

iGen4 vs iGen3 “Why the Hype?”

Featuring Special Guest:

Louis Crockett

KEIGER PRINTING INC



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KEIGER PRINTING INC.

President: Louis Crockett

- **1943 – 4 Generations**
- **32,500 sq. ft.**



**3735 Kimwell Drive
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(336) 760-0099
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More Testimonials:

<http://www.keiger.com/Pages/Testimonials.asp>

"Congratulations on receiving the top award for "Best of Show" honors at the 2007 Printing Innovation with Xerox Imaging Awards on September 9th in Chicago. I understand Xerox held one worldwide contest to recognize innovation and excellence in digital printing applications. Keiger was instrumental with the use of the Xerox iGen3 Digital Production Press representing various capabilities to run paper stocks, finishes and colors through your "Digital Imaging Sample Book" submission.

Keiger has earned international accreditation through the PIXI competition against approximately 500 entries receiving superior recognition. Thank you for putting Winston-Salem on the map of global digital imaging competition, and being such a vibrant and integral part of our community since 1943.

Please express my sincere congratulations to the entire Keiger Printing Company team, particularly to Deborah Wentworth, Creative Director who designed the book winning honors."

Allen Joines, Mayor
City of Winston-Salem, Office of the Mayor



Key Differences between iGen4 vs iGen3

Image Quality, Automation, and Productivity

1. Color consistency / Image Quality

- Auto Density Control System
- Auto Carrier Dispense
- Inline Spectrophotometer

2. More production time

3. Offset and photo-quality color

- High-Definition Linearization
- Advanced Color Profiling
- PANTONE® Matching



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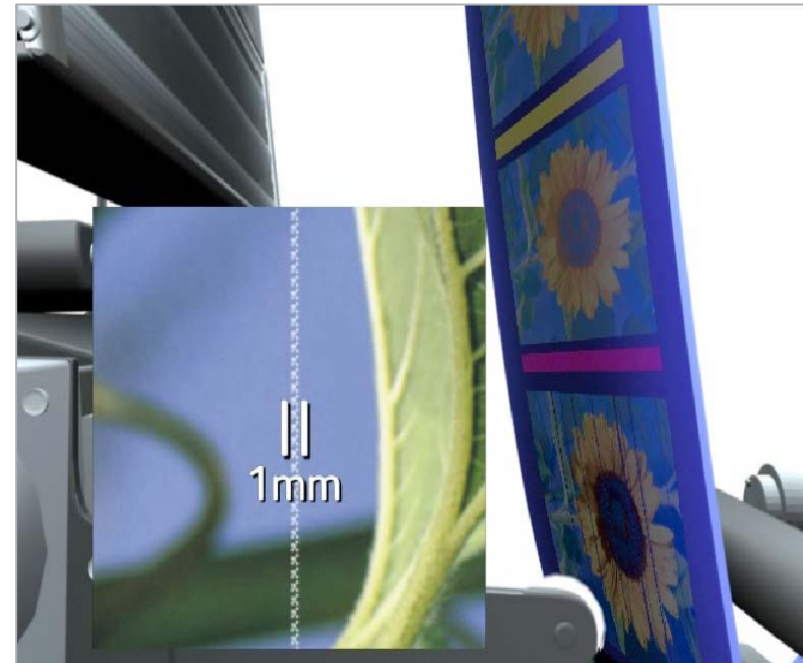
Xerox iGen4™ Press Automation Auto Density Control System

The Need:

