

Xerox® Confident Color
Brochure



Xerox® Confident Color

Color you can depend on.



Meet the full spectrum of client needs with confidence.

Every customer asks you for something different. What would it mean to your company if you could say “yes” to all of them?

All of your customers have their own expectations when it comes to color. Some clients demand the very best image quality—every print, every job, every day, over time. Other clients judge color quality less rigorously and might say, “it’s good enough.”

But, is “good enough” really good enough for your business? Imagine the opportunities that would open if you could confidently and efficiently produce accurate, predictable, repeatable color. With Xerox Confident Color, you can:

- Retain and acquire customers who demand extremely high image quality
- Charge a premium for color-critical services you are uniquely capable of delivering
- Fend off competitors who simply can’t do what you can
- Avoid costly and time-consuming re-work
- Earn a reputation as a leader in your field



According to Merrill Corporation, accurate, consistent color can:

- Assist in attracting new customers by **90%**
- Make your customers appear more successful by **83%**
- Give your customers a competitive advantage by **81%**

Everything we do is designed to help everything you do.

If you struggle to produce consistent color because you don't have a color management strategy or on-staff expertise, or if it eats up too much of your time and resources because of cumbersome, manual processes, Xerox can help. Xerox Confident Color is a suite of technology and resources that takes the work out of delivering the color your customers expect.



Technology

Innovative and reliable presses and front end solutions.

Every production press in our portfolio delivers powerful and unique built-in advanced color process controls—so you can deliver exceptional, turnkey color from the first to the last print, in each job, day in and day out. Add in the supporting hardware and software solutions from Xerox and our partners, and you can be sure that your technology will do its part in creating high quality, *sellable*, color output.



Consulting Expertise

Our experience, your gain.

Our color experts recognize that color isn't about pretty, it's about profit. So their first and main focus is to help you use accurate, repeatable color as a means to broaden your application range, delight current customers, and gain new ones. From implementing color standards to integrating workflow systems, you have access to a depth of knowledge unmatched in the industry.



Business Development

Uncover and take advantage of new opportunities and areas of growth.

Turning color jobs productively is half the battle. The other half is making sure you have those jobs to turn. Acquiring and retaining customers who demand exceptional color is like any other part of your business—you've got to attract the customers with possibilities of what can be achieved, and then impress them when you over-deliver. We can help you obtain more high-value jobs so you can grow your business... in whatever direction you want.



Business Innovation Partners

You're never alone. Help is always near.

Sometimes the best way to get something done is to have someone else do it. That's why we partner with forward-thinking companies that offer color products, services, and solutions for every occasion. And because we follow formal processes for ensuring quality, you can be sure they're among the best in the industry.



Customized Solutions

A unique solution for every customer request.

