail value; about 170 million volumes are sold in North America each year.
- **University Presses** are nonprofit publishers dedicated to getting and keeping low-demand, low-selling, yet intellectually significant books in print. In 2006, University Presses printed and sold an estimated 25.1 million units.



Trade Education Professional University

# With Xerox, you can do books—better than the competition, and better than ever.

It goes without saying that not all books are going to migrate over to a digital printing workflow and digital printing equipment. Offset remains the best option for a lot of books that sell large quantities and that are printed in long runs. But today, many books don't fall into that category.

Digital is an ideal complement to offset when it comes to book production. There's a sweet spot where books make more sense on a Xerox digital press. You know where it is—when run lengths are short for any number of reasons:

- Virtual bookstores sell obscure titles in quantities as few as one. Not a job for offset and warehousing.
- Textbooks have become more specialized as states and individual districts tailor their content. The sheer number of textbooks may not be on the increase, but there are more unique titles, each requiring smaller quantities.
- When lower volume sales of a book go on and on to very significant profits.

That's the spot where you run head first into profits. Pretty sweet!

## What's a digital book?

- Usually trim sizes are 5" x 7", 6" x 9", or 8.5" x 11".
- Typical imaging area is between letter and tabloid size.
- Relatively short run of less than 25,000.
- Average length of approximately 300 pages.
- 80% are less than 500 copies. 25% are less than 100.
- Usually require perfect binding.



## Xerox continues to write the book on books.

Undeniably, there is plenty of opportunity out there. And there are plenty of companies who claim unmatched expertise. But the reality is this...

- No one is better positioned to help you seize the opportunity than Xerox.
- No one offers a more efficient workflow.
- No one offers more solutions.
- No one does more kinds of books.
- No one has a longer history of success.



### Course packs

Custom course packs allow professors to tailor course content to meet the students needs exactly, keep content more current, save time previously spent photocopying articles, and offset the high cost of textbooks and course materials. But course packs consume valuable faculty time and expose printers to legal liability unless the proper copyright permissions are faithfully obtained.

Xerox 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.
- Professors can quickly and legitimately pull content from a variety of sources, enhancing the quality of classroom materials.
- You 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.



Catalogs



Manuals



Memory Books



Trade Books

## Teacher's Edition books

As part of the adoption process of publishing new elementary and high school textbooks, submission copies have to be presented for approval by the requesting state. In the past, that meant producing a small number of copies on an offset press resulting in a real cost per unit, often reaching thousands of dollars.

The Xerox iGen3® Digital Production Press is a perfect complement to offset printing for textbooks. In the earliest stages, iGen3 can economically produce copies for the requirements of the state. As the life of a textbook winds down, there is need for fewer books. With iGen3, there is no need to print large quantities, warehouse them, and ultimately discard the unused books. Instead, you can print exact quantities as the need arises.

## Photo memory books

Memory books are keepsakes that turn photos into a high-quality, themed book of photographs. With the right tools and capabilities, you can tap into the growing opportunity around memory books in two ways—by seeking out and finding opportunity with groups and entrepreneurs and/or by cultivating a relationship with companies that are already enjoying success with memory books.

The Xerox memory book solution combines the outstanding image quality, color, and media latitudes of our own Xerox presses with partner services to form award-winning, end-to-end solutions.

Xerox, in conjunction with MyPhotoFun, offers print providers in the U.S. a Web-based application designed for the iGen3 press to create personalized photo books, calendars, and bound collections of digital photos. The software allows printers to get started in the photo business, and consumers to easily create and lay out their digital photos using templates.

Powis, a leading manufacturer of bind-on-demand technology, helps Xerox provide an innovative binding and finishing device for memory book solutions. It uses a special binding process for creating hardcover books with a choice of customizable covers to produce elegant photo books.

## Manuals and Journals

Technical manuals and journals have been around longer than digital printing, but they really were made for each other. Digital printing is perfectly suited for manuals—such as car manuals and cell phone instruction books or technical journals—which change up until

the last moment, are needed in smaller quantities, and often have to be reprinted with quick turnarounds.

Those needs and the Xerox digital on-demand print workflow and products are a perfect match.

## Trade and Professional Books

The challenge around trade and professional books is managing the inventory of titles that are beyond the first year in the market. Xerox and the digital workflow is an ideal solution for efficiently producing high-quality books in precisely the quantities you need—from as few as one to as many as a few hundred at a time.

