

# A world of opportunity.

The print landscape we were all comfortable with for the last decade and more has undeniably changed. And, while that can seem daunting, today's realities also open doors to very real opportunities.



Change the way your customers see digital printing — and the way they see you. They may view digital as being suitable only for a limited subset of jobs — but now, digital is a solution that increases capabilities and enables a wider variety of jobs, making you the go-to print provider.



Increase productivity and profit. The more time you can spend printing without setup, manual calibration, and rework interruptions, the more profitable you become. A solution that builds simplicity and predictability into the equation keeps you in the black.



Offer the high-value options your customers want. Clients are looking to stand out with accurate brand colors, varied finished sizes, and specialty embellishment options. Having a digital solution with these capabilities — and more — can make you an essential partner.

# The changing world of printing.

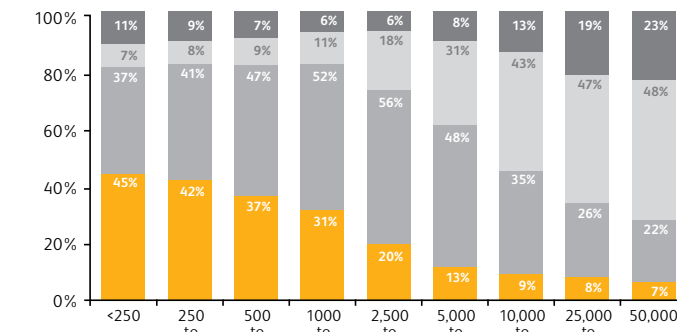
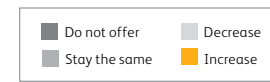
Change creates opportunity. The growth of digital printing and shifts in customer demand toward shorter runs with variable information mean there is an opening for a print provider who is prepared to step in, step up, and satisfy more customers.

But what does it mean to be ready for that opportunity?

## CHANGE: EXHIBIT A — DECLINING PRINT RUN LENGTHS; MORE SHORT RUN JOBS PER DAY.<sup>2</sup>

In the early days of digital, run lengths used to be in the thousands. You could essentially maintain an offset workflow because you only printed a few digital jobs a day. But shifting customer needs have changed the equation. Now, customers want runs in the hundreds — or less. That places completely different demands on you and the solution you count on to meet those customer needs.

<sup>2</sup> Keypoint Intelligence / InfoTrends Beyond CMYK 2016  
N = 417 Print Service Providers and In-plant Printers



## CHANGE: EXHIBIT B — INCREASING CAPABILITIES.

Yes, printing is changing — for the better. This brochure is an ideal example. In the not-too-distant past, it would have been impossible to produce this brochure effectively. The requirement of a 5<sup>th</sup> spot color would have called for an offset solution and a longer print run to make it cost-effective. And, the desired run length of exactly one — yours — would have been impossible using that production method.

Today, it's easy thanks to the Xerox® iGen® 5 Press.



PMS 137

PANTONE® color

+



Short run

## 5 EQUALS ONE — A SINGLE PLATFORM.

The Xerox® iGen® 5 Press unites all the elements of the iGen® family in a single, configurable platform so you can choose the exact configuration you need to succeed. Press speed, number of colors, feeding, and finishing — all are integrated into an end-to-end solution as unique as the challenges and opportunities you face every day.



Press speed

+



4 or 5 colors

OR



Feeding + finishing

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# Xerox® iGen® 5 Press

Your digital printing world just got more flexible — and more profitable.



# It's an iGen® 5 world.

The Xerox® iGen® 5 Press is built for the changing world of printing so you can seize new, profitable opportunities. The industry's most available and productive digital press platform offers enhanced and valuable capabilities — like a 5<sup>th</sup> print station for gamut extension and digital embellishments — giving you a compelling solution to the way our print world operates today.

## Digital CMYK... plus.

### ADD ONE PRINT STATION — AND GET VIRTUALLY UNLIMITED POSSIBILITIES.

The opportunity for digital print gets significantly more compelling when embellishment is added to the picture. Incorporating a 5<sup>th</sup> print station into your Xerox® iGen® 5 Press enables you to hit more PANTONE® colors or apply a variety of specialty effects — all in-line — so you can meet growing demands. And, the demand is clearly here. According to InfoTrends, 54.3% of print providers surveyed are considering purchasing a digital printing device with some sort of enhancement in 2018.<sup>1</sup>

# 25B

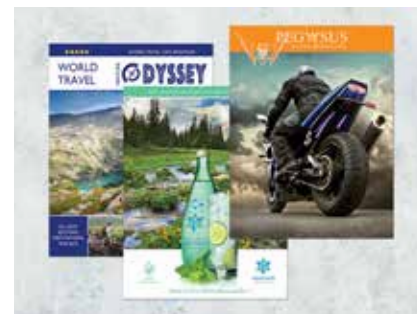
Digital print enhancement volume is predicted to grow at a 27% CAGR from 2015 to 2020, reaching 25 billion pages by 2020.

