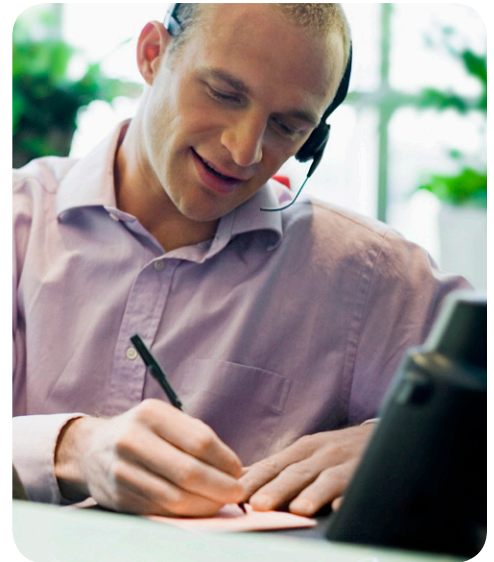


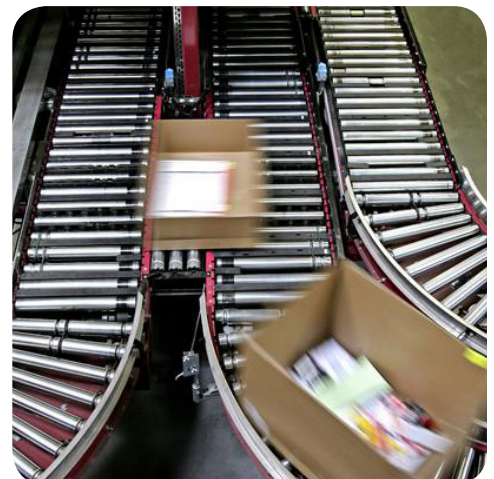
# Xerox® PrintCise® unifies your shop while preserving your investment.

Printing and finishing is complex work—but essential to your business. Covering all the steps efficiently, from imposing, printing and finishing jobs to distributing and charging for them, requires a system to coordinate all this activity. Xerox® PrintCise can help.

Xerox® PrintCise is a closed-loop management system for “order-to-fulfillment” in print-finishing environments. It provides a rich set of functions and automation tools that can be customized to each individual business’s production workflow requirements. You can select the tools that are relevant for your business, and Xerox® PrintCise, with its unique capabilities, can integrate these new components with your existing workflow components and hardware. These components can be a mix of home-grown software, MIS modules and products from multiple vendors. Xerox® PrintCise is flexible enough to stitch various pieces together while providing a complete system, not just a collection of unconnected parts.



Key to Xerox® PrintCise solutions is the flexibility to integrate with existing hardware and software and the ability to develop linkages where required.



# Xerox® PrintCise® makes your production more efficient.

Does your shop have inefficiencies because your various systems require you to re-enter your data manually? Are you experiencing data translation errors between systems? Consider Xerox® PrintCise.

Xerox® PrintCise extends current product capabilities by providing incremental features including:

- Order Management—tracking of orders from submittal to completion
- Repository Management of digital files such as print documents and CD/DVD images
- Production Management of all job steps including customized, rules-based scheduling
- Reporting—progress of order to fulfillment (online or in reports)
- MIS Connector including JDF interface
- Dynamic page imposition for best post-press processing
- Customized interfaces to intelligent finishing equipment

## Connect all or just a few of the elements.

Xerox® PrintCise can be used to connect and integrate all, or just a subset of, heterogeneous software modules to produce a single cohesive view of the operation, while preserving existing investments in hardware, software and training. It can also be used to schedule, track and control the steps in the production process to minimize waste and inefficiency. Xerox® PrintCise already has optimized interfaces for standard Xerox® products such as Xerox® FreeFlow® Core and FreeFlow Print Server to take advantage of their strengths.

Typical processes and applications that might benefit from a Xerox® PrintCise system include catalog and book production, digital packaging, educational courseware (course packs) and product manuals.

Using a common base of software, Xerox® PrintCise can be fully customized to fit the requirements of shops by adding functionality from Xerox® or partner equipment while maintaining existing resources.

For example, a customer might have an order entry system and a document repository but they might not have communication between this system and the printing, finishing and distribution systems. They might also need to balance their loads between presses and locations. A barcode-driven workflow, with a series of barcodes and readers, could be used to track the status of a job at every point in the system and provide an optimized dashboard.

Ask yourself if any of these apply to your business:

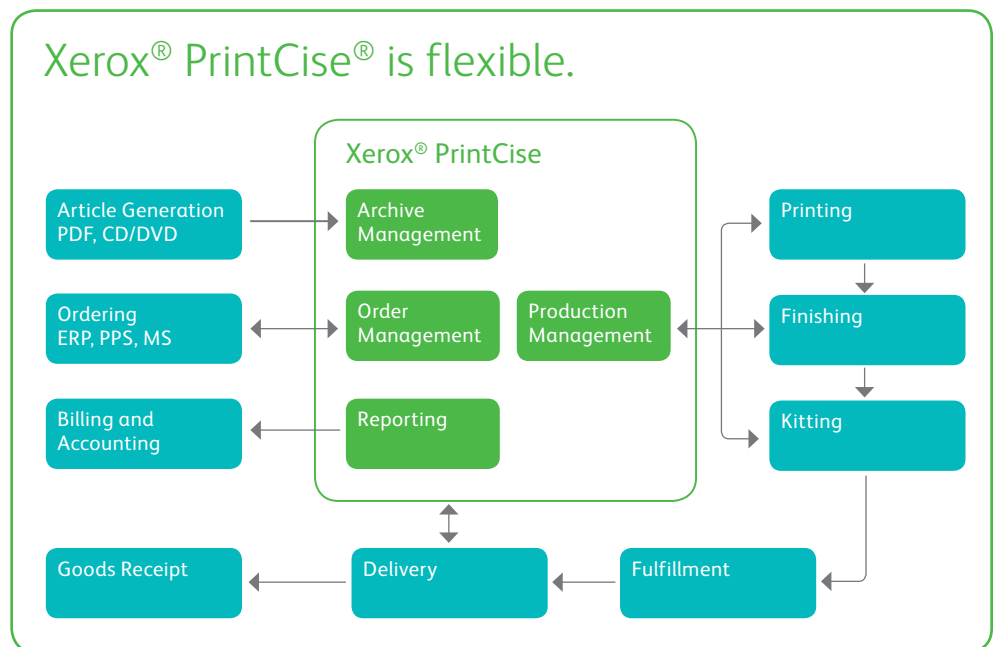
- Are you a medium to large shop that prints and finishes documents?
- Do your post-press processes involve various types of finishing, binding or kitting?
- Do you have multiple printers (digital or analog) or multiple pieces of finishing equipment?

- Do you have MIS systems, whether from a single vendor, multiple vendors or home-grown, that you want to preserve?

If some or most of the scenarios above sound like your shop, there's a very good chance that Xerox® PrintCise can increase your shop's automation and control, while reducing touchpoints, so you can concentrate on growing your business.

## Environmental Requirements

Xerox® PrintCise is designed to work with PDF and PostScript workflows, so files must be in this format or be converted to PDF from other datastreams. Xerox® PrintCise runs on Microsoft® Windows Server®.



Xerox® PrintCise integrates with your other production components. Core capabilities are in the center with examples of other capabilities on the sides and bottom.