

Features you and your customers want, at the click of a button

Key Features

- Flat annual subscription fee, no set-up fees and no excess usage fees.
 - Design your own branded web page—your customer can send you print jobs online.
 - Branded website for easy file submission.
 - Share the application tools with your customers—they can create and design their own applications.
 - Over 1,000 free, ready-to-use templates with a base subscription.
 - You and your customers can use the templates already created or download your own templates and create your own design.
- Instant job views:
 - Online proofing.
 - Your customers can save and retrieve their digital content and designs online.
 - Add variable data to your design at no additional cost.
 - Unlimited file upload.
 - All jobs automatically converted to print-ready PDF format.
 - Job status and order tracking tool.
 - Easy-to-use administrative functions to create and export customized reports.

For more information on MyClick2Print, please contact your local Xerox Representative, call 1-800-ASK-XEROX, or visit us online at www.myclick2print.com

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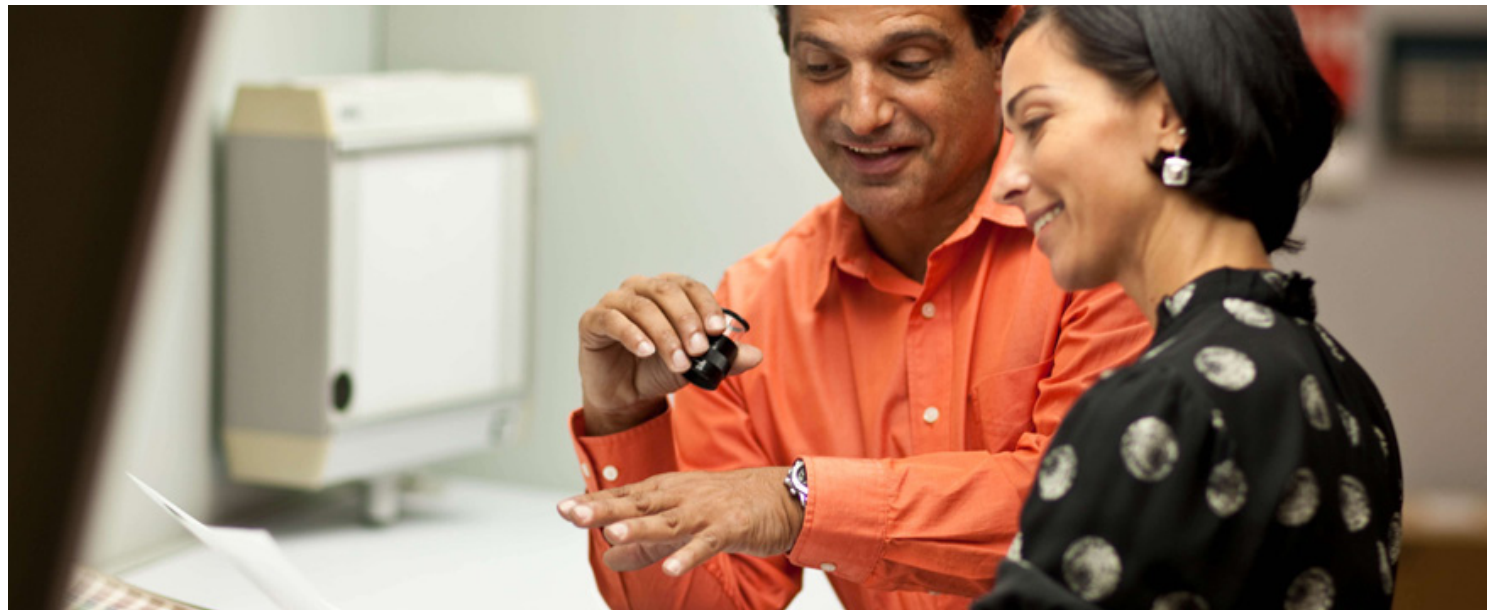


MyClick2Print

One click to expand your
print business opportunities

An entry-level web-to-print portal especially for small and medium sized graphic communication businesses

Today's print business is becoming ever more challenging. Print demands are changing with smaller volume, more personalization and intensive imaging. Internet transactions are replacing in-store orders, making it increasingly difficult for smaller businesses like yours to compete with big online print firms.



The print business for many years has been thriving on personal relationships, but customers are becoming more demanding and less loyal. What can you do to counter these challenges?

