



Xerox FreeFlow[®] Photo Automation Tool

Helping you maximize your profit picture.

Our solutions make it easy to capitalize on the booming demand for photo specialty products. Digital technology has changed the way people take pictures, making it easier and less expensive—so people are taking more than ever before. It's also changed the way people view their images: not only online and digital viewing, but in print—in ways that go well beyond the traditional 4" x 6" format. As a result, consumer demand for creative and personalized photo products is increasing significantly.

The appeal of personalized photo specialty products like memory books, cards, calendars, and specialty printing is growing dramatically—and the demand for photo publishing applications doesn't end with the consumer market. More and more businesses are using customized photos and imagery to deliver more powerful and relevant marketing materials; publishers are printing digital yearbooks and directories; and consumers and businesses alike are using pictures to tell their stories through cookbooks, family histories, self-published books, and more.

Establishing a photo business, and capturing even a small percentage of the billions of digital pictures taken each year, can mean substantial new growth for your business. And our solutions can help you gain new customers and new revenues. By developing your own customer-facing site for creating photo specialty products, you can reach consumers worldwide and significantly increase your profit potential. Photo products are economical to produce, yet they generate substantially higher profit margins than traditional printing.



Get. Print. Finish. **And grow your business in the process.**

Xerox has a range of solutions for photo publishing that can help you profit from this remarkable opportunity, no matter the size of your business.

Get. To “get” pictures from cameras and enable consumers to create cards, books, and calendars, you have options: build your own custom solution, or use an industry solution from a Xerox Business Partner such as DigiLabs—a market leader for customized online or in-store solutions that seamlessly integrate into your Xerox workflow.

Print. Our entire Xerox fleet of digital presses provides industry award-winning image quality, productivity, and economics. From the Xerox DocuColor[®] 242/252/260 to the Xerox 700 Digital Color Press and the Xerox iGen4[™] Press, there's a Xerox digital print solution that's ideal for your photo-printing requirements.

Finish. Xerox provides an array of output, near-line, and in-line finishing options for production efficiency and flexibility to create fully finished products—at price points that meet your customers' demands. Using finishing solutions from our Xerox Business Partners, you can easily create an elegant hardcover book, a production run of folded greeting cards, and more.

Every click of the shutter is an opportunity for your business to profit. And Xerox can help you take advantage of it.

