SmartPress™ Savvy

- Built-in intelligence
- Automatically adjusts to paper characteristics
- Monitors every unit
- Provides online diagnostics and remote support
- Third-generation technology (iGen 110 exclusive)

Throughput from 40 to 130 ppm based on image/page size

Input Capacity

- Up to six feeder modules
- Up to twelve trays
- Each tray holds 180 lb (254 kg) 3,500 sheets 60 lb coated stock (320 g/m²)

Delivery

- Up to four stackers
- Two trays per stacker
- Stacker feed width 12"/305 mm
- Colored offset stack delivery

Environmental Control Unit

- Built-in air conditioning and humidification system
- Maintains system interior at optimum temperature and humidity
- Monitors every print
- Automatically adjusts to paper characteristics

Optional

- One inserter module, two trays
- Stacker feed width 12"/305 mm
- Colored offset stack delivery

Paper Flexibility

- Coated: 16 lb bond to 130 lb cover, 90 g/m² to 350 g/m²
- Uncoated: 24 lb bond to 110 lb cover, 60 lb to 220 lb index, 90 g/m² to 475 g/m²

Roll Input

- Additional sheet per roll (based on 8.5" x 11"/A4; 20 lb bond/75 g/m²)

Environmental Control Unit

- Monitors every print
- Automatically adjusts to paper characteristics

Technology Features

- Booklet Maker (image tower, one feeder, one stacker)
- Two trays per stacker
- Stacker feed width 12"/305 mm
- Colored offset stack delivery

Size

- Overall standard press configuration dimensions
  - iGen 110 (image tower, one feeder, one stacker)
  - 23' 8" x 8' x 8' (L x W x H)
  - 7,290 lb (3,300 kg)

- iGen 90 (image tower, one feeder, one stacker)
  - 20' 5" x 6' x 8' (L x W x H)
  - 6,080 lb (2,755 kg)

Weight

- 7,892 lb (3,530 kg)
- 7,051 lb (3,186 kg)

Paper Handling

- Feeder and Stacker
- Image Tower
- Booklet Maker
- Image Tower
- Booklet Maker

- Desktop finishing station
- SmartSize™
- Never Tear, DuraPaper™
- Envelope Feeder
- Lay Flats with GBC® Fusion Punch II™
- Inserter
- Stackable 12"/305 mm carts

Paper Format

- Maximum sheet size: 14.25" x 22.8" (364 x 571 mm)
- Minimum sheet size: 7" x 7" (178 x 178 mm)

Paper Weight

- Uncoated: 16 lb bond to 130 lb cover, 90 g/m² to 350 g/m²
- Coated: 60 lb to 130 lb cover, 90 g/m² to 350 g/m²

Roll Input

- Additional sheet per roll (based on 8.5" x 11"/A4; 20 lb bond/75 g/m²)

Environmental Control Unit

- 7,290 lb (3,300 kg)
- 6096 x 1829 x 2438 mm (L x W x H)

- 8,556 lb (3,880 kg)
- 7,051 lb (3,186 kg)
- 6096 x 1829 x 2438 mm (L x W x H)

- 7,892 lb (3,530 kg)
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Moving your business AHEAD

MORE BUSINESS THROUGH MORE SERVICES. The Xerox iGen® 110 and iGen® 90 Digital Production Presses and their revolutionary 3rd generation imaging system gives your business an enormous edge through new services that you can offer to your customers. These include high-quality color at a cost that makes sense even for short runs, print jobs—from books to brochures and from statements to sell sheets—that grab their audience and a bigger piece of your customers’ printing business, personalized marketing pieces to dramatically increase the effectiveness of and response to printed communications, and new digital services addressing every point along the printing value chain.

SMARTPRESS SERVICES
• A Xerox SmartPress Production Consultant will help you grow volume that will build your business and revenues.
• iGen3 continues Xerox’s environmental leadership by using non-toxic, dry inks, no hazardous materials and generating no hazardous waste (according to applicable waste regulations worldwide).
• Xerox paper and specialty media have been specifically engineered in concert with iGen3 and SmartPress Dry Ink to improve your document quality and your bottom line. Xerox offers a wide array of Digitally Optimized paper and specialty media in a full range of weights, shades, and sheet sizes. Xerox also offers custom solutions and stocks that are pre-scored, perforated, and pre-punched to maximize your productivity. And we will work with you to develop custom application solutions to help grow your business.

