

Set yourself apart in a
crowded marketplace.

can
do



A picture is worth a thousand opportunities.



Books & Manuals Photo Memory Books



The Opportunity

To an entire generation, photography is purely a digital medium. It's a testament to how quickly digital photography has taken hold with the average picture taker. Already, almost half of the U.S. household population owns a digital camera. In the near future, it will likely be every household.

But for all the gains digital technology has made, people still want truly special photos and memories in print. Increasingly, they're willing to pay a premium to turn their digital pictures into lasting memories in the form of finished memory books. Photo memory books combine charming design, high-quality papers, and a consumer's own photographs and thoughts into a valuable showpiece that goes far beyond the shoebox or a 4" x 6" print.

As a printer, photo memory book opportunities that were previously out of reach are now easily within your grasp. Being able to print—and profit from—even a small percentage of the number of digital pictures that are taken each year can mean substantial growth for your business. With the right solution, you can supplement your existing digital print volumes with the high-value pages that photo memory books represent. While traditional digitally printed pages sell for pennies, digital photo pages can sell for several dollars.

The Xerox Advantage

With a range of end-to-end solutions for photo memory books, we enable you to service the photographic market and profit from the growing demand for consumers to produce lasting keepsakes from their own photographs.

We offer an unparalleled depth and breadth of digital presses that excel at producing photographic-quality pages for memory books. From the DocuColor® 240/250 to the Xerox 700 Digital Press through the iGen4™ Press, there's a Xerox digital print solution that's ideal no matter what the size of your print operations.

Xerox digital photo memory book solutions make a lasting impression with our superior line of coated and uncoated papers—which helps you create attention-grabbing images that can result in stunning photo books for consumers and dramatic profits for you. Our digital presses can produce photo-quality output on the industry's widest range of papers—from translucent to textured stocks, transfer paper, greeting cards, or even magnetic stock and vinyl signage.

Automatic Image Enhancement (AIE) improves submitted images to maximize image quality in the printed book. AIE automatically evaluates the photo and adjusts for exposure, contrast, color, sharpness, and shadow detail. This helps to improve and repair the photo—before it gets printed.

Advanced automation means you enjoy more “uptime”, which generates 25 to 35 percent more productivity and more profit. The iGen4 Press creates offset and photo-quality images with consistent color from the first print to the last. It's the ideal press to help you produce high-end photo books and photo specialty products—the type of print jobs that typically generate the most profit for your business.

And partnerships with industry leaders help make the book production process easy from start to finish. You can deploy a DigiLabs customized solution for online distribution or in-store use—integrated with an automated back-office or into your existing workflow. DigiLabs offers an intuitive interface suitable for all proficiency levels—allowing almost anyone to create well-designed photo products in seconds, while offering a feature-rich interface that empowers advanced users. And through our partnership with finishing providers, we offer a system for creating elegant hard- or soft-cover photo books—even ones with customizable covers.

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Photo Memory Books

Production Notes

Around the world, printers and professional photo labs serve consumers and professional photographers producing high-value, high-margin photo books with Xerox end-to-end solutions in a variety of configurations.

One of the great values of the Xerox Photo Book Production Workflow is that it's not a single solution. It's flexible, customizable, and can be tailored to your needs. Using Xerox Digital Color Presses and Xerox FreeFlow® software, we can create a photo book production workflow that gives you variety—with configurations to gather and design your application, and flexibility with in-line and near-line finishing capabilities.

The configuration pictured is a suggested solution—one of many that can efficiently produce a range of photo books and photo specialty items.

The Xerox Photo Memory Book Production Workflow

Grow your Photo Publishing Business with Xerox: it's as simple as Capture, Create, Print, and Finish.



Integrated Workflow