You need to find different ways to reach out and keep your existing customers. You need to be able to match the power and convenience of your online competitors. At a minimum, it means offering compelling services that meet your customers' needs: ease of ordering and reordering, expedited delivery, hot applications such as personalized marketing communication, business stationery and photo books.

A web-to-print solution can be the perfect answer to your challenges, but historically the initial investments have been considerable, requiring different types of software, IT infrastructure and new or retrained staff. But there is no guarantee of success.

MyClick2Print: The Xerox® Solution

Xerox can help you build your business with a cost-effective web-to-print solution that allows you to get into the game quickly with minimum capital and human resource investments.

MyClick2Print is a Xerox ASP-based web portal providing easy-to-use, entry level workflow solutions to the small and mid sized Graphic Communications community. MyClick2Print offers simple design functionality for you to create your own website, and provides template-based business cards, postcards/greeting cards, marketing collateral and photo book printing application tools and order tracking tools for your customers to send print jobs to you online.

Providing users with easy-to-use, template-based workflow solutions

MyClick2Print gives your customers the choice of using over 1,000 online templates or uploading their own designs. MyClick2Print also offers variable data printing capability to allow your customers to personalize greeting cards and postcards, photo books and direct mail. With a simple yet powerful file uploader, your customers can order high-volume, eye-popping prints from the comfort of their own home, office or even on the road.

MyClick2Print operation is totally intuitive and requires no training or support: the results are literally at your fingertips.

MyClick2Print will help you sell more and drive more prints to your printing assets, meaning more revenue for your business. The offerings and ease of use of our portal will expand your traditional print business to a web-to-print service site swiftly and economically—great for copy shops, quick printers, color printers and any organization that needs to have graphic files delivered to their destination with a few clicks of the mouse and without a significant up-front investment.

MyClick2Print gives you access to the features your customers want at the click of a button. If you have considered other web-to-print solutions and balked at the investment in time and money you need to enable web-based customer service, take a good look at MyClick2Print.

Create your company's branded portal at your fingertips

The MyClick2Print portal is customizable. You can create your website with your own corporate identity, including customized images and messages, or integrate it into your existing website. This means that you can easily re-brand the site for your own company's use. Your customer can use the same functions on your own website and directly send the jobs to you.

Key applications include:

Business Cards. Create business cards using our free templates database or upload your design using an easy-to-use online editor. You can also save the design for your customers, making it easy for them to reorder.

Photo Books. Easy-to-use and intuitive photo book creation tools allow you and your customers to create personalized, professional looking, ready-to-print photo books. Now, you don't have to spend thousands of dollars on photo book publishing software to be able to serve your customers' needs.

Postcards and Greeting Cards. Create your postcards or greeting cards using our template database or upload your own design. Whether it is for wedding invitation cards or greeting card printing, your customer can add that personal touch using MyClick2Print's variable data upload function.

Sell Sheets/Marketing Collateral. Creating marketing collateral and direct mail becomes such an easy task by using the MyClick2Print Sell Sheet module. You and your customers can also add variable data to the document using the variable data upload function. You can use this function to help your customer develop impressive and personalized marketing campaigns.

File Uploads. Having problems with your customer sending you large files via emails or FTP? MyClick2Print's file upload function provides a convenient and secure way for your customers to submit their print jobs to you. It is a perfect tool for your customer to send large documents, PowerPoint presentations and images. MyClick2Print's file upload function is simple and easy to use and has no file size limitation.

What's in it for you?

Increased Revenue and Profit

- You can offer your customers web-to-print 24 hours a day and 7 days a week and let your business run without any interruption.
- Differentiate from your competitors.
- You can imagine the immense potential it can unleash once you go online: you can virtually instantly reap the benefits of a larger market audience and access to the most popular applications to capture the growing business opportunities.
- No more re-typesetting, no more proofs, no more faxes, no more multiple sign offs, no more writing dockets or additional paperwork—all advantages to help reduce your operating costs and improve your bottom line.

Increased Customer Loyalty

- Expand your services and become relevant to your customers.
- Strengthen customer relationships and improve repeat business opportunities.
- Maximize your reach beyond your current customers.

Minimize Your Risks

- Cost-effective way of entering into the web-to-print market.
- Ease of entry without heavy investment in software purchases, IT technologies, staffing and support.
- Ready-to-use templates without the need of in-house graphic designers.
- MyClick2Print is a hosted solution meaning that you don't have to worry about software upgrades, compatibility or systems maintenance.