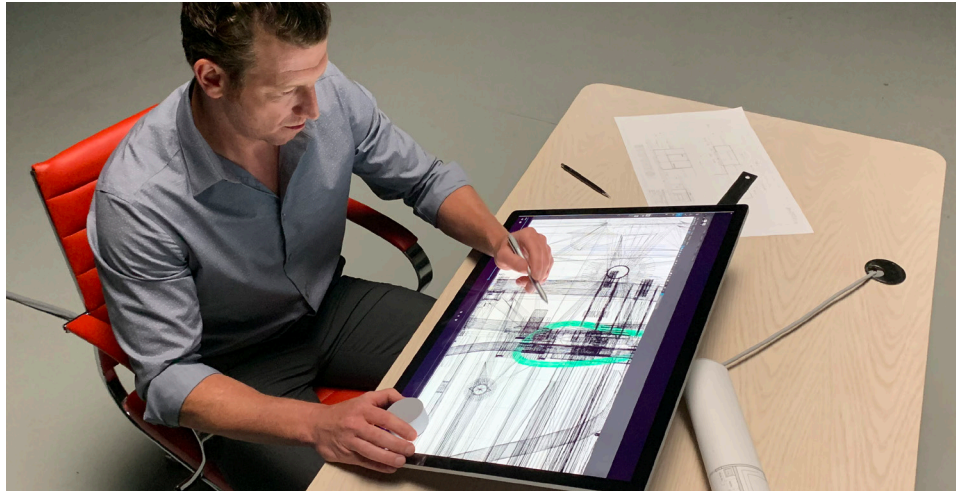


Can a single equation revolutionise an industry?

The print industry has changed. It's no longer enough to rely on the classic printer triangle of cost, quality and speed. Customers today expect a whole new level of results: Can you reach their target audience through complex, multi-touch campaigns? Can you deliver relevant content and drive a response? And most importantly, can you do it all over again — adapting to ever-shifting needs while delivering consistent results?



It's not easy. That's why Xerox has developed a new strategy for inkjet. It prioritises value, delivered at whatever scale is needed, with repeatability and reliability. And we've created a new cut-sheet inkjet platform that brings this strategy to life: the Xerox® Baltoro™ High Fusion Inkjet Press.

3V + AI POWERED BY X

It's a simple equation that means a lot: the perfect balance of value, volume and velocity. Signature image quality perfected by Xerox® Automated Intelligence (AI). All powered by Xerox.

It's a new direction in inkjet that recognises what's good and then imagines how it can be better. Using heritage-inspired design and leading-edge technology to open the door to new applications in direct mail, commercial printing and publishing.

BEHIND THE 3V

The secret to Baltoro's balance of value, volume and velocity is a combination of High Fusion print engines, ink and print heads.

High Fusion ink delivers low-cost, high-performance, extensive media support plus inkjet media support without priming. That means you can enjoy greater application versatility and higher image quality than ever before. And our all-new print engine builds on that performance. Designed to work with High Fusion ink, it delivers stunning quality at up to 300 impressions per minute. And our industry-established W-Series print heads bring it home with a wide, 13.76"/350 mm print area that lets you place ink drops exactly where you want them — even at top speeds.

Put it all together and you've got a new level of performance and artistry that lets you take on high-value applications and deliver more for your customers.

PERFECTED BY AI

Xerox® AI is exactly what it sounds like — the brains behind our new strategy. It's a set of Advanced Image Controls that automatically detect and correct print issues by making real-time adjustments to each page. Best of all, new controls are constantly being added. This means that Baltoro prints smarter and better over time.

COMPLETING THE EQUATION

Underlying and powering everything in Baltoro is a current of uniquely Xerox innovation. Scalable technology that pushes the boundaries of what's possible. Thinking that defies the expected to uncover what's coming next.

The result of it all? A whole new equation in inkjet, one that adds up to working smarter and creating more vibrant applications for years to come.



Marybeth Gilbert

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