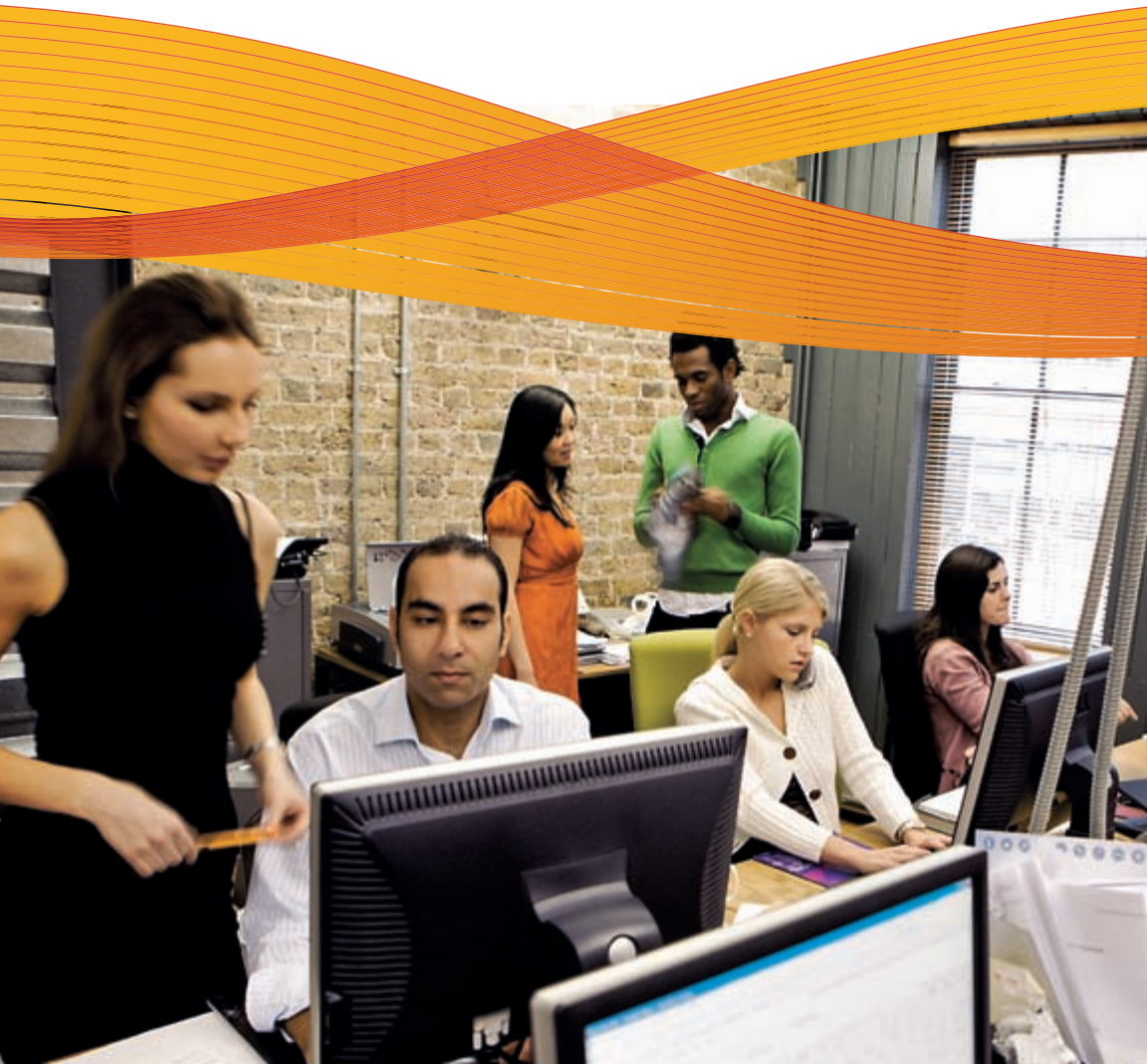


Xerox iGen4 Job Preparation Guide for Designers





Best of show

Keiger Printing Company



Xerox Job Preparation Guide for Designers Digital Printing Reference

Xerox Corporation
Global Knowledge & Language Services
Webster, NY 14580

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Xerox Job Preparation Guide for Designers

Digital Printing Reference



Creative Know-How

Want to stand out in a crowd? Digital print can get your attention with vibrant colors, short runs, on-press proofs and fast turnaround. And though it sounds that easy, you'll need to master your craft in order to achieve success.

With this book in hand, consider yourself an expert in the art of designing for digital print. It has the tools you need to turn jobs around fast—and with better color consistency.

The examples in this book are intended to be printed from an iGen3 press. Viewing this document on the monitor or from prints off a different output device may not render the printing characteristics of the iGen3 accurately. See the end matter of this guide to determine if this copy was printed on the iGen3®.