PROACTIVE SERVICE SUPPORT
Using tightly integrated systems for analysis, Xerox monitors your machine on an ongoing basis as it transmits performance information to a secure server. Real-time machine data translates to proactive responses and quicker and more accurate problem diagnosis. Xerox local service teams, hotline support specialists, and subsystem engineers all work to achieve maximum uptime, performance, and productivity on your system. The right resources are engaged—no matter where they may be—to ensure optimum machine performance.

XEROX STAYS WITH YOU EVERY STEP OF THE WAY
Great results go beyond great technology. The acquisition of iGen3 is only the first step in your journey with Xerox toward a brighter future for your business. SmartPress Services, Proactive Service Support, and ProfitAccelerator™—Digital Business Resources provide the most comprehensive and indispensable group of offerings that help you to maximize your iGen3 investment and improve your productivity.

FINANCIAL RESOURCES
ProfitQuick™ is a financial modeling tool used to evaluate the purchase of digital production equipment. The Business Planner Module allows you to develop a five-year customized profit and cash flow analysis, and the Workflow Cost Estimation Module enables you to easily compare digital versus offset printing costs and profits.

CREATIVE AND DESIGN RESOURCES
A number of tools help you increase sales to advertising agencies and graphic design firms who influence the buying of printing, drive pages to your iGen3, and provide new avenues for growth.

APPLICATION DEVELOPMENT
The uPublisher™ Digital Learning Simulator provides the knowledge and skills you need to thrive in the lucrative digital book publishing marketplace. We also offer tips and tools on Designing for Digital, Profiting Through Personalization, and PrePress for Digital.

TRAINING RESOURCES
Our experienced consultants teach you tools, tips, and techniques to improve your digital workflows. We also offer a Marketing Partnership Program to help sell and market digital and Variable Information printing.

TO LEARN MORE ABOUT OUR COMPREHENSIVE PORTFOLIO, PLEASE GO TO www.xerox.com/driveprofit
WHEREVER YOU’LL BE TOMORROW, WE’LL BE THERE TOO
Looking past today to where your business will be down the road? Us too. Not content to let the road come to you? Neither are we.
That’s why we back up every iGen3 with software, services, and tools for building business…and we integrate it all into your business without diverting you from the path you are already on.

HOW DO I GET THERE FASTER?
Production printers are under constant pressure to reinvent their processes, operations, and offerings. You’ve got to be faster, better, and more responsive if you’re going to come out on top.

The answer is in your workflow…
The Xerox FreeFlow™ Digital Workflow Collection is specifically designed to help you integrate and connect your workflow processes to improve the way you input, print, and fulfill jobs. It addresses the need to streamline operations to take full advantage of new business opportunities with the iGen3.

FreeFlow is based on elements critical to every workflow implementation, including integrated products, standards-based architecture, and professional services and support. FreeFlow combines robust workflow products from Xerox and our partners with iGen3 to enable efficient, profitable solutions for supporting these high-value, high-profit business services:

PRINT ON DEMAND
Implement fast, profitable digital printing with Web-to-print offerings.

PERSONALIZED COMMUNICATIONS
Generate simple to complex Variable Information (VI) applications, including cross media, one-to-one publishing using a highly productive VI suite of products.

PROMOTIONAL TRANSACTIONAL
Turn statements into marketing communications with rich IVT content and data-driven graphics and produce them on time and on budget using Xerox VIPP enablement.

OFFSET AND DIGITAL
Seamlessly integrate your offset operations with digital for a more diversified offering.

BOOK PRINTING
Take advantage of the growth opportunities of iGen3 short-run book production with inline-finishing.

FreeFlow solutions and iGen3... The perfect combination for more jobs, more pages, and more growth for your business.

PRINTING THAT COMMUNICATES LIKE YOU DO... IN A HURRY
Digital short-run printing comes close to the way that people actually communicate. It is timely, personal, and effective. iGen3 makes color short runs the economically viable alternative that you and your customers have been waiting for to propel everything you print into fast forward.

Fast turnaround

Speed
At up to 6,600 (iGen3 110) or 5,400 (iGen3 90) letter-size/A4 impressions per hour, and with no additional time needed for make-ready, drying, or manual collation, you can deliver the rapid turnaround that your customers are demanding.

iGen3’s SmartPress Technology adjusts ink and imaging for each sheet that passes through the Press. You can do what was previously unthinkable—mix stocks in a single press run without a drop in productivity, even if each page has different graphics, text, or pictures. You can offer the affordable, creative solutions your customers couldn’t have imagined before now.

iGen3 connects directly to your networks and the Internet, enabling a streamlined workflow—from remote job submission to proofing to printing on demand.

