

## Xerox PrimeLink C9070 with Xerox EX Print Server Powered by Fiery

Outstanding Light CMYK+ Production Device

# xerox™



The Xerox PrimeLink C9070 with the Xerox EX Print Server Powered by Fiery has claimed the BLI 2021 PRO Award for Outstanding Light CMYK+ Production Device thanks to its...

- Adaptive CMYK Plus Technology for toner
- User-friendly interface with customization options
- Large colour gamut and impressive spot-colour matching
- Wide range of inline finishing options

"We were all impressed by the Xerox PrimeLink C9070 during our extensive tests, as it adds a new dimension of creative opportunities for in-house CRDs and commercial pay-for-print operations in the light production segment," said David Sweetnam, Keypoint Intelligence's Director of EMEA/Asia Research & Lab Services. "Utilizing Xerox's Adaptive CMYK Plus Technology, users can go well beyond CMYK output, with fluorescents, white, clear, and metallics adding more 'wow' factor. The ability to use these different toner options has been designed to be an easy process with the switch from one toner set to another, taking no more than 30 minutes in our experience. Coupled with this is the impressive range of inline finishing options, allowing users to minimize offline finishing steps."

"The user experience was great," said Martin Soane, Keypoint Intelligence's European Lab Manager. "With a control panel menu structure that was intuitive, quick to navigate, and customizable. Jam removal and key operator part-replacement instructions were clear."

"The Xerox PrimeLink C9070 produced a large colour gamut on coated and uncoated Mondi media," said Sweetnam. "This helped it achieve very impressive colour accuracy results across our challenging solid PANTONE colour matching tests, with a mean DeltaE00 across

all 15 colours of only 4.4. The device also maintained tight colour consistency over our hour-long production run, with the 42-colour patch FOGRA media wedge drift test only measuring a maximum drift of DeltaE00 3.0 and a mean drift of a very impressive DeltaE00 1.5.”

## About Keypoint Intelligence

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For 60 years, clients in the digital imaging industry have relied on Keypoint Intelligence for independent hands-on testing, lab data, and extensive market research to drive their product and sales success. Keypoint Intelligence has been recognized as the industry's most trusted resource for unbiased information, analysis, and awards due to decades of analyst experience. Customers have harnessed this mission-critical knowledge for strategic decision-making, daily sales enablement, and operational excellence to improve business goals and increase bottom lines. With a central focus on clients, Keypoint Intelligence continues to evolve as the industry changes by expanding offerings and updating methods, while intimately understanding and serving manufacturers', channels', and their customers' transformation in the digital printing and imaging sector.

## About BLI PRO Awards

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Based on results from extensive production field testing, during which tens of thousands of pages are printed and hundreds of data points are analyzed, Buyers Lab PRO Awards celebrate the best performers on an annual basis. Keypoint Intelligence's new Production 2.0 and 2.0 LITE test programs focus on today's key issues, including best practice automation, output consistency over long run lengths, key operator maintenance capabilities, and a plethora of image quality and productivity analyses.

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