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Intro

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Intro—Digital Production Color

- Introducing the Production Color Line-Up
- Benefits
- Specifications

Introducing The Xerox Digital Production Press

The Xerox Digital Production Color Portfolio uses revolutionary imaging technology and gives your business an enormous edge through new services that you can offer to your clients. For starters, printers can easily produce on-press proofs on the fly. This means that proofs can be made with short turnaround times and are the exact output of the job, on the same stock. This eliminates the need for simulated proofs traditionally produced by offline proofing devices. The Digital Press further expands its features with automated intermixing of different insert and cover stocks within a job, with no waiting for ink to dry. Colors remain vivid across all papers, even uncoated stocks. Furthermore, the Digital Press has a tremendous ability to handle the most basic to the most complex variable information printing jobs. Variable can enable you to support high-value customer marketing programs that will grab the audience's attention and increase customer loyalty and/or response rates.

Benefits of Xerox Digital Color Production Presses

New business opportunities, new revenue streams

- longer short-run digital color jobs
- fast turnaround
- personalized, customized communications

Versatile, high quality print

- print quality that rivals offset
- wide array of stocks, weight and sheet sizes
- mixed stocks in a single run

Increased Return on Investment (ROI) for your marketing dollars

- sell more effectively
- get your message to market faster
- competitive advantage

Rapid turnaround of jobs

- on-demand, on-press proofs
- speeds up to 6,600 impressions per hour, auto duplex
- no drying time

Reduced operating costs

- elimination of warehousing costs and inventory disposal rates
- automatic collation with offset stack delivery
- no hazardous waste

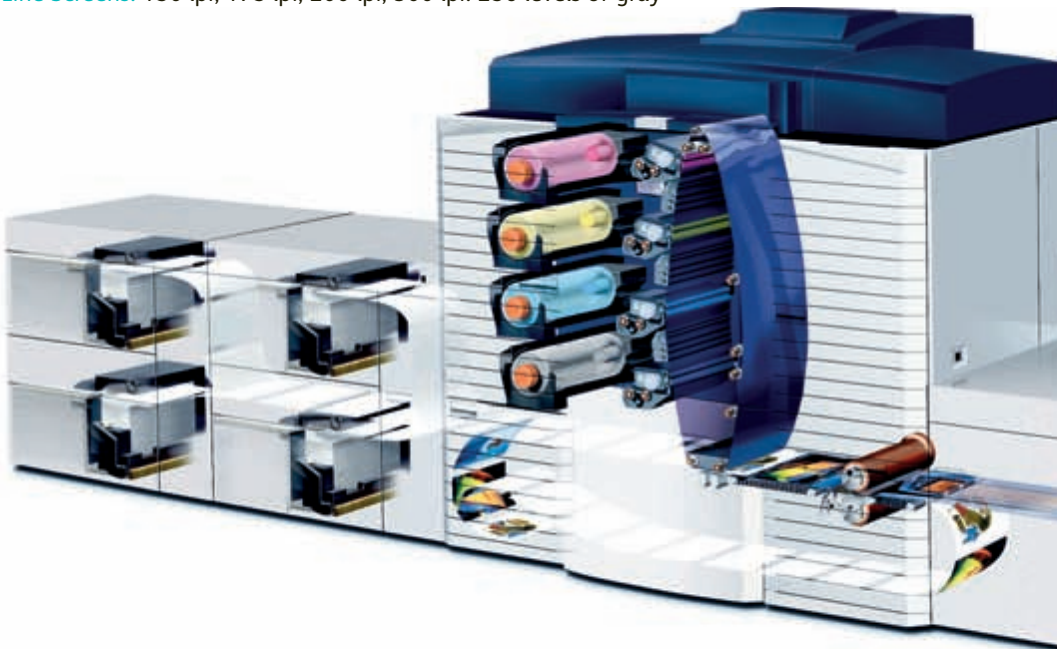
Inside the Xerox iGen3[®] (Our Flagship Product)

Specifications

Printing Speed: Up to 6,600 full process color A4 (letter) 4/0 impressions per hour (110 impressions per minute); 1,500 A3 (tabloid) 4/4 sheets per hour

Image Quality: Resolution 600 x 4800 dpi

Line Screens: 150 lpi, 175 lpi, 200 lpi, 300 lpi: 256 levels of gray



Process Colors: Cyan, Magenta, Yellow, Black

Stock Format: Maximum sheet size 14.33 in. x 20.5 in. (364 x 521 mm); Extra Large Paper Option: 14.33 in. x 22.5 in. (364 x 571 mm); Minimum sheet size 7 in. x 7 in. (178 x 178 mm)

Image Format: Maximum image area 14.2 in. x 20.4 in. (361 x 519 mm); Optional: 14.2 in. x 22.4 in. (361 x 569 mm)

Stock Weight: 60 gsm up to 350 gsm (16 lb Bond to 130 lb Cover)