Quality
iGen3 prints a benchmark gamut of CMYK process colors with excellent color rendering and with extremely accurate registration.

The Press runs a wide array of stocks including coated (60 lb text to 130 lb cover or 90 g/m² to 350 g/m²) or uncoated (16 lb bond to 130 lb cover or 60 g/m² to 350 g/m²), smooth or textured, and specially stocks and labels—in a sheet as large as 14.33” x 22.5” (364 x 571 mm).

Xerox offers coated and uncoated text and cover weight precision cut sheets in a wide range of sizes, eliminating the need to cut down folio sheets and reducing the risk of equipment contamination from paper dust.

The Press measures the color between stocks in a single press run without a drop in productivity, even if each page has different graphics, text, or pictures. You can offer the affordable, creative solutions your customers couldn’t have imagined before now.

iGen3 delivers a sheet with a uniform, low-gloss finish that’s dry and ready for bindery. The outcome is accurate, consistent, and predictable quality.

Results
Sophisticated color images, graphics, and personalized text have a remarkable ability to cut through the clutter of generic marketing messages that bombard customers at every turn.

The results are faster and higher response rates, increased sales, and the power to create and maintain the customer relationships that foster brand allegiance.

iGen3 has the capabilities to excel in all of the areas that help printed communications achieve the results that your customers want. With astounding color, Variable Information options that only digital printing can offer, every printed communication can talk directly to its audience and bring you and your customers the superior results to set you apart from the crowd.

What customers want in their printed communications

...you get with Xerox iGen3
QUANTITY VERSUS QUALITY
Does it have to be one or the other?

The value of iGen3 begins by being able to print exact quantities instead of thousands extra in an effort to bring down the per unit cost as in the offset world. And with iGen3, if you print too few, it is easy and inexpensive to print additional quantities that match the original run.

iGen3 is the complement to your offset environment. It provides offset quality and a digital workflow, offering the best of both worlds. iGen3 eliminates the manual preparation for offset, which makes color economical only as the quantities reach very high levels. The system's digital front ends enable last-minute color corrections and easy reprints of stored print jobs. And iGen3 renders the exceptional image quality that will advance the perception of superior products and a superior company.

What does that mean? Simply that color is now more affordable than ever… in quantities that make sense for businesses that are moving forward at an increasing pace.

WHAT DOES COLOR BUY YOU?

Things that money can’t

Why do customers print in black and white? Is it because it’s the best solution? Sometimes it is, but sometimes customers print in black and white for one reason… thinking the cost of color is too high.

Everyone knows that color can add impact to printed communications. Now, iGen3 makes color more affordable than ever so your customers can use it in every job to magnify the impact of a range of documents:

• Color captivates in marketing pieces.
• Color clarifies in user manuals.
• Color adds perceived value in financial statements.

iGen3 is the only true on-demand press that can print color and black and white pages at a cost practical enough for every print job. Customers get affordable black and white and the incredibly sharp color to provide the edge they need.

SMARTPRESS PAPER HANDLING:
Productivity, reliability, and higher yields of saleable sheets

The system’s SmartPress Stock Library is an electronic repository of critical information for every stock you use. It automates the make-ready process for enormous time-savings, particularly important in a short-run environment.

Up to six paper feeders, each with two trays, allow you to mix stocks within a single run and provide a total capacity of 30,000 sheets (80 lb coated text/120 g/m2). The optional DocuSheeter™ reduces operator intervention and cuts paper costs. It delivers up to 50,000 additional coated or uncoated sheets directly into the paper path. And the system’s load-while-run capabilities allow operators to load paper while iGen3 continues to produce stunning output.

The system’s built-in intelligence takes into account the stock attributes of each sheet that passes through the Press, dynamically adjusting its operation to optimize image quality, even for very different stock types.

SmartPress Feeding combines vacuum technology to protect the paper’s surface, double-sheet detection to prevent misfeeds, and paper trays that tilt automatically to compensate for any curl. Each sheet is optically guided to the imaging area, and multiple sensors continuously monitor image placement. Dual-edge perfecting assures precise front-to-back and crossover registration.

An intelligent fusing process adjusts its temperature and pressure on the fly for paper and coverage, and decurling stations ensure that sheets emerge from the Press flat and instantly ready for finishing.

Each stacker delivers fully collated, offset-stacked sets on wheeled carts for easy transport to the bindery. With the system’s unload-while-run capabilities, there is no need to stop printing to unload the output. iGen3 is currently configured to support from one to four stackers—each with a capacity of 3,000 sheets (80 lb coated text/120 g/m2).