## Catalogs

Catalogs require great image quality, lightweight stocks, efficient inline finishing, and become many times more effective with full-color and variable information.

Xerox excels at great image quality, lightweight stocks, efficient inline finishing, and offers a range of presses and workflow solutions that lead the industry in full-color and variable information. What a pleasant coincidence.

# Greater than the sum of the parts.

Capitalizing on this area of tremendous opportunity requires a convergence of strategy, technology, and capability. Xerox excels at each, and is unique in the ability to combine innovative, individual parts into the industry's foremost end-to-end solution.



**Services**—Xerox provides the perfect catalyst to begin your success with digital books and manuals—consulting services to integrate, customize, and implement our industry-leading solution and make it your own.

**Software**—Xerox FreeFlow provides software solutions to streamline the process of digital book production and overcome the traditional printing bottlenecks and automate processes like imposition, color management, and pre-flight.

**Digital Front Ends**—Xerox offers a choice of three digital front ends—the FreeFlow Print Server, the Xerox CX Print Server, Powered by Creo™, and the Xerox EX Print Server Powered by EFI™—each of which gives you outstanding image quality and exceptional productivity.

**Print Engines**—The Xerox family of digital presses—including the Nuvera™ Digital Production Press, Highlight Color presses, Nuvera Digital Perfecting System, and the Xerox iGen3 Digital Production Press—excels at producing the high-quality books that represent billions of pages of opportunity.

**Finishing**—Saddle stitchers, booklet makers, and the innovative Manual + Book Factory give you inline finishing capabilities to produce digital books and manuals fast, with the quality to impress the most discerning customers.

# Workflow is the key to success.

Xerox FreeFlow is the industry's most widely used suite of products and solutions, combining excellence in products, partners, standards, and services.

**That's great for us, but what does it mean for you?**

You've got your own set of hurdles to clear to move into digital book production. You must enter jobs quickly and move them to prepress. Pages and book blocks need to be accurately aligned and proofed. And, of course, production must be fast and affordable.

That's where FreeFlow comes in.

**The FreeFlow digital workflow has enormous benefits:**

- Shorter first runs of books, reprints, and late editions keep titles in print indefinitely. You'll increase operational efficiencies, give customers exactly what they need, and boost profits.
- An expanded application portfolio lets you enter new markets with specialty editions that are attractive to publishers. You build your repertoire and your customer base at the same time.
- Streamlined processes and increased production options help you get the job done in days instead of weeks. More time, more jobs, more profits, and more satisfied customers.
- Jobs route to the most appropriate devices, often automatically, resulting in lower costs and less waste. Offset presses are free to do more profitable, longer-running jobs. Digital presses generate revenues with lower-count jobs at the same time.
- You can easily integrate offset color pages with monochrome or digital color pages to create more sophisticated books. You'll impress with attention-getting, attractive books and expand your base to a wider variety of publishing customers.
- Web-driven job submission allows you to serve your customers faster and better. Job submission and updates are all electronic, so turnaround is easy. The panic over tight deadlines, last-minute changes, and rush jobs is a thing of the past.





John Lacagnina built Color Centric from scratch beginning in September 2002 targeting two lucrative markets: color book publishing and marketing collateral. Their strategy: market directly via the Web and through print brokers and partners who sell digital full-color printing to small offset-based businesses. To support this business, Color Centric built a PDF workflow integrating billing and financials with print queue management to automate production from the Web to paper and electronic output. The system integrates Color Centric's proprietary Cobra software and several Xerox FreeFlow Digital Workflow Collection modules; e-commerce and e-procurement systems are outsourced from Four51, a leading e-solutions provider.

Color Centric installed a Xerox iGen3 Digital Production Press with a Xerox DocuSP® controller, and they were in business.

By the end of the first year, the firm had more than 130 customers, generating monthly revenue at just under a \$1 million annual run rate. 35 percent is from publishing. Book customers are mostly small- to medium-size publishers of children's and coffee-table books who are capturing incremental revenue. The books Color Centric produces on the iGen3 are the first that deliver the quality and affordability they require, and in short runs. A growing relationship as the exclusive digital full-color books manufacturer for a leading distributor is expected to fuel further book manufacturing growth at Color Centric.

*"I believe in hitting singles, and that's how we've built our business. We prove what we can do, and it usually leads to more work—and to the occasional grand slam."*

*-John Lacagnina, Founder, President, and Chief Executive Officer, Color Centric*

**For more information, contact your Xerox Sales Representative or go to [www.xerox.com](http://www.xerox.com)**