



FOCUS

'Blending Creativity and Efficiency Is Art and Science'

The Rochester Institute of Technology made it official in January — the quality of digital color printing is on par with offset. That's what the trade publication Technology Watch concluded from tests at RIT's Printing Applications Laboratory, announced in an RIT press release.

Now scientific research supports the growing consensus that current-generation digital color print quality is ready for prime time, designer-portfolio-grade, Madison Avenue-approved — and poised to please your clients.

Clients benefit from the cost savings and increased relevance, accuracy and timeliness that color on-demand brings to their marketing and sales materials. And that means new opportunities for you to design and deliver creative communications that perform more effectively in this cross-media, on-demand world.

The benefits of digital printing begin with more efficient workflow. Comps can be produced cost-effectively, as needed, providing high-quality images and accurate colors to set expectations early in the creative process. "On-press" proofs — produced on the same digital press used for production runs — show exactly how your color pieces will print, giving you unbridled confidence in the final product.

Digital printing also is a creative tool, enabling new print applications and integration with cross-media programs that are difficult or impossible to achieve with offset lithography. It gives you an opportunity to be an innovator, delivering competitive advantages and a strong return on investment to your clients.

Marketers benefit from fast turnarounds and economical short runs that give them greater responsiveness and better inventory control. Direct marketers can improve response rates with highly targeted, high impact, personalized digital color printing. Remote and local staff, partners and customers benefit from automated, Web-based print fulfillment.

Because these benefits extend well beyond the print shop floor, we at Xerox have worked hard to partner with all who stand to benefit — from print providers to the creative design community. We view our role as helping graphic communications pros do great work for clients.

Our latest resource offers a good example of one way we accomplish this. We worked with students and faculty in the Communications Design Department of the renowned Parsons School of Design in New York to develop a primer on digital color printing, *The Art and Science of Digital Printing: The Parson's Guide to Getting it Right*. The book offers tips, "how-to" descriptions and real-world digital printing application solutions to help designers get the most out of digital color presses.

Today more than ever, digital printing is helping to blend creativity and efficiency. It's helping you do great creative work for your most demanding clients, without sacrificing your bottom line — or your clients'.

And now more than ever, it's a matter of science as well as art.

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