

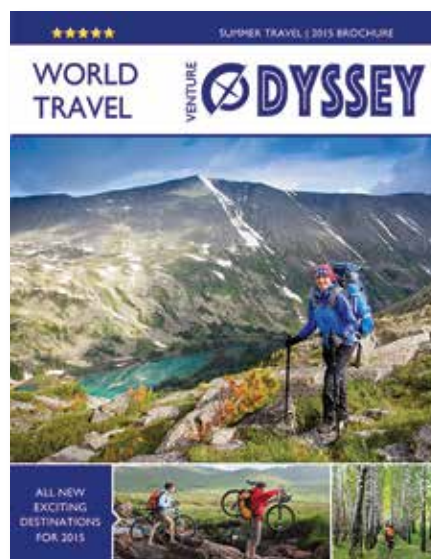
Extend your gamut with an optional 5th color.

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 colors. With the Xerox® iGen® 5 and the 5th 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 COLORS — AND REACH MORE CUSTOMERS.

Benchmark iGen® configurability can be extended with the option of a 5th color. Using the 5th 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® colors — over 90% of the PANTONE® PLUS swatch book — with no impact on iGen® 5's remarkable press productivity.

Xerox® iGen® 5 makes color powerfully accurate.

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

A LOOK THROUGH THE LOUPE AT WHAT'S POSSIBLE.

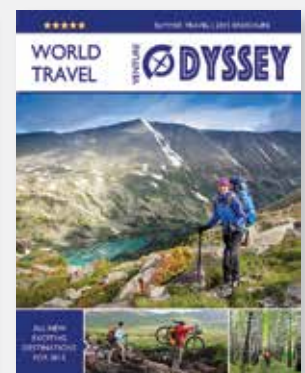
By adding Orange, Green, or Blue to the iGen® 5 Press' 5th print station, you can increase your ability to accurately and profitably hit brand colors without moving short runs to offset — and take on more work from more customers than ever before.



ORANGE



GREEN



BLUE

TAKING THE GUESSWORK OUT OF EXCELLENT COLOR.

Printing an unknown spot color

Consider a circumstance where a customer comes to you knowing they want to match a color but it's not a known PANTONE® color. 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 color swatch, identify the best way to reproduce it — in CMYK or with the addition of a 5th color — 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® COLORS IN LESS TIME.

Printing a specific spot color

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

Using the Xerox® iGen® 5 Press Gamut Extension Tool, you can automatically determine if an additional 5th color is needed — and which works best. It's another example of how iGen® 5 views the job of producing digital color — 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 5th color is needed — Orange, Green, or Blue. Explore it today at xerox.com/gamut.

Contact your Xerox rep to schedule a demonstration today. See what the Xerox® iGen® 5 Press 5th color option can mean for your business. Visit www.xerox.com for more information.