- Control of streaks
- Control of inboard to outboard variations

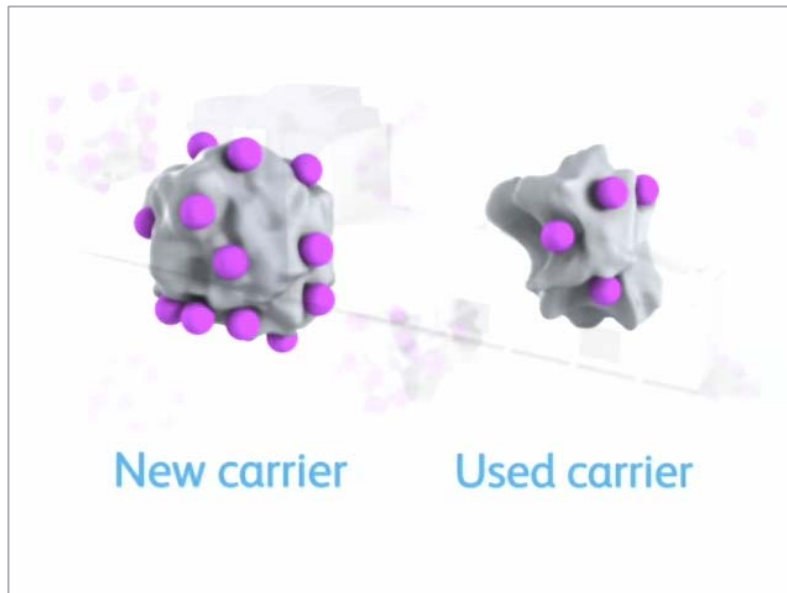
The Answer:

- New, patented, real-time streak detection and correction
- Eliminates streaks and ensures smoother tones



Xerox iGen4™ Press Automation

Auto Carrier Dispense



Toner + Carrier = Developer

The Need:

- Smooth flat tints and vignettes
- Lifelike flesh tones and skies

The Answer:

- Improved dry ink control with carrier dispense
- Consistent tint uniformity over time
- Eliminates developer changes and increases press availability

Xerox iGen4™ Press Automation

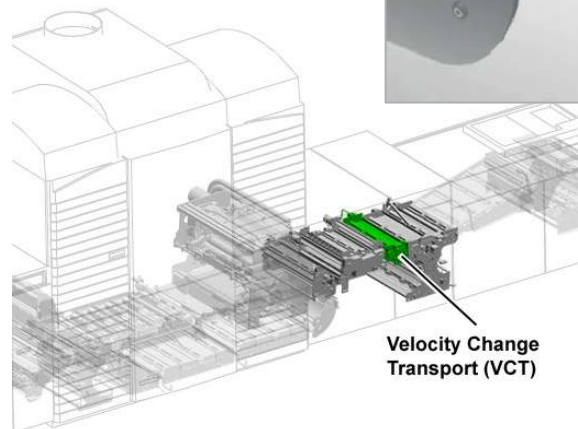
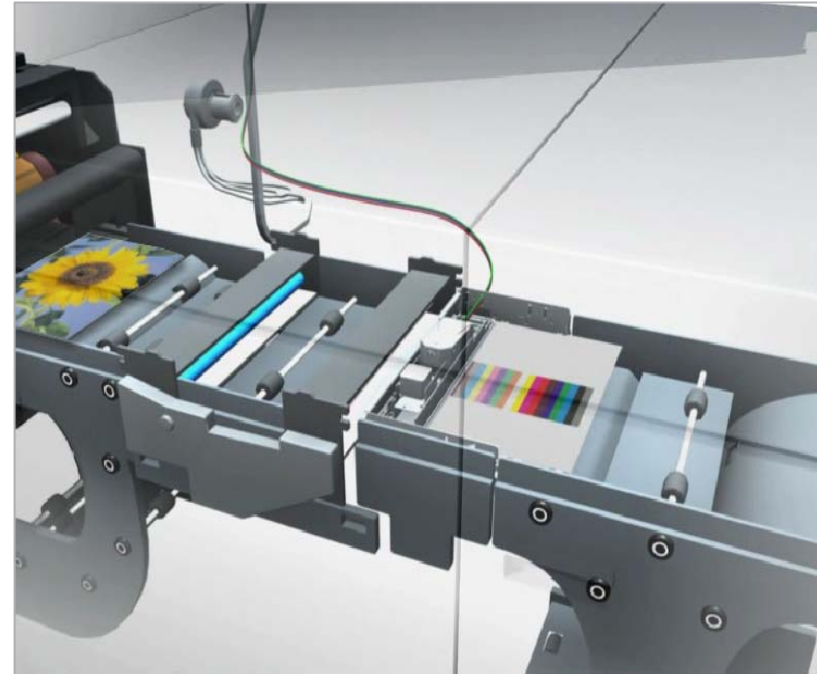
Inline Spectrophotometer