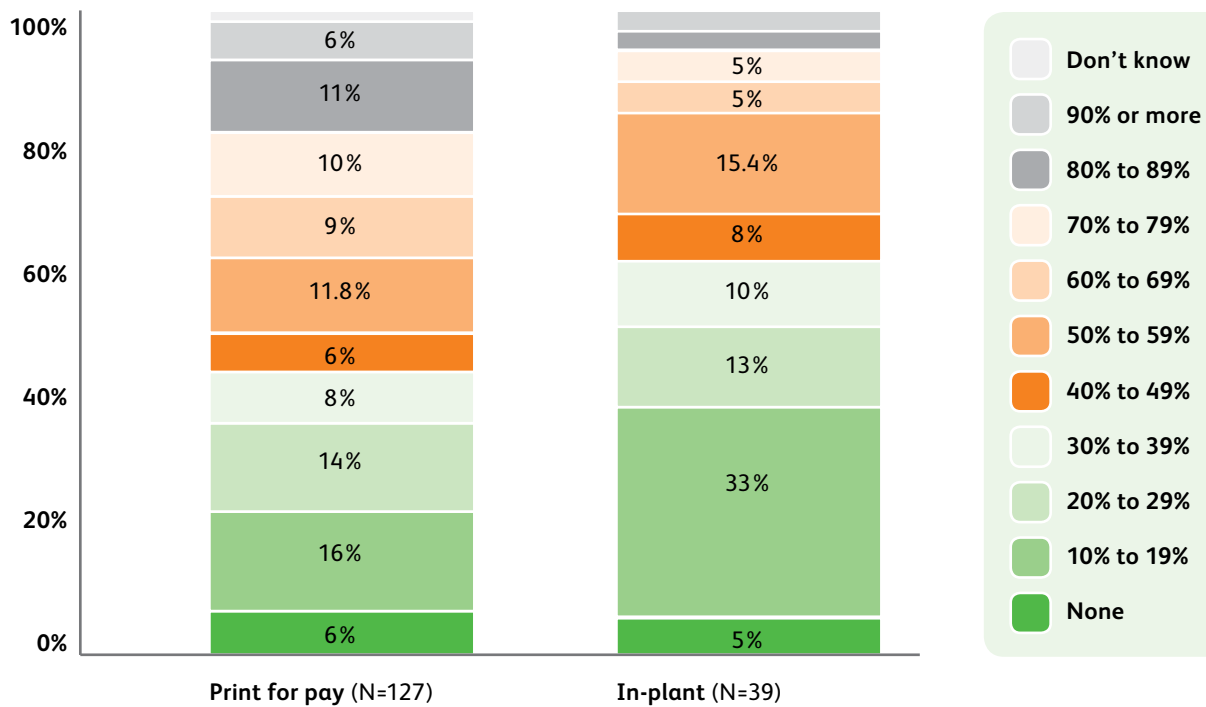
You can't buy customer service. Rather, it's something you commit to... something you never lose sight of... something you forever strive toward. So when your customer asks for something unique—something that your competitors can't do—isn't it comforting to know that you have access to special capabilities if you need them?



Match color or risk losing jobs.

“If I can’t produce color to a standard, I lose jobs.” Using the right color can increase brand recognition by 80%*. So for many of your customers, matching colors to a standard within an allowable tolerance isn’t a “nice-to-have,” it’s a business imperative. Get it right, or they walk.

What percentage of the print jobs that your company produces are considered to be color critical?



Source: U.S. Production Software Investment Outlook, InfoTrends, 2013

With Xerox Confident Color, you don't ever have to shy away from jobs that ask you for exact PANTONE® spot colors or printing to a specification.

You can take them all on—with conviction.

Take a look at just some of the ways we are able to support your color-critical requirements:

Xerox Business Innovation Partners: CGS, CMI, Fujifilm, and EFI

With an ORIS Certified // Web solution from CGS, you can accurately color manage multiple technologies, including digital color presses, continuous feed presses, and offset lithographic presses—from job-to-job, day-to-day, and year-to-year. In partnership with CGS-ORIS, Xerox Confident Color can improve productivity by eliminating the need for manual file editing, substantially reduce output errors and waste, accelerate approval times and turnaround times, and provide predictable and repeatable color output.

With the EFI Color Profiler Suite, you can create, visualize, and edit ICC color profiles with in-house color profiling and verification tools. An easy-to-use interface, complete integration with Fiery servers, and interactive online training courses shorten the learning curve so your operators can hit the ground running.

The ASPColourManagement.com solution from CMI generates high quality ICC profiles with special prefixed settings optimized for graphic arts, photo books, and other print environments. The cloud-based solution also creates user-defined and industry standard (such as PANTONE®) spot color libraries for all Xerox front ends, ensuring the very best in color accuracy.

The cloud-based XMF ColorPath Sync color management system from Fujifilm is designed to support a wide range of color skills and offers simple wizard-guided procedures for routine measurement and evaluation or to allow access to full measurement data for system optimization, profile creation, and troubleshooting.