To support inline finishing, Xerox Document Finishing Architecture (DFA) interface can be added to iGen3. This open, intelligent interface provides the logical and physical connections—including document parameters and full job recovery—to inline finishing devices, so each finished piece is complete and correct.

SMARTPRESS Sentry:
Maximum uptime and trouble-free operation

SmartPress Sentry keeps watch over the entire printing process. Its built-in intelligence learns about your stocks and system component status and makes continuous, on-the-fly adjustments to optimize all the system’s operations—from feeding to stacking.
SMARTPRESS TECHNOLOGY™

Innovative 3rd Generation SmartPress™ technology is the intelligence that is built into virtually every part of iGen3, resulting in the first digital production press that’s totally at home in an in-plant print shop or a commercial print environment. It offers the flexibility, quick turn-around times, and economics that characterize digital printing while producing output with the look and feel of offset printing.

SMARTPRESS IMAGING:
The heart of the iGen3’s 3rd generation technological revolution

At the heart of iGen3 is the new, 3rd generation imaging process. Four imaging stations layer the CMYK inks on an electrically charged image carrier. Then, the image is transferred all at once to the paper. SmartSize™ Imaging (iGen3 110 exclusive feature) provides maximum throughput automatically, depending on paper size, ranging from 7,200 per hour for 7" x 7" (178 x 178 mm) to 2,400 per hour for 14.33" x 22.5" (364 x 571 mm).

A nested set of closed-loop process controls maintains color consistency and color-to-color registration. Color patches and registration marks placed on the image carrier between every impression are continuously measured and adjustments are made as required—under the hood.

The uniform particles of SmartPress Dry Ink, along with controlled dispensing, contribute to the sheet’s uniform finish and low-gloss differential on both coated and uncoated stocks. The pigments provide remarkable color fidelity and image processing ensures smooth edges on text and line art for crisp font reproduction.

A COMMON MESSAGE…
Can be too common for its own good

Marketing ideally speaks to the needs and desires of consumers and makes them eager to buy. But potential buyers have different backgrounds, demographics, and needs. How can a common message hope to speak to all of these issues? It can’t.

Consumers may allow a printed marketing message one second to make its mark. If the message is black and white, it may not even be given that amount of time. Color can improve the odds, but if the image quality isn’t impressive enough to make an immediate positive impact, printed communications can be far too easily dismissed.

iGen3 is a big leap forward in communications technology because it makes it easy to print marketing messages created specifically for each customer. Xerox FreeFlow™ solutions give you the power to combine unique customer traits and preferences with specific graphics and text to generate a more effective message through marketing pieces that hit home with each individual consumer.

THAT REALLY SELL

OPPORTUNITY…
Every month with every customer

How much would business pay for a marketing opportunity where every existing customer is guaranteed to see a particular message?

Businesses currently send out millions of potential market- ing vehicles every month—credit card bills, investment and financial statements, and utility invoices. They are built-in marketing opportunities because, by nature, they cannot be ignored—consumers are compelled to open the envelopes.

iGen3 has the speed and processing power to excel in promotional transactional printing and make the resulting statements more effective. On one level, color makes a monthly mailing much more readable. On another level, promotional transactional printing leverages knowledge about each statement’s recipient. Individual customer characteristics such as age, income, and past purchases make the communications unique and powerful.

iGen3 combines these to fully exploit the potential of promotional transactional printing through tailored communications and attention-grabbing color graphics and images—helping any business make a statement with statements.
A leap forward with TECHNOLOGY

AS YOUR BUSINESS MOVES FORWARD, YOUR iGen3 GOES WITH YOU

iGen3 is designed to always keep up with your changing business. The modular, extensible design provides the flexibility to add feeding and finishing modules as your needs evolve.

PRESS INTERFACE
The Press Interface console enables Press management:
• Sets up Press parameters and preferences
• Maintains the Stock Library so the Press can adjust for different stocks
• Provides continuous Press status and alerts

XEROX DocuSP® COLOR CONTROLLER
Based on a DocuTech® workflow with powerful yet easy-to-use color controls, the Xerox DocuSP® Color Controller provides color management, image-enhancement technologies, and is Pantone® licensed. Most critical tasks are automated for maximum efficiency. The Parallel RIP option drives iGen3 at rated speed for even very complex jobs. Expert color tools help satisfy your most demanding clients. DocuSP supports all common PDL file formats including PCL. For high-response-rate, high-revenue Variable Information printing, DocuSP relies on powerful VIPP® software.

