

XEROX PRODUCTION SOLUTIONS

PRINT ON DEMAND/WEB TO PRINT

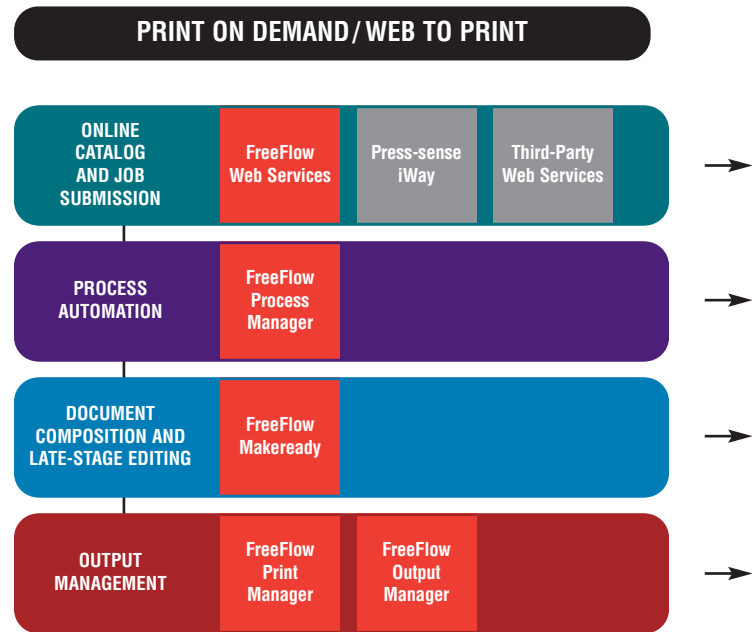
Print on Demand/Web to Print:
Race ahead
with digital
and the Web.



Rev up and surpass the competition.

We took a look at today's hottest market opportunities for print professionals and developed complete, targeted solutions that encompass the right business model, the right workflow and the right technologies to ensure your success in The New Business of Printing®. Xerox Production Solutions combine everything you need to stay ahead of the competition.

Print on demand (POD) is an ideal way to address increasing demand for short runs, web integration and a host of other challenges. The Xerox FreeFlow™ POD workflow is represented by four essential tasks featured in the flowchart to the right. Here's a look at the components available within each of those tasks, and the Xerox production printers built to handle whatever job comes their way.



“Efficiency sounds great. Real automation sounds even better.”



Our Automated Web to Print solution featuring FreeFlow Process Manager can help you streamline common workflow tasks, turn jobs around faster and take you from order to invoice in barely a click. And with the Xerox iGen3® Digital Production Press, the finished product is something you can really be proud of—a crisp, flawless catalog that'll have customers coming back for more.



“Imposition. Registration. Scary deadline. Help!”





PRODUCTION COLOR



PRODUCTION MONOCHROME AND HIGHLIGHT COLOR



CONTINUOUS FEED



WIDE-FORMAT MONOCHROME AND COLOR



Better workflow. Better business.

The Xerox FreeFlow Digital Workflow Collection is one of the primary aspects of Xerox Production Solutions. It's a suite of workflow software and partner technologies that can help you streamline and simplify tasks involved in POD jobs, from file submission to preparation, output and finishing.

Print engines to power your workflow.

To help you realize all the potential your business holds, we've built powerful workflows like POD that'll make our production printers more valuable to you—and make *you* more valuable to your customers. From crisp, near-offset color to continuous feed and wide format, Xerox offers an impressive range of production printers to take you farther, faster.

Let us help you take the lead.

Faster. Better. More responsive. That's what it takes to stay on top in a world of unprecedented competition. Xerox Production Solutions can take you there.

To get you started, we'll perform a comprehensive workflow assessment so we can understand your requirements. Next, we'll show you how to integrate POD into your current setup and build the most efficient workflow so it's best suited to this red-hot category. And Xerox will be there for you tomorrow, too—as your needs change and your business grows.



*“The high-end catalog classic dilemma.
Fantastic project. Logistical nightmare.”*

The FreeFlow Digital Workflow Collection is designed to connect every aspect of a complex job seamlessly—from electronic submission to imposition, review and finishing. Produce eye-popping, customized, full-color catalogs on multiple paper stocks on the Xerox iGen3, and trim and bind them inline with the Xerox SquareFold Booklet Maker.



Front-back alignment.

With FreeFlow Web Services, your customers are closer than ever. It's like staying open for business 24/7, right around the corner. FreeFlow Makeready helps you impose and produce jobs with intense precision, even when the clock is ticking. And hot off the Xerox Nuvera™ Production System, the SquareFold Booklet Maker finishes the job and gives you the look of a perfect-bound book—from a directly connected device. Seamless.

Xerox FreeFlow Digital Workflow Collection

► Performance accelerated. Improve the efficiency and profitability of your digital print operation.

More Printers Use FreeFlow Than Any Other Workflow Product in the Industry.*

As printing professionals continue to discover opportunities and advantages of digital printing, workflow has become an increasingly important component. No one understands your workflow challenges and objectives better than Xerox. Find out how FreeFlow can meet your specific requirements—contact Xerox today for a no-obligation workflow assessment.

The Broadest Range of Digital Printing Systems.

Xerox invented laser printing. And today our lineup of monochrome, highlight-color and full-color production printing systems is unmatched. Whatever applications drive your business, Xerox has the right printer to produce them.

Services and Support to Help You Succeed in The New Business of Printing.

The world of printing is changing fast. As you leverage digital printing capabilities to move into new and profitable market segments, Xerox has the products, business partners, services and solutions to help you make the most of every opportunity.

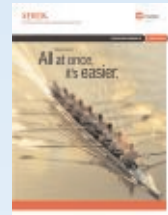
* CAPV InfoTrends December 2004: The Global Print Production Workflow Market

FreeFlow is a portfolio of production workflow products that enable you to speed up turnaround time and rev up the value of applications you produce using Xerox digital printing systems.



FreeFlow Web Services

Shorten the distance between you and your customers through online catalogs and job submission from anywhere.



FreeFlow Makeready

Simplify late-stage editing and complex document preparation.



FreeFlow Process Manager

Do more in less time by automating production steps such as PDF normalization, preflighting, imposition, customer notification and more.



FreeFlow Print Manager

Program, submit and status digital printing jobs from anywhere in your existing workflow—even JDF-based, offset workflows.



Digital Color Production Presses



Wide Format Printers



Continuous Feed Printers



Monochrome and Highlight Color Production Printers



FreeFlow Output Manager

Improve digital print production capacity, turnaround and productivity by centralizing control of job management across multiple print production systems.



FreeFlow Variable Information Suite

Select from a powerful portfolio of tools enabling Xerox VIPP® for maximum production efficiency of variable data print and presentation.



FreeFlow DocuSP

Realize optimal productivity on Xerox production print engines with this robust, intuitive common print controller.

For more information, call **1-800-ASK-XEROX ext. 774**, or visit us online at www.xerox.com/FreeFlow.