# 400%

Print service providers' profit margins on digital print enhancement can be very high (50% to 400%), resulting in a quick return on investment (ROI).

# 89%

Print buyers indicated they are willing to pay a premium of 24% to 89% over CMYK only for digital print enhancements.



### EXTEND YOUR GAMUT AND YOUR SPOT COLOR REACH — ADD A 5<sup>TH</sup> COLOR.

The 5<sup>th</sup> print station allows you to quickly load Orange, Green, or Blue Dry Ink as a supplement to CMYK, extending the press' gamut and making it easy to match a wider variety of PANTONE® colors — over 90% of the PANTONE® PLUS swatch book — so you can keep more of your print buyers on-brand.



### ELEVATE YOUR PRINTING CAPABILITIES — ADD WHITE TO YOUR COLOR PALETTE.

With Xerox® White Dry Ink in the 5<sup>th</sup> print station, you can add eye-catching appeal to applications such as business cards, greeting cards, invitations and folding cartons on colored specialty substrates. White also provides a functional layer to transparent media for retail signage, letting you hang an "Open for Business" sign up for a whole new line of work.



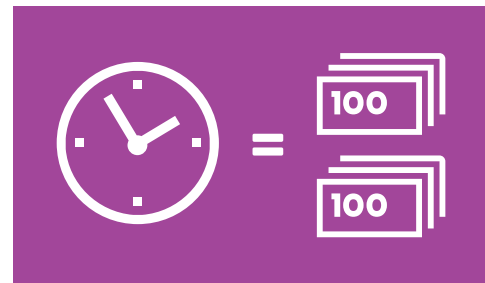
### ENHANCE CREATIVITY AND SECURITY — ADD CLEAR DRY INK.

Create decorative spot varnish effects or apply a watermark using Xerox® Clear Dry Ink in the 5<sup>th</sup> print station. Clear's gloss effect makes a high-value impression that enhances the design of virtually any digital print. As a watermark, Clear adds an extra level of security to tickets, passes, and more.

## Automatically better.

The Xerox® iGen® 5 is the most productive digital press on the market, thanks to unprecedented levels of automation and intelligence built into the press from end to end. This automation radically reduces setup, improves image quality, reduces labor costs, and drives more profitable turnaround times.

The impact is immediate and dramatic both in your print shop and on your bottom line.



### XEROX® FREEFLOW® CORE — AUTOMATED SPEED.

You're not just in the business of printing. You're in the business of speed. That's why it is so important that you think outside the box and consider the value of every step in the print process.

When you combine the efficiency of the iGen® 5 with the power of FreeFlow® Core, getting more color options doesn't mean losing more prepress time. You can quickly and easily set up workflows using Xerox® FreeFlow® Core to automatically prepare files for print, taking touchpoints out of your process and running more jobs with your press.