CREO® SPIRE® COLOR SERVER
The Creo Spire Color Server offers a full suite of tools for advanced prepress, editing, maximizing image quality, and managing color, and is Pantone® licensed. The flexibility to change imposition via multiple, ready-to-use templates—even post-RIP—helps you make the most of your sheets, while on-screen preview speeds up the process. The Creo Spire Server provides highly efficient and fast RIP for processing VI jobs and handles the widest range of color Variable Information applications, including VPS and VIPP file formats.

EFI® FIERY® COLOR SERVER
For print shops already operating with EFI Velocity workflow and Command WorkStation®, the EFI Fiery Color Server offers instant integration with iGen3. Command WorkStation’s intuitive user interface makes it easy for a high-turnover work force to program, monitor, and manage print jobs. ColorWise® Pro tools, DocBuilder Pro™ impositioning, and Graphic Arts Package™ provide scalable tools for novice to expert users. The Fiery Color Server supports the most common PDLs plus VIPP and EFI FreeForm™ for Variable Information printing.

YOUR WORKFLOW WILL REMAIN YOUR WORKFLOW
iGen3 is designed to do more than just fit with your existing workflow and processes... it is designed to improve them, accelerate them, and elevate them to new levels of productivity.

INLINE FEEDING OPTIONS START EVERY JOB RIGHT!
The DocuSheeter™ iG provides a roll-to-sheet feeding option that reduces operator and paper costs and that reliably feeds up to 50,000 sheets of coated or uncoated stock.

INLINE FINISHING OPTIONS SPEEDEVERYJOB TO DELIVERY
Since iGen3 is designed with Document Finishing Architecture (DFA)—an open interface standard—a variety of finishing devices and solutions can be added to broaden the number of products that you can offer to your customer. Choose booklets with the Xerox Booklet Maker or C. P. Bourg Document Finisher (BDFx) with Square Edge Option (SQE), perfect binding with the Xerox Manual+Book Factory, or lay flats with inline printer punching via the GBC Fusion Punch II®. iGen3 output is also compatible with many nearline and offline finishing options, including coil binding, booklet making, laminating, and UV coating.

Optional Roll Feed
Standard two feeders (up to six optional), two paper trays each, load while running
Gripperless transport mechanism allows printing to within 1mm of sheet edge
Easy-to-load dry ink containers, replace while running
Straight paper path with optical guides
Single-point image transfer to paper with speeds up to 7,200 impressions per hour
Intelligent fusing adjusts for differences in stock and ink coverage
(not shown) Post-process inserter with two trays (optional)
Standard one stacker (up to three additional optional) 2 wheeled carts per stacker unload while running
Environmentally controlled image module
Top tray for press proofs and run-time samples
All stock weights run at rated speed
Electronic collation with offset stack delivery
Optional document finishing interface enabling various inline finishing

Xerox iGen3 Digital Production Press is a proud winner of the 2004 GATF InterTech Technology Award
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SMARTPRESS PAPER HANDLING:  
Productivity, reliability, and higher yields of saleable sheets  
The system’s SmartPress Stock Library is an electronic repository of critical information for every stock you use. It automates the make-ready process for enormous time-savings, particularly important in a short-run environment. Up to six paper feeders, each with two trays, allow you to mix stocks within a single run and provide a total capacity of 30,000 sheets (80 lb coated text/120 g/m²). The optional DocuSheeter™ll reduces operator intervention and cuts paper costs. It delivers up to 50,000 additional coated or uncoated sheets directly into the paper path. And the system’s load-while-run capabilities allow operators to load paper while iGen3 continues to produce stunning output. The system’s built-in intelligence takes into account the stock attributes of each sheet that passes through the Press, dynamically adjusting its operation to optimize image quality, even for very different stock types. SmartPress Feeding combines vacuum technology to protect the paper’s surface, double-sheet detection to prevent misfeeds, and paper trays that tilt automatically to compensate for any curl. Each sheet is optically guided to the imaging area, and multiple sensors continuously monitor image placement. Dual-edge perfecting assures precise front-to-back and crossover registration.

An intelligent fusing process adjusts its temperature and pressure on the fly for paper and coverage, and decurling stations ensure that sheets emerge from the Press flat and instantly ready for finishing. Each stacker delivers fully collated, offset-stacked sets on wheeled carts for easy transport to the bindery. With the system’s unload-while-run capabilities, there is no need to stop printing to unload the output. iGen3 is currently configured to support from one to four stackers—each with a capacity of 3,000 sheets (80 lb coated text/120 g/m²).

