Xerox® iGen™ 150 Press
Redefined productivity.
So you can redefine profitability.

xerox®

Now every hour can be more profitable, with fewer tradeoffs.

One hour. It's a unit for measuring time. Isn't it? Usually, yes. But in today's business world, it's also a unit of measure for productivity—and ultimately, success. Every hour of every day is a race against the competition, a contest for more customers and an opportunity to expand your business—if you have the right solutions.

The Xerox® iGen™ 150 Press redefines an hour as one of your most effective tools for business growth, eliminating the tradeoff between quality and profit that printers have had to make for years.
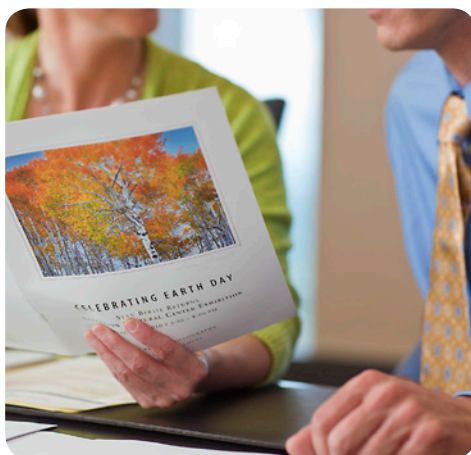
The press brings together more easily attained and maintained image quality, more raw speed and more advanced automation so every hour becomes a tool for building a stronger business.

Stronger through delighted customers.

Impress your customers with outstanding image quality and you've taken a big step toward gaining valuable loyalty. iGen 150 takes your business to unprecedented levels.

Stronger through greater job capabilities—including offset transfer.

Through a powerful mix of capabilities, iGen 150 is uniquely able to produce a wider range of jobs. Say yes to short turnarounds. Match the color from a job produced months ago. Offer a greater variety of stocks. And generally knock your customers' socks off.

Stronger through reduced costs.

iGen 150 reduces your operational costs in a number of ways. You are able to print customer-ready output more quickly than ever, with substantially less time, adjustment and waste. There's only so much time. Now more of it is profitable time.

Stronger through continuous improvement.

iGen 150 is the culmination of over ten years of study, innovation and collaboration with our customers. Virtually every aspect has been examined to enhance quality, increase productivity and eliminate costs so that you can quickly grow your business into something larger, nimbler and more capable in a challenging marketplace.

What happens in one hour?

The world is one of different cultures, customs and currencies. But there are certain things that are universal. Everywhere, an hour is the measure of time.

Every hour:

- Lightning strikes the earth 21,600 times.
- 12,671 computers are sold.
- More than 6,100 people are born.
- There are 360 million Google searches.
- 5,936 cars are produced around the world—as are 2,283,100 paper clips.
- Business is fueled as we consume more than 93,000,000 cups of coffee.

And even with all of those remarkable facts, an hour just got more productive. iGen 150 has taken everything that can happen in 60 minutes and multiplied it, to make the productivity you can achieve in an hour—every hour—eye opening.

You might think of image quality and productivity separately.
iGen™ 150 thinks differently.

Over the years, there has been one constant in the market—a universal expectation from your customers that the color you produce will match their unique requirements, every time. And for years, you had to choose to either deliver that quality or focus on productivity.

With iGen 150, you can have both. Achieving outstanding image quality is faster than ever, thanks to a redesigned imaging system that takes setup time, waste and guesswork out of your day.

It starts with a strategy that builds powerful color management technologies right into the press.

Xerox® Confident Color is a collection of the finest color management technologies, designed and refined to deliver more outstanding color and more saleable output. These built-in technologies are supported by Xerox's® unique consultation, customization and business development services so you can be sure you are ready to meet—or exceed— the expectations of your customers. Confident Color allows you to emulate a range of industry standards such as GRACoL and Fogra and adhere to Pantone standards so you can accurately match colors, from job to job, shift to shift and from press to press.

Now digital can pay offset the ultimate complement.

Xerox® Matte Dry Ink has been developed to take advantage of the growing opportunity for digital print with an appearance almost identical to offset. The combination of Matte Dry Ink and the imaging system design makes the iGen 150 Press a perfect complement to your existing offset business.

You can produce new applications that integrate seamlessly into your existing offset workflow.

Matte Dry Ink truly expands the power of iGen 150 and your ability to succeed in some of the most exciting and fastest growing markets in our industry. The results are dramatic…not only in the output you see on every sheet, but the impact you see on the most important sheet of all—the balance sheet.

Predictable output, page to page, day to day, machine to machine and city to city.

With iGen™ 150, customers can be confident coming to you again and again. It's easier than ever with the automated