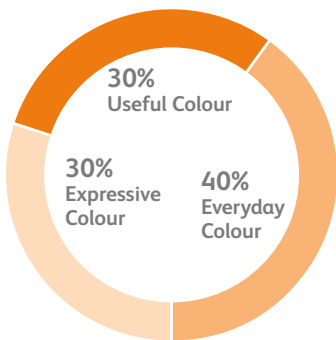


Xerox® ColorQube® Family

Great colour, real savings

Typical office document colour distribution

According to Xerox research, the breakdown of colour documents in a typical office environment is:



Black + Useful Colour



Everyday Colour



Expressive Colour



This distribution may vary by customer location and does not include black only pages.

Get the power of low cost colour on all of your office documents. The Hybrid Colour Plan for the Xerox® ColorQube® 8880 Colour Printer, Xerox® ColorQube® 8900 Colour Multifunction Printer and Xerox® ColorQube® 9303 Colour Multifunction Printer puts you in control of per-page costs, helping you realise significant savings on 70% of the colour printing you do every day. You get exceptional value, a total cost of ownership that's hard to beat and breakthrough colour pricing – a unique Xerox offering.

The Hybrid Colour Plan - 3 Tier Billing classifies pages based on the actual amount of colour used. When you use less colour, you pay less – no more paying expensive colour prices for low-colour coverage documents. This doesn't mean that you have to print every document in draft mode either. You get real savings without sacrificing print quality.

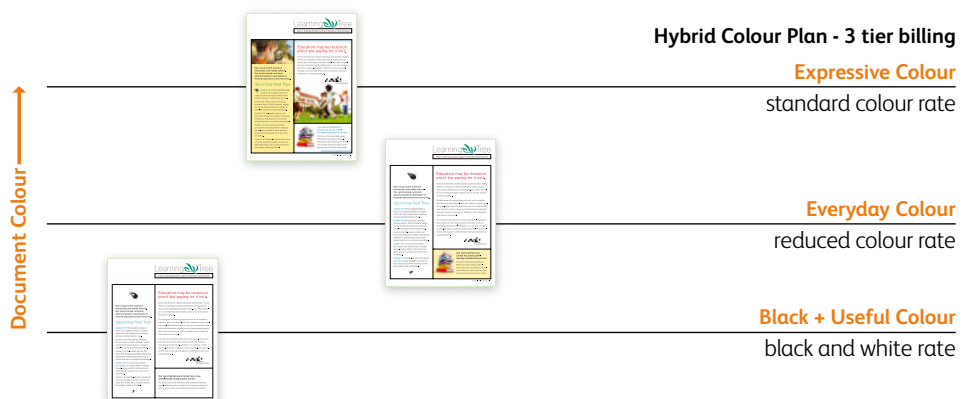
Most standard cost-per-copy plans charge you a fixed market rate for black and white pages and a fixed market rate for colour pages. This may be good for full colour coverage or black only documents, but it doesn't take into account that the majority of office colour pages have only low to moderate amounts of colour on the page (see chart below).

How it works

The ColorQube family of products create images by printing tiny spots (called pixels) of black and colour on the page. The machine automatically counts how many colour pixels are used to produce each printed page. Individual pages are tallied on three separate meters in the machine based on how many colour pixels are on the particular page.

Colour that's easy to afford

The Hybrid Colour Plan combines the affordability of purchasing supplies with the convenience of metered billing.



Hybrid Colour Plan – 3 Tier Billing

Choice of metered plans put you in charge

Black + Useful Colour – Black only pages and pages with low colour coverage are billed at the black only rate. Examples include typical emails, memos and Microsoft Word documents.

Everyday Colour – Pages with moderate colour coverage are billed at a fraction of the full colour cost. Examples include typical flyers and Microsoft Excel and PowerPoint documents.

Expressive Colour – Pages with high colour coverage are billed at the current market rate for colour. Examples include typical photos, brochures, newsletters and marketing materials.

Now you can print colour for less!

The Hybrid Colour Plan adds new options to standard cost-per-copy plans – Useful Colour and Everyday Colour – so you pay less for using smaller amounts of colour!

The ColorQube 8880, 8900 and 9303 Hybrid Colour Plan helps you take advantage of high impact colour by offering a metered plan that classifies documents based on the actual amount of colour used – no more paying full-colour prices for low-colour documents!

The ColorQube 8880, 8900 and 9303 Series dramatically reduce the price of colour prints for your office. No more worrying about the cost of colour – print colour everyday!



Image shown includes additional options



Image shown includes additional options

Find out how much you could save by analysing your colour documents at <http://www.xerox.com/docanalyzer>.

You can also calculate your cost savings at <http://www.xerox.co.uk/office/color-printing-cost/calculator/engb.html>.

For more information visit us at www.xerox.com/office