To support inline finishing, Xerox Document Finishing Architecture (DFA) interface can be added to iGen3. This open, intelligent interface provides the logical and physical connections—including document parameters and full job recovery—to inline finishing devices, so each finished piece is complete and correct.

SMARTPRESS SENTRY:  
Maximum uptime and trouble-free operation  
SmartPress Sentry keeps watch over the entire printing process. Its built-in intelligence learns about your stocks and system component status and makes continuous, on-the-fly adjustments to optimize all the system’s operations—from feeding to stacking.
WHEREVER YOU’LL BE TOMORROW, WE’LL BE THERE TOO
Looking past today to where your business will be down the road? Us too. Not content to let the road come to you? Neither are we.
That’s why we back up every iGen3 with software, services, and tools for building business…and we integrate it all into your business without diverting you from the path you are already on.

The answer is in your workflow…
The Xerox FreeFlow® Digital Workflow Collection is specifically designed to help you integrate and connect your workflow processes to improve the way you input, print, and fulfill jobs. It addresses the need to streamline operations to take full advantage of new business opportunities with the iGen3.

FreeFlow®, iGen3®, and You.
Performance Accelerated™
FreeFlow is based on elements critical to every workflow implementation, including integrated products, standards-based architecture, and professional services and support. FreeFlow combines robust workflow products from Xerox and our partners with iGen3 to enable efficient, profitable solutions for supporting these high-value, high-profit business services:

- **PRINT ON DEMAND**: Implement fast, profitable digital printing with Web-to-print offerings.
- **PERSONALIZED COMMUNICATIONS**: Generate simple to complex Variable Information (VI) applications, including cross media, one-to-one publishing using a highly productive VI suite of products.
- **PROMOTIONAL TRANSACTIONAL**: Turn statements into marketing communications with rich VI content and data-driven graphs and produce them on time and on budget using Xerox VIPP enablement.
- **OFFSET AND DIGITAL**: Seamlessly integrate your offset operations with digital for a more diversified offering.

Digital short-run printing comes close to the way that people actually communicate. It is timely, personal, and effective. iGen3 makes color short runs the economically viable alternative that you and your customers have been waiting for to propel everything you print into fast forward.

**Speed**
At up to 6,600 (iGen3 110) or 5,400 (iGen3 90) letter-size/A4 impressions per hour, and with no additional time needed for make-ready, drying, or manual collation, you can deliver the rapid turnaround that your customers are demanding.

iGen3’s SmartPress Technology™ adjusts ink and imaging for each sheet that passes through the Press. You can do what was previously unthinkable—mix stocks in a single press run without a drop in productivity, even if each page has different graphics, text, or pictures. You can offer the affordable, creative solutions your customers couldn’t have imagined before now.

iGen3 connects directly to your networks and the Internet, enabling a streamlined workflow—from remote job submission to proofing to printing on demand.

**Quality**
iGen3 prints a benchmark gamut of CMYK process colors with excellent color rendering and with extremely accurate registration. The Press runs a wide array of stocks including coated (60 lb text to 130 lb cover or 90 g/m² to 350 g/m²), smooth or textured, and specialty stocks and labels—in a sheet as large as 14.33” x 22.0” (364 x 571 mm).

Xerox offers coated and uncoated text and cover weight precision cut sheets in a wide range of sizes, eliminating the need to cut down folio sheets and reducing the risk of equipment contamination from paper dust.

The Press measures the color between sheet to sheet and shift to shift. Resolution is sharp and clear, with 600 x 600 x 8-bit continuous tone input transformed into 600 x 4800 x 1-bit printing.

Finally, iGen3 delivers a sheet with a uniform, low-gloss finish that’s dry and ready for bindery. The outcome is accurate, consistent, and predictable quality.

**Results**
Sophisticated color images, graphics, and personalized text have a remarkable ability to cut through the clutter of generic marketing messages that bombard customers at every turn.

The results are faster and higher response rates, increased sales, and the power to create and maintain the customer relationships that foster brand allegiance.

iGen3 has the capabilities to excel in all of the areas that help printed communications achieve the results that your customers want. With astounding color, and Variable Information options that only digital printing can offer, every printed communication can talk directly to its audience and bring you and your customers the superior results to set you apart from the crowd.

**Fast turnaround**
Digital short-run printing comes close to the way that people actually communicate. It is timely, personal, and effective. iGen3 makes color short runs the economically viable alternative that you and your customers have been waiting for to propel everything you print into fast forward.

