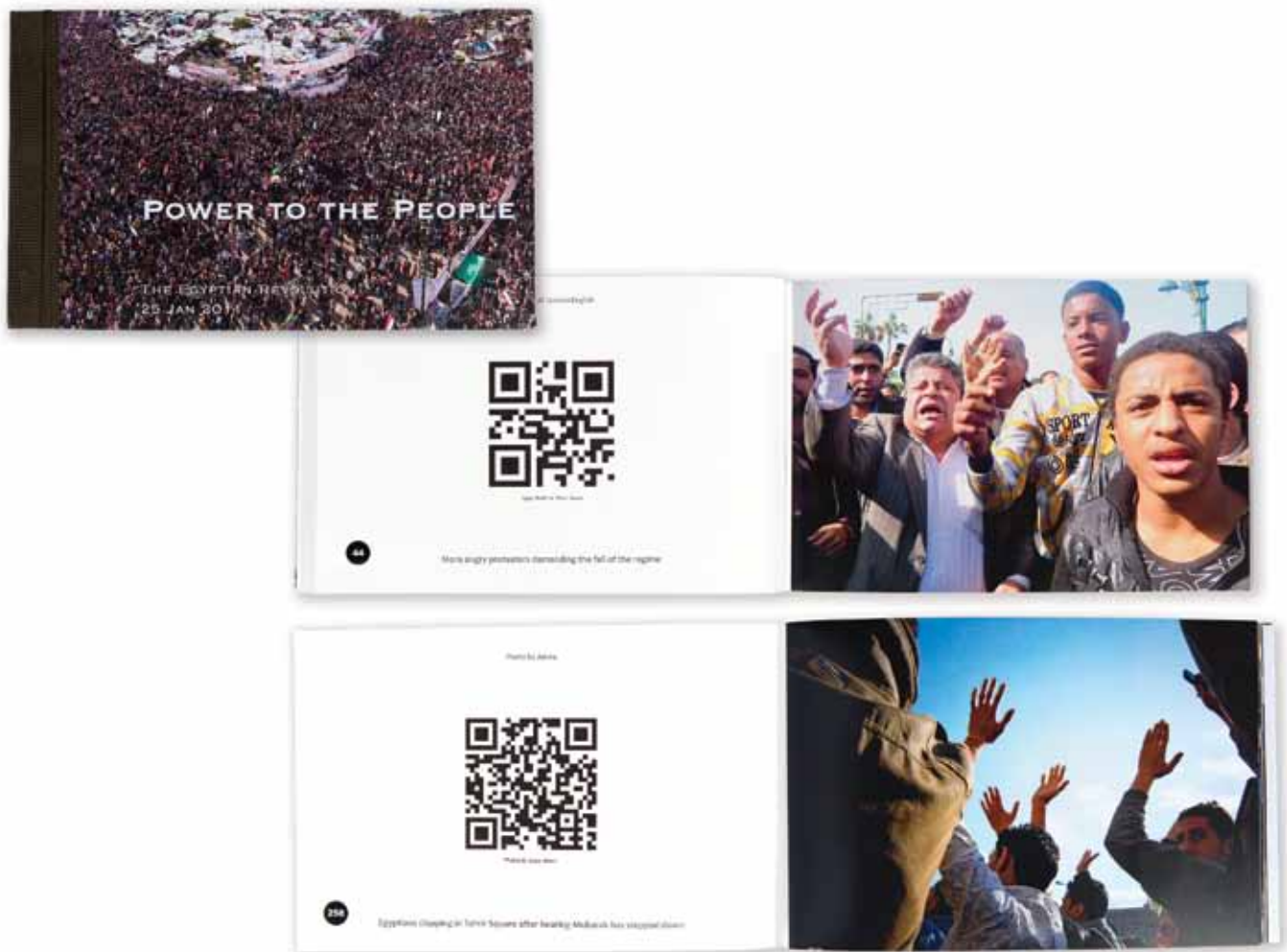


Revolutionary book application boosts business 30% in just two months.



Best-of-the-Best Program Winner—Photo Publishing

Xerox Premier Partners Global Network



Power to the People, Photo Publishing

Easy Print

A digital printing company headquartered in Sharm el-Sheikh, Egypt, Easy Print is powered by Xerox® digital technologies. They offer a range of printing services and applications, including flyers, posters, calendars, photo publishing, books and wide format signage. They also offer a complete range of finishing and communication services—from web and e-mail to full cross-media campaigns—helping them serve and secure several top 50 businesses, including major international hotel chains and multinational travel companies.

On the web:
www.easyprintsharm.com

The challenge

Easy Print was a very successful print service provider located in Sharm el-Sheikh, Egypt, with sales on the rise. As political events and uncertainty unfolded early in 2011, their printing business slowed dramatically as the tourism industry they relied on for revenue dwindled. Rather than wait for business to improve, they decided to transform this downturn into an opportunity and create a unique photo book to capture new business during this difficult time.

Easy Print headed to Cairo with their cameras and captured more than 700 photos of the revolution over the course of a month. When they returned, they began assembling their book, *Power to the People*, knowing that it needed to be different to stand out in the marketplace. Leveraging their technical background as an Internet service provider, Easy Print decided to add a QR code for each featured photo, linking to rich media such as online videos that expanded upon the story told in each picture.

Easy Print learned about incorporating QR codes into communication pieces at a Xerox Premier Partners Congress and they immediately saw the potential. QR codes were relatively new in Egypt, and Easy Print was confident they could use them to help generate book sales ... and showcase their short-run digital book printing capabilities.

The solution

The first job was tracking down appropriate video footage and other media content for each of the photos in the book. Once completed, they were able to generate QR codes for each using an internally designed code generator while using Adobe® InDesign® to lay out the book. To ensure that QR codes never sent readers to broken links, Easy Print implemented a monitoring program that notified them if URLs changed or were no longer valid.

The image quality of every photo was paramount to the success of the book, so they selected the Xerox® 700 Digital Color Press paired with a CX Print Server powered by Creo® for production. All interior pages were printed on Xerox® Colotech Supergloss 160 gsm paper. Lamination, trimming and perfect binding were completed offline.

The results

In the two months that followed the launch of *Power to the People*, Easy Print had sold 700 copies with more sales on the horizon, spurred by marketing efforts on Facebook, Twitter, LinkedIn and a newly established distribution channel on Amazon.com. It quickly boosted their business, too, helping them see a 30 percent jump in customers in the same two-month period. They plan to implement a web storefront with a customizable version of the book available for customers to upload and personalize with their own pictures of this historic event.

The innovation, quality and success of *Power to the People* has enabled Easy Print to start negotiating with the largest travel company in Egypt to create a similar QR code-driven photo book for the travel industry. They are also looking into producing short-run postcards featuring personalized QR codes for the leisure and travel industries.