### 5 MORE MONTHS WITH IGEN® 5 — AUTOMATION AND PRODUCTIVITY.

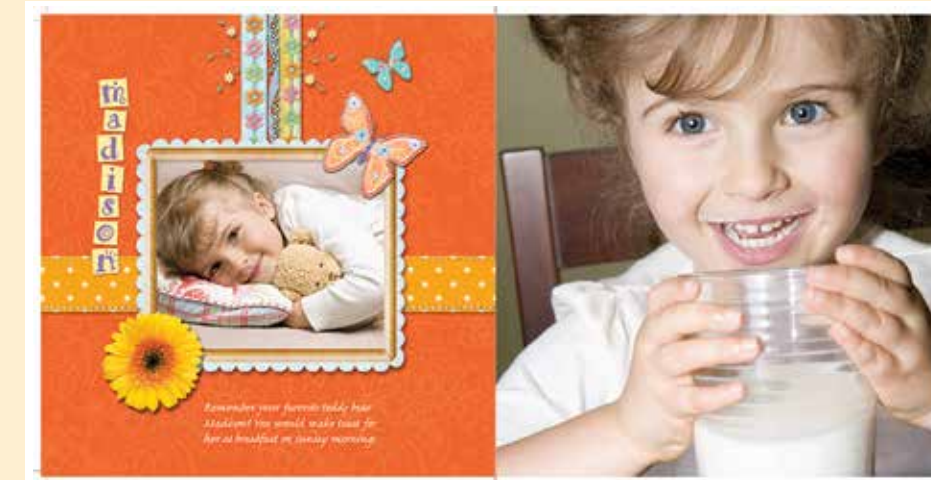


The iGen® family has always been about making a finite amount of time work harder for you. Because of its advanced automation, the Xerox® iGen® 5 delivers more production time — up to 40% more, which equals five more months of production time every year. When other print providers are producing 12 months of jobs in the next year, you can produce 17.



### YOU'VE GOT AN IMAGE TO UPHOLD — ATTAINING AND MAINTAINING OUTSTANDING IMAGE QUALITY.

The process of achieving consistent, sellable image quality can be manually intensive with other digital production solutions. Print, calibrate, print, adjust, and print again. Our built-in automation makes it predictable and efficient. You can easily attain the excellent color you need and maintain it from shift to shift and press to press.



#### Automated Color Maintenance Tool:

Automates linearization, calibration, and profiling for color consistency and accuracy one day to the next.

#### Auto Carrier Dispense:

Combines dry ink and carrier, yielding consistent smoothness from the first print to the last.

#### Auto Density Control:

Patented technology designed to detect streaks before they occur and digitally compensate for any inconsistencies without operator intervention.

#### Automated Image-on-Paper Technology:

Produce more varied short-run jobs with very precise image-on-paper registration without losing time with each paper size change.

#### Object-Oriented Halftoning:

When selected, the iGen® 5 uses Object Oriented Halftoning to render image and text elements differently to maximize quality. A 180-line screen is used for images to produce optimal smoothness. Text is rendered at a 250-line screen that is optimized for sharpness. This lets you provide stunning results without tradeoffs for critical jobs such as brochures and catalogs.



## Maximize your digital investment.

The Xerox® iGen® 5 increases your capabilities through a combination of flexible platform attributes. We'll help you select the options that will best drive your business so you get a press that's supremely customized for today — as well as one that's ready for future innovations.

### THINKING BIG STARTS HERE — 26" (660 MM) SHEET.



**Gatefold Brochure**  
Finished Size 280x648 mm  
1,500 per hour — 4/4



**Trifold Brochure, 3 Up**  
Finished Size A4  
4,500 per hour — 4/4



**Table Card, 10 Up**  
Finished Size 127x178 mm  
15,000 per hour — 4/4



**Pocket Folder, Vertical**  
Finished Size 216x305 mm  
1,500 per hour — 4/4



**Business Cards, 42 Up**  
Finished Size 89x55 mm  
63,000 per hour — 4/4



**Postcard, 12 Up**  
Finished Size 102x152 mm  
18,000 per hour — 4/4

There has been a perception that digital printing offers a restricted range of jobs in part because of sheet size. But iGen® 5 runs up to a 26" (660 mm) sheet.

That enables you to print more jobs more economically; unique applications such as 6-panel brochures, gatefold pamphlets, pocket folders, and eye-catching direct mail pieces.

### THE LOOK YOUR CUSTOMERS ARE LOOKING FOR — MATTE DRY INK.

Matte Dry Ink lets you better emulate the look of offset and produce a wider range of jobs — including photo books, and other keepsakes — by optimizing the uniformity of gloss appearance across highlights, midtones and shadows. It extends your job flexibility, providing a pleasing offset-like matte finish, particularly on uncoated or silk stocks.



### EXPAND YOUR OPPORTUNITIES WITH THE THICK STOCK CAPABILITY.

Add the Thick Stock Capability and your opportunities grow even further to include point-of-sale displays, folding cartons, and other applications that benefit from high-caliper media up to 24 pt (610 microns).



### THE RIGHT FINISHING TOUCHES — XEROX® INTEGRATEDPLUS FINISHING SOLUTION.

The right finishing solution is crucial to accepting a wide range of jobs and producing them to your customers' satisfaction. Xerox® IntegratedPLUS Finishing Solution extends the convenience and cost effectiveness of automatic finishing to multiple printers — including Xerox® and non-Xerox® printers in the same shop. It eliminates the need for highly skilled prepress operators and does away with manual programming, boosting efficiency on every job.