**PRINTING THAT COMMUNICATES LIKE YOU DO... IN A HURRY**

**What customers want in their printed communications**

**...you get with Xerox iGen3**
Moving your business AHEAD

MORE BUSINESS THROUGH MORE SERVICES. The Xerox iGen³ 110 and iGen³ 90 Digital Production Presses and their revolutionary 3rd generation imaging system gives your business an enormous edge through new services that you can offer to your customers. These include high-quality color at a cost that makes sense even for short runs, print jobs—from books to brochures and from statements to sell sheets—that grab their audience and a bigger piece of your customers’ printing business, personalized marketing pieces to dramatically increase the effectiveness of and response to printed communications, and new digital services addressing every point along the printing value chain.

SMARTPRESS SERVICES
• A Xerox SmartPress Production Consultant will help you grow volume that will build your business and revenues.
• iGen³ continues Xerox’s environmental leadership by using non-toxic, dry inks, no hazardous materials and generating no hazardous waste (according to applicable waste regulations worldwide).
• Xerox paper and specialty media have been specifically engineered in concert with iGen³ and SmartPress Dry Ink to improve your document quality and your bottom line. Xerox offers a wide array of Digitally Optimized paper and specialty media in a full range of weights, shades, and sheet sizes. Xerox also offers custom solutions and stocks that are pre-scored, perforated, and pre-punched to maximize your productivity. And we will work with you to develop custom application solutions to help grow your business.

PROACTIVE SERVICE SUPPORT
Using tightly integrated systems for analysis, Xerox monitors your machine on an ongoing basis as it transmits performance information to a secure server. Real-time machine data translates to proactive responses and quicker and more accurate problem diagnosis. Xerox local service teams, hotline support specialists, and subsystem engineers all work to achieve maximum uptime, performance, and productivity on your system. The right resources are engaged—no matter where they may be—to ensure optimum machine performance.

FINANCIAL RESOURCES
ProfitQuick™ is a financial modeling tool used to evaluate the purchase of digital production equipment. The Business Planner Module allows you to develop a five-year customized profit and cash flow analysis, and the Workflow Cost Estimation Module enables you to easily compare digital versus offset printing costs and profits.

CREATIVE AND DESIGN RESOURCES
A number of tools help you increase sales to advertising agencies and graphic design firms who influence the buying of printing, drive pages to your iGen³, and provide new avenues for growth.

APPLICATION DEVELOPMENT RESOURCES
The uPublisher™ Digital Learning Simulator provides the knowledge and skills you need to thrive in the lucrative digital book publishing marketplace. We also offer tips and tools on Designing for Digital, ProfitThroughPersonalization, and PrePress for Digital.

TRAINING RESOURCES
Our experienced consultants teach you tools, tips, and techniques to improve your digital workflow. We also offer the Marketing Partnership Program to help sell and market digital and Variable Information printing.

TO LEARN MORE ABOUT OUR COMPREHENSIVE PORTFOLIO, PLEASE GO TO www.xerox.com/driveprofit

XEROX STAYS WITH YOU EVERY STEP OF THE WAY
Great results go beyond great technology. The acquisition of iGen³ is only the first step in your journey with Xerox toward a brighter future for your business. SmartPress Services, Proactive Service Support, and ProfitAccelerator™—Digital Business Resources provide the most comprehensive and indispensable group of offerings that help you to maximize your iGen³ investment and improve your productivity.
Printing Speed – iGen3 110
- Up to 5,600 full-press color A4 (145 g/m²) impressions per hour (170 impressions per minute)  
- 1,390 A3 (120 g/m²) impressions per hour

Printing Speed – iGen3 90
- Up to 3,600 full-press color A4 (145 g/m²) impressions per hour (90 impressions per minute)  
- 1,330 A3 (120 g/m²) impressions per hour

Image Quality
- Resolutions
  - 9600 x 1829 dpi
  - Line screens: 150, 175, 230, 280, 320 lines per inch (lpi)  
- All utilizing 256 gray levels
- Process colors
  - Magenta, Yellow, Cyan, Black

Paper Format
- Maximum sheet size: 14.25 x 21.06” (362 x 533 mm)  
- Minimum sheet size: 7.25” x 5.5” (184 x 140 mm)

Paper Weight
- Uncoated: 16 lb bond to 130 lb cover, 60 g/m² to 350 g/m²  
- Coated: 60 lb text to 130 lb cover, 90 g/m² to 350 g/m²

