

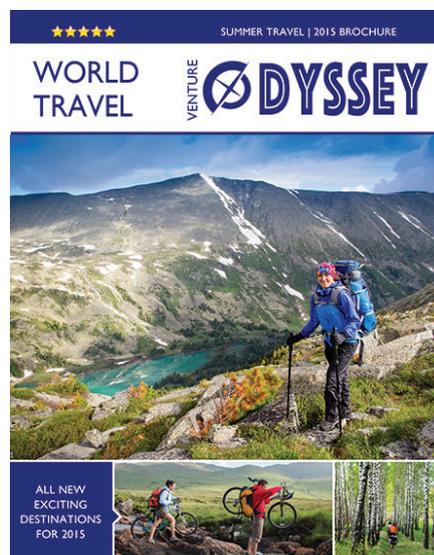
# Extend your gamut with an optional 5<sup>th</sup> colour.

Xerox® iGen® 5 Press



“There was a time we’d have to run our digital short runs on offset to consistently match our clients’ brand colours. With the Xerox® iGen® 5 and the 5<sup>th</sup> print station, there’s no need for that extra step, which helps save us time and money.”

– TERRY SMITH,  
FOUNDER OF PRINTEDGE  
KNOXVILLE, TENNESSEE



**THERE'S AN OPPORTUNITY TO MATCH MORE COLOURS – AND REACH MORE CUSTOMERS.**

Benchmark iGen® configurability can be extended with the option of a 5<sup>th</sup> colour. Using the 5<sup>th</sup> print station, the iGen® 5 enables you to add Orange, Green, or Blue Dry Ink as an enhancement to CMYK, making it easy to extend the press's gamut. This dramatically increases your ability to match a wider variety of PANTONE® colours – over 90% of the PANTONE® PLUS swatch book – with no impact on iGen® 5's remarkable press productivity.

# Xerox® iGen® 5 makes colour powerfully accurate.

iGen® 5 brings new levels of accuracy and consistency to brand colours in digital print jobs, whether you need to match a PANTONE® colour you know or a spot colour that is unknown.

## A LOOK THROUGH THE LOUPE AT WHAT'S POSSIBLE.

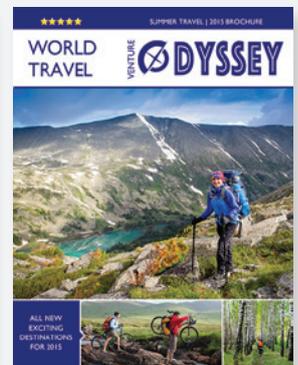
By adding Orange, Green, or Blue to the iGen® 5 Press' 5<sup>th</sup> print station, you can increase your ability to accurately and profitably hit brand colours without moving short runs to offset – and take on more work from more customers than ever before.



ORANGE



GREEN



BLUE

## TAKING THE GUESSWORK OUT OF EXCELLENT COLOUR.

### Printing an unknown spot colour

Consider a circumstance where a customer comes to you knowing they want to match a colour but it's not a known PANTONE® colour. You can do it - and do it easily – with iGen® 5.

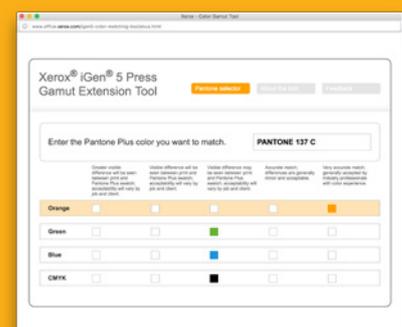
Using the iGen® 5's powerful print server tools and a spectrophotometer, you can measure a provided colour swatch, identify the best way to reproduce it – in CMYK or with the addition of a 5<sup>th</sup> colour - and see the anticipated Delta E difference between your print and your customer's original target. Eliminate time-consuming trial and error, thrill your customer with this job, and move on to the next.

## PRECISE PANTONE® COLOURS IN LESS TIME.

### Printing a specific spot colour

In many cases, you'll be using iGen® 5 to print a spot colour in a file supplied by a designer. But how do you know which 5<sup>th</sup> colour – Orange, Green or Blue – will help match the colour most accurately?

Using the Xerox® iGen® 5 Press Gamut Extension Tool, you can automatically determine if an additional 5<sup>th</sup> colour is needed – and which works best. It's another example of how iGen® 5 views the job of producing digital colour – doing it productively, precisely, and simply, because that's what your business demands.



The Xerox® iGen® 5 Press Gamut Extension Tool automatically determines if an additional 5<sup>th</sup> colour is needed – Orange, Green, or Blue. Explore it today at [xerox.com/gamut](http://xerox.com/gamut).

[www.xerox.com](http://www.xerox.com)