Technology: IDEAlliance Digital Press Certification and Fogra VPS

Xerox print engines are closely inspected and certified by third-party organizations, such as IDEAlliance and Fogra, for their ability to match color to ISO standards. With the stamp of approval from the experts in the industry, you can prove to your most discerning customers that you can deliver their toughest color requirements to a standard.



Consulting Expertise: Color Management Training

Award-winning, industry-recognized technology is only the first part of the story. Xerox also offers comprehensive color management training programs and services to help you get the most out of your Xerox print engines.

By training your operators, prepress professionals, and designers to intelligently manage color, create profiles, establish DFE color settings, and adhere to a quality control process, you can be sure you'll have on-site color management expertise whenever you need it.

“The training absolutely gave us a competitive advantage. I don't believe there's another color management consultant organization available that can touch Xerox. Our business has tripled its volume, and I've recouped 35% of my time.”

Laura Ambrozic, Mimic Print & Media Services

Inconsistent color limits distributed print.

“I want to run my shop in a way that works best for me. I may want to run a single job on multiple digital presses... or run a job on the same digital press over several days... or a recurring job that I print each month on the first digital press that’s available. So color variation between devices or over time is not an option.”

Getting a job to look the same when it’s printed on multiple devices on different days in different months is no easy feat. In fact, many print service providers may choose to accept inconsistencies rather than try to correct this aspect of their color workflow.

We have helped print shops of all sizes and configurations generate consistent output between devices and over time. Some examples of the ways we can support you include:

Technology: ACQS

Xerox® Automated Color Quality Suite (ACQS) resides in most of our digital color presses to virtually eliminate the time and error associated with color management—automatically. We are the only digital technology manufacturer that automates the critical processes of calibrating and destination profiling to this degree of speed and operator independence.

Technology: MatchAssure

MatchAssure bundles software loaded on a PC that works with a user-provided X-Rite spectrophotometer to produce a highly accurate Destination Profile for each digital press, delivering simple, fast, consistent color to meet the most demanding standards on a single printer, over a fleet of printers, and across multiple locations.

Consulting Expertise: G7® Master Printer Qualification

Xerox’s IDEAlliance Certified G7 Experts are an elite group of color management professionals trained in the G7 grayscale and GRACoL® calibration processes who can qualify your operation as a G7 Master Qualified Printer, which helps you:

- Lower costs by reducing reprints and waste
- Achieve greater consistency across runs and devices—no matter where or how a job is printed
- Create more sellable jobs by matching the look of offset printing
- Spend less time making manual color management adjustments, which streamlines your operation

“Xerox production consultants asked us our requirements and sent us materials describing what we needed to attain G7 Master status. Next they trained our staff, helped us with standard operating procedures, validated print engines and qualified our company for G7.... If we didn’t get our G7 Master Qualification, we would not be in business today. You only get one chance with a client, so you need to have the highest quality product and document it.”

Chris Schembri, Martech’s President and COO

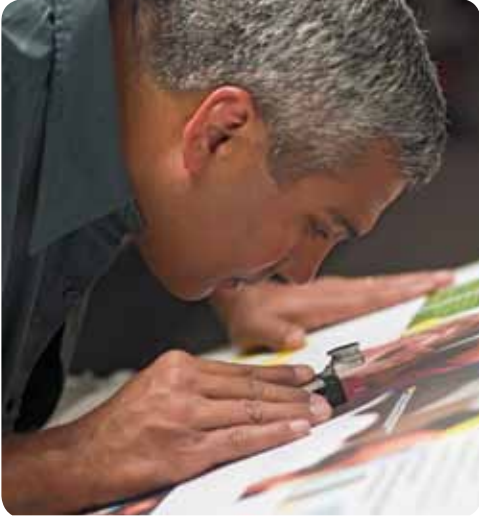
Consulting Expertise: Fuji Xerox Fogra Validation Print Creation (VPC) Certification

To improve color quality throughout the industry, Fogra-trained Xerox DigitalPrint Experts can provide your operation with Fogra Validation Print Creation Certification based on the ISO 12647-8 standard. As part of the certification, color experts inspect output for a variety of criteria, ensuring that certified print shops can deliver on exacting standards and expectations. With the certification, your operators will be trained to:

- Analyze color- and print-related issues
- Take corrective action to bring systems and processes in control to a set ISO standard with predictable and repeatable results
- Become adept at color measurement, ICC-color transformations, communications, and standardization

Manual processes cost time and money.

