

XEROX®

Technology | Document Management | Consulting Services

Colour in the Office



It Makes **Business Sense**

Colour.

Nothing is more effective when your business critical documents absolutely must make a compelling first impression — and in today's ultracompetitive business climate, first impressions mean everything.

And because costs have become less of a factor when choosing between a black and white only device and a colour enabled printer or MFP, today's businesses are increasingly embracing the benefits of using colour.

Now, thanks to Xerox, there's never been a better time to seize the competitive advantage of colour with the cost controls you need, without sacrificing the black and white capabilities you rely on.

Why Choose Colour ?

1

Capture Attention

Colour grabs attention

Attention spans and message recall increase by **82%** when colour is used to highlight key information.

Colour creates a positive image

83% of business professionals believe colour in logos and presentations makes them appear more successful.

People are **55%** more likely to pick up a full-colour piece of mail first

By using colour on an envelope, your customers are more likely to capture the attention of their target audience.

2

Enhance Productivity

Colour is desirable

75% of companies with in house colour capability would feel inconvenienced without it.

Colour reduces search time by as much as **80%**

Contracts, insurance policies and other lengthy documents can be made more understandable by highlighting important information with colour.

Colour reduces errors by **80%**

Highlighting important information and instructions helps customers fill out forms correctly the first time.

3

Improve Communication

Colour increases comprehension by as much as **73%**

Your customers' prospects will understand sales presentations faster and more clearly.

Colour increases learning and retention by **78%**

Educating technical and service staff is more effective when training materials are in colour.

Reader comprehension is **14%** better with highlight colour than with bold text

Presentation materials and guides are more effective produced using highlight colour, rather than using just bold type.

4

Boost Sales

Colour helps sell up to **80% more**

Collateral materials, sales brochures and other consumer communications can help generate more sales with the application of colour.

Colour improves brand recognition by up to **80%**

Local retailers, realtors, consultants and others can cut through the clutter with the help of colour. Improved brand recognition leads to increased sales.

Sources

Studies

Loyola College, Maryland, U.S.A. by Ellen Hoadley, Ph.D.; Laurette Simmons, Ph.D.; and Faith Gilroy, Ph.D.
Case & Company, Management Consultants
Bureau of Advertising, Color in Newspaper Advertising
Maritz Motivation, Inc., Southern Illinois

Published material

The Persuasive Properties of Color, Marketing Communications;
What's Working in Direct Marketing
How to Use Color to Sell, Cahnners Publishing Company
Grasp Facts Fast with Colour Copying, Modern Office Procedures



Use Colour For:

- logos
- key words
- statistics
- spreadsheets
- newsletters
- presentations

Colour scanning gives users the power to archive, organise and share full colour, electronic duplicates of business critical documents. When scanned in colour, important elements, such as signatures and highlights, are more readable — making it possible to send documents electronically and reduce postage and courier expenses.

Plus, with powerful scan to searchable PDF capability (one of many advanced scanning technologies available for Xerox MFPs) digital archiving, organizing and searching are easier and more efficient than ever.



Xerox offers a host of **cutting edge scanning capabilities:**

- Quickly convert paper documents to electronic files in the format that best meets your needs: TIFF, JPEG, PDF, Text Searchable PDF, or XPS
- Industry benchmark compression technology for small file size with the highest image quality
- Send colour and black and white files to multiple destinations
- Intelligent routing systems

Powerful **Scanning**

Xerox WorkCentre MFPs offer extensive finishing options that greatly increase your in house productivity, saving you the time and expenses needed for costly outsourcing.



Robust **Capabilities**

Stapling, hole punching, C-Folding, Z-Folding and Booklet Making create more possibilities and, when combined with the impact of Xerox colour, give your business a powerful advantage.

Flexible **Finishing**



Call today. Xerox offers the broadest array of colour multifunction systems within our WorkCentre, DocuColour and Phaser product lines. For more information, detailed specifications, and to learn which product best suits your unique needs, call **00 800 9000 9090**. Or visit us at www.xerox.com/office

Controlled Colour, Easy to Manage

Xerox colour-enabled MFPs give you the option to make strategic use of colour when you need it, while allowing you to easily control or track colour usage for billing purposes.

You get the competitive edge of colour on demand with powerful control capabilities:

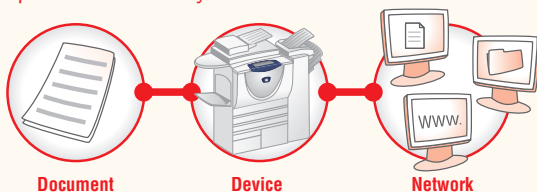
- Device-level control lets you establish colour and black-and-white limits for each feature (copy, print, scan and fax) by user.
- Enterprise-level control across multiple-device environments.
- Partner solutions that let you seamlessly integrate with industry-standard technologies for additional colour-usage control and tracking options.

Why Choose Xerox Colour?

Xerox leads the colour printing industry, delivering unrivaled print quality, reliability, speed and productivity through more than 20 years of technology innovations. Xerox colour printers and MFPs provide all the benefits of black-and-white performance, plus the competitive advantage of colour when your work demands it.

Security at all points

Xerox is committed to helping you meet your security needs. Our system, software and solutions are designed with features that protect your critical information at all points of vulnerability.



Xerox EA-HG toner technology¹ features toner particles engineered to be smaller and more uniform in size. EA-HG toner produces true-to-life images, text that's easier to read, and documents that are easier to write on.

Total ease-of-use. Simple and consistently engineered device user interfaces and print drivers deliver the most frequently used features and functions on the first screen, making both basic and complex jobs easy to complete.

Xerox Extensible Interface Platform (EIP) allows for the customization of Xerox MFP touch-screens, making the devices easier to use. Users can log on to the system and access third-party software applications that are tailored to meet their business needs.

Xerox solid ink² delivers exceptionally consistent print quality specializing in dense, saturated colour. Solid ink sticks are engineered for maximum ease of use and reduced waste production.

Superior real-world printing. Xerox colour printers and MFPs deliver superior productivity when printing real-world office applications³. Plus, true MFP multitasking avoids device bottlenecks.

Precise colour controls allow advanced colour matching capabilities for accurate, beautiful image quality fine-tuned to users' specifications.

SMart Kit™ technology predicts and prevents potential problems, enhancing device management and giving your customers more of what they need most: uptime.

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¹Available with select Phaser and WorkCentre printers and MFPs. ²Used in select Phaser printers and MFPs. ³According to testing conducted by Buyers Laboratory Inc.

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