Paper Flexibility
- Coated (gloss, matte, dull, silk), uncoated, laser, text, specialty stocks  
- Recycled, perforated, tabs, transparencies, 2-color capacity of labels, DocuCard®, Never Tear, DualPaper™  
- Printed edge perfection/anti-skid speed (optional)  
- No dry time before coating  
- Transfer override for highly textured stock (optional)

Technology Features
- SplitPress™ Imaging
  - Third-generation technology  
  - Single-pass transfer printing  
  - Closed-loop control  
  - Benchmark output of CMYK dry inks  
- Replace dry inks with running

SplitPress™ Paper Handling
- Mixed stocks in a single run  
- Same-size perfecting registration  
- Straight paper path  
- Wide-radius inker for second side imaging  
- Collated sets  
- Wheelless blower  
- Load-in/’n-out capability

SmartPress™ Saturation
- Built-in intelligence  
- Automatically adjusts to paper characteristics  
- Monitors every unit  
- Provides online diagnostics and remote support  

SmartPress™ Technology (iGen 110 exclusive)
- Throughput from 40 to 120 impressions based on image/page size

Input Capacity
- Up to six feeder modules  
- Up to twelve trays  
- Each tray holds 10”/254 mm x 12”/305 mm  
- Up to six feeder modules  
- Two trays per stacker  
- 400 sheets 60 lb coated/250 g/m² (optional)

Delivery
- Up to four stackers  
- Direct to stacker  
- 400 sheets 60 lb coated/250 g/m² (optional)

Environmental Control Unit
- Built-in air conditioning and moisture control systems for optimum temperature and humidity  
- Controlled by closed-loop control system  
- Recycles air to eliminate emissions  
- Minimizes energy and reduces electrical costs

Optional
- Roll Input
  - iGen3™ alone, provides up to 50,000 additional sheets per roll (based on 8.5” x 11 ”/A4, 5 lb bond/19 g/m²)  
  - Deliver directly into the paper path  
- Sheets per roll (based on core size, cut size, paper type (gauge/finish), color weight, etc.)

Insertion
- One inserter module, two trays  
- Enables the addition of material to be fed after the finishing process  
- Gear for coated covers and specialty substrates

Inline Finishing
- Sheet-fed matching with Xerox SmartQuad™  
- Booklet Maker or C. P. Bourg Document Finisher  
- SmartFinishing with Xerox Metallikon Factory  
- Flex folders with Xerox Fusion Finisher  
- Booklet Maker with Xerox SmartQuad™  
- Booklet Maker or C. P. Bourg Document Finisher  
- SmartFinishing with Xerox Metallikon Factory  
- Flex folders with Xerox Fusion Finisher

Feeders and Stackers
- Up to two feeders  
- Up to four stackers

Size
- Overall standard press configuration dimensions:
  - iGen3 110 (image tower, two feeders, one stacker)
    - 23’ 8” x 8’ 3” (7191 x 2499 mm, 4.8 x 3.7 m)
  - Weight: 3,780 lb (1715 kg)
  - iGen3 90 (image tower, one feeder, one stacker)
    - 20’ x 8’ (6.1 x 2.4 m)
  - Weight: 2,820 lb (1280 kg)

Xerox DocuSP™ Controller
- Sun Fire™ hardware/software platform  
- DocuSP™DocuK®x server
- EFI® workflow  
- Adobe® PostScript®, PDF, Acrobat® 6, DocBuilder ProTM impositioning  
- DocuColor® emulations  
- Adobe® PostScript®, PDF, Acrobat® 6, Adobe® Acrobat® 6, ColorWise® toolset  
- Fiery® FreeForm™  
- ColorWise® toolset  
- ColorWise® toolset

Creo® Color Server
- White iGen3™ based platform  
- ColorSpire™ server
- EFI® Fiery® Color Server
- White Microsoft® based platform  
- ColorPress™ server
- ColorMatch™ server
- Adobe® PostScript®, PDF, Acrobat® 6, ColorWise® toolset,  
- Variable data printing
- Adobe® PostScript®, PDF, Acrobat® 6, ColorWise® toolset

Environment
- iGen3™ 110: 23’ 8” x 6’ x 8’ (L x W x H)  
- iGen3™ 90: 14.33” x 22.5” (364 x 571 mm)

Weight
- 15,465 lb (7000 kg)
- 23’ 8” x 6’ x 8’ (L x W x H)
- Xerox iGen3 110 and Xerox iGen3 90 Digital Production Presses

FORWARD