“I can’t remain profitable if my operators have to spend time managing color on our devices.” According to International Data Corporation (IDC) research, 86% of print service providers listed Color Management as one of their top five solutions of interest.* Other research shows that nearly half of respondents list increasing efficiency among their top strategies over the next 12–24 months.**



Xerox factored in this data and developed solutions that can enhance color management capabilities while improving efficiency through automation.

With our automated color management solutions, there are very few instances when operators need to manipulate color manually. That means your highly skilled operators can be redirected to other tasks, saving them time and you money. But if they ever want or need to insert the “craft of color” into their work, they have total control.

We can give you access to a wide range of solutions that can help your operation benefit through automation. For instance:

Technology: Xerox® IntegratedPLUS Automated Color Management

The Xerox® IntegratedPLUS Automated Color Management Solution enables you to seamlessly deliver consistent color print jobs quickly, productively, and with more accuracy than ever before—even from multiple printers and multiple locations. By utilizing cloud-based software as a service (SaaS) technology, the solution eliminates the need for running local color management packages at multiple sites or using different software versions or settings to analyze color data.

Now, for the first time in the industry, we can give you direct connection to printers, setting the stage for closed loop process controls for monitoring your presses. The result is more sellable prints from more print engines.

Custom Solutions: Color Management Automation

If you have an unusual application or business requirement that cannot be satisfied by the standard offerings, a customized solution may be the answer.

We can work with you to ensure your Xerox® Press truly meets your specialized requirements by modifying and enhancing your printer and workflow platforms to accommodate the demands of your business or industry. Whether you’re a commercial printer looking to increase your throughput via automation, a retailer trying to meet special color specifications, or a converter trying to comprehend various combinations of production options, we can customize your color management and even automate it to enable you to do work you couldn’t do before—or couldn’t do profitably enough.

Sources:

* Worldwide Hosted Private Cloud Services 2012–2016 Forecast: New Models for Delivering Infrastructure Services

** European Investment Outlook, InfoTrends 2012

As much or as little as you need, every step of the way.

You're not alone. Before making any purchase, Xerox color specialists are available to examine your current color-critical jobs, workflow, and technologies. They will then be able to make informed recommendations on which Xerox Confident Color solutions can help you grow your business fastest with the least amount of risk.

Xerox and partner-developed solutions span the production workflow, giving you access to exactly what you need, exactly where you need it.

Design support:

- Designing for Digital Training
- Job Prep and Print Guide
- One Pixel's Flow Workshop

Prepress support:

- Digital Color Management
- Certification
- The Confident ColorWorks Program
- Workflow Assessment
- Let's Get Digital
- Color Management Training

Production support:

- G7® Master Printer Qualification
- Xerox® Color 800/1000 Press Skills
- Enhancement Workshop
- Color printer profiling
- Color Consulting Services
- Executive Boot Camp
- Advanced Color Management
- Training for the iGen® family of presses
- Certified Operator Training for the iGen® family of presses

- Productivity Plus for the iGen® family of presses
- Boot Camp Training for the iGen® family of presses
- One Week Expert Training for the iGen® family of presses
- Xerox Confident Color Certification
- Roadmap to Accurate Color Printing Workshop

Xerox training programs and services vary by region. Contact your Xerox rep to see what's available to you.

Learn more at xerox.com/confidentcolor or join the conversation:



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