



XEROX®

Technology | Document Management | Consulting Services

Commanding Colour for Creatives



At Xerox, we know colour. And we deliver it to graphic arts professionals better than anyone else. Rich. Accurate. Fast. With new technology, graphic arts tools and flexible printing solutions. To help you do your job better – day after colourful day.



Quality driven by innovation

Xerox's advances in colour are unrivalled. We've spent 30 years pioneering the industry's most cutting-edge colour technology.

Groundbreaking precision and finish

We invented EA-HG Toner to give you the smallest toner particles in the market – for finer lines, richer black print performance, higher contrast and sharper quality. Plus, it delivers a consistent finish regardless of the amount of toner on the page.

Unmatched consistency and speed

We also created single-pass technology, making it possible to attain true registration, colour fidelity and speeds that had never been achieved in desktop or workgroup printers.

Designed for graphic artists

From colour control to media handling, Xerox products are developed with you in mind.

Outstanding server offerings

Our internal and (optional) external RIPs not only provide fast outputs and graphic arts tools, but also solutions that help streamline your workflow. So no matter what the need, we've got it covered.

- *Proofing*

Xerox is unsurpassed in digital proofing. Our DocuColor® systems can emulate all types of print engines, so you can simulate what your layout will look like at different stages in the process. This enables you to make quick, easy adjustments before you go to press, which can save you time and money.

You can also use soft proofing to preview layouts and finishing options, try different media for the effect on final printing and run proofs through plate separations.

1971



First Colour Copier

1983



First Liquid Inkjet Colour Printer

1987



First Thermal Wax Colour Printer

1991



First Solid Ink Colour Printer

1992



First Dye Sublimation Printer

1992



First Digital Colour Copier/Printer

1004



First...



- *Colour management*

Our ICC colour matching and Colour Sync support give you precise, balanced CMYK and RGB colour. And PANTONE® colour matching is automatic – you'll get the best CMYK match possible – no guesswork required.

So when you choose your colours – SWOP, Commercial Press, SNAP, Euroscale – you know exactly what you're going to get. Xerox ensures your screen, proofs, comps and all other iterations accurately reflect what's printed on press.

Plus, you can adjust colours in specific areas, perform last minute colour changes at the RIP and utilise auto-trapping in the same way as professional pre-press workflows do.

- *Profiling*

By using the internationally recognised ICC standards you can emulate different types of printing output devices. This is valuable when attempting to proof a document on a printer that will ultimately be printed on an offset press. Xerox offers tools that allow you to effortlessly manage the utilisation of different, and even custom, colour profiles.

- *Workflow management*

Hot Folders define the job ticket and imposition settings. They also automate printing for multiple jobs, enabling automated batch processing for PostScript, PDF and EPS files.

More uptime

Xerox machines are designed with your deadlines in mind. They're built to last so you do not have to give them a second thought. But if you need to replenish a consumable, you do not have to wait for a service call. Xerox's SMart Kits™ are designed so that you can swiftly replace them and get back to the business of printing.

Remarkable media handling

Get as creative as you want. From card stock to vellum to labels or transparencies, Xerox devices can handle it.

1994



First Laser Colour Printer

1995



First Single-Pass Solid Ink Colour Printer

2000



First Single-Pass Laser Colour Printer

2002



First EA Toner implemented

Xerox
firsts

2005



First VCSEL 2400 dpi Colour Copier/Printer

2008

A colourful future ahead!

Amazing range of products

No one else can match Xerox's product versatility. We offer flexible solutions for any graphic arts environment.

Scalable solutions

From small devices to production systems, Xerox has it all. We flawlessly meet your digital printing and copying needs without breaking your budget.

- Extra media handling capabilities and capacities for busy environments
- A range of controllers that deliver fast job processing with professional grade colour management tools
- Workflow solutions that streamline your work processes

Exceptional value

As the cost of colour is decreasing, you can affordably incorporate it into your office at large. Our range of products includes solutions for the office that not only offer brilliant print quality – but also scanning and copying – so you can cover more tasks, more economically.



Continuing our commitment

Now and into the future, Xerox is dedicated to providing graphic artists the best, most accurate colour and image management tools. From office printers to digital colour printing presses, we're continuously finding new ways to deliver beyond your expectations.

Imagine in Brilliant Colour