The Need:

- Hands-off control of press IQ
- Eliminate manual processes
- Remove subjective evaluation

The Answer:

- Inline Spectrophotometer
- Enable automated IQ routines
- Increase press availability



Xerox iGen4™ Press Automation

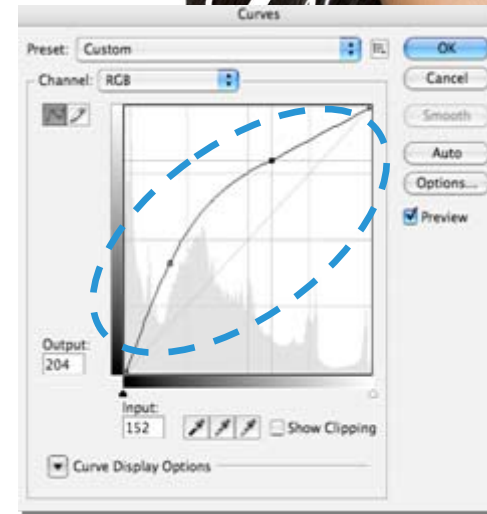
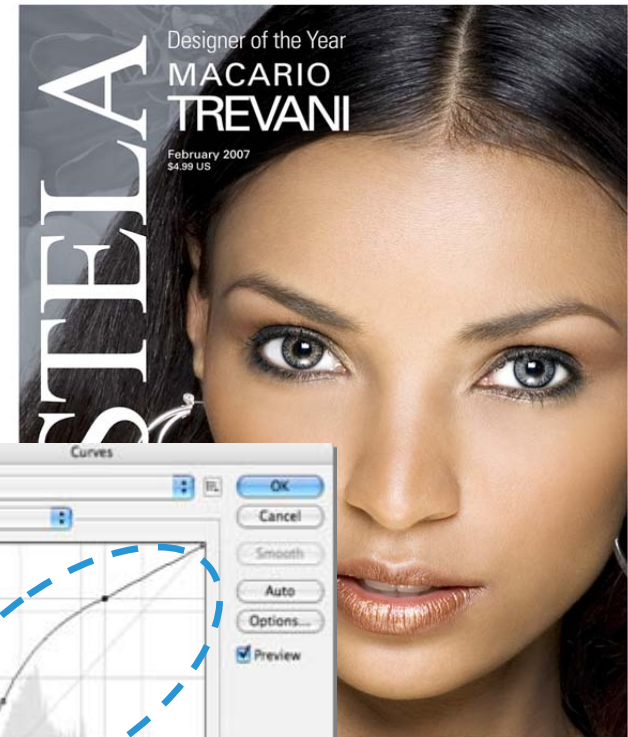
High-Definition Linearization

The Need:

- Accurate control of the dot gain curves on each separation
- Smooth vignettes

The Answer:

- Benchmark shadow and highlight detail
- IQ stability—machine to machine and machine over time
- Grayscale calibration eliminated



Xerox iGen4™ Press Automation

Advanced Color Profiling

The Need:

- Match litho and iGen4 sheets by default
- Increased production time with minimal setup

The Answer:

- Advanced Color Profiling
- Match to offset CMYK printing standards/proofer—GRACoL, ISO
- More pleasing rendition of RGB memory colors (faces, skies)

Xerox iGen4™ Press Automation

PANTONE® Matching

The Need:

- Customers demand accurate PANTONE and custom spot matching

The Answer:

- PANTONE-approved, Xerox-patented inversion mapping process
- Eliminates subjective adjustments
- Supports offline hardcopy color matching
- Offers support for PANTONE Goe™



Xerox iGen4™ Press Automation

THANK YOU!

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