



**XEROX**®

Technology | Document Management | Consulting Services



### Amazing Breadth of Product

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
- Fiery®, Splash® and Creo™ controllers that deliver fast job processing with professional grade color management tools
- Workflow solutions that streamline your work processes



#### Exceptional value

As the cost of color is decreasing, you can affordably incorporate it into your office at large. Our breadth of product 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 color and image management tools. From office printers to digital color printing presses, we're continuously finding new ways to deliver beyond your expectations.

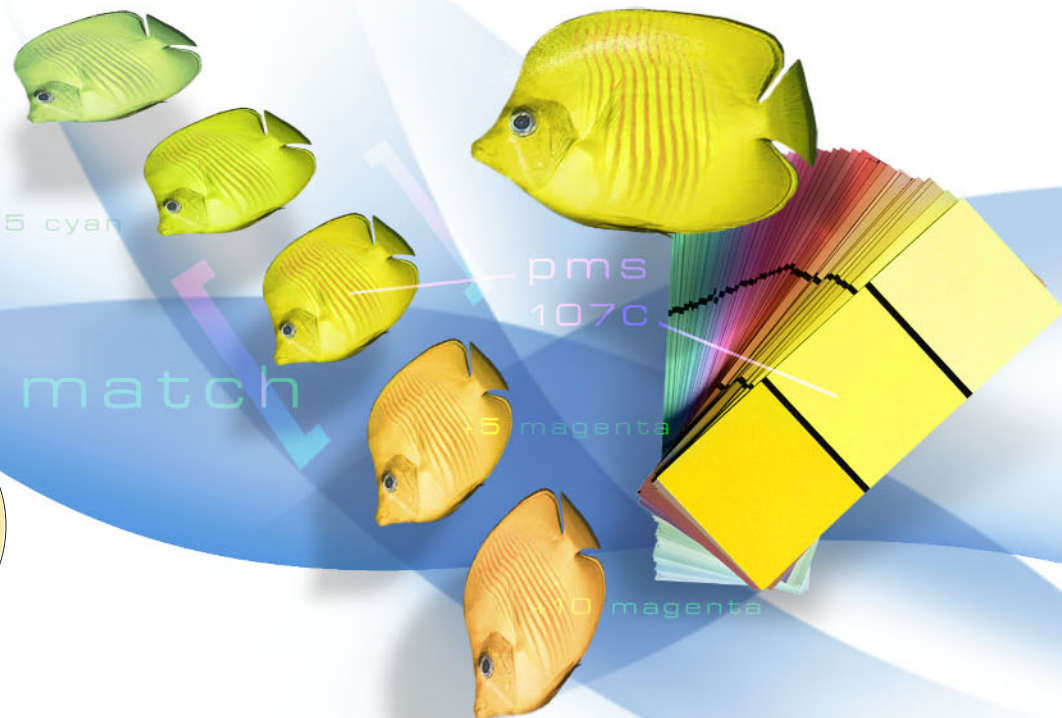
# Imagine in Brilliant Color



# Commanding Color for Creatives



At Xerox, we know color. 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 colorful day.



### Quality Driven by Innovation

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

#### Groundbreaking precision and finish

We invented EA 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, color fidelity and speeds that had never been achieved in desktop or workgroup printers.

### Designed for Graphic Artists

From color 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.

#### • Color management

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

So when you choose your colors – 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 colors in specific areas, perform last minute color changes at the RIP and utilize auto-trapping in the same way as professional pre-press workflows do.

#### • Profiling

By using the internationally recognized 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 utilization of different, and even custom, color 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.

1971



1st Color Copier

1983



1st Liquid Inkjet Color Printer

1987



1st Thermal Wax Color Printer

1991



1st Solid Ink Color Printer

1992



1st Dye Sublimation Printer

1992



1st Digital Color Copier/Printer

1994



1st Laser Color Printer

1995



1st Single Pass Solid Ink Color Printer

2000



1st Single Pass Laser Color Printer

2002



1st Printer Using EA Toner

Xerox  
firsts

A colorful future ahead!