

# Can a single equation revolutionize 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 relative 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 prioritizes 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 recognizes 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. That means 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.