Xerox® is at the forefront of these trends, driving innovations for a digital age and making the print industry leaner, stronger and more agile than ever before. To learn more, visit: www.xerox.com/futureofdigital

What’s Next?

Print Enables Smarter Marketing

49% of print professionals agree that variable data printing has increased profits.

QR codes link printed materials to the digital realm.

Digital is Overtaking Lithography

Reduced Costs

Why?

More Jobs

Satisfied Customers

Business Growth

Increased profits

Customer acquisition and retention

4 of 5 print professionals say digital print

What’s an impact of Digital on print industry?

55% of print professionals say their top spending priority over the next 3 years is a digital infrastructure.

Digital now holds almost half of the print market share.

Digital will grow another 30% by 2014.

Digital now

Digital and inkjet are making color print more affordable.

Lithography

Digital will grow another 30% by 2014.

Digital now

Lithography

Digital Print & Value-Added Services Market Share

64%

Digital Print & Value-Added Services Market Share

32%

Lithography Market Share

77%

Lithography Market Share

18%

77%

32%

45%

51%

88%

89%

80%

20% of print professionals say their top investment priority over the next 3 years is a digital infrastructure.

Why?

Business Growth

Satisfied Customers

Increased profits

Customer acquisition and retention

4 of 5 print professionals say digital print

55% of print professionals say their top spending priority over the next 3 years is a digital infrastructure.

Digital now holds almost half of the print market share.

Digital will grow another 30% by 2014.

Digital now

Lithography

Digital will grow another 30% by 2014.

Digital now

How many print professionals have used direct mail in the last 12 months?

80% of 18-34 year olds between 2010-11

80%

25%

75%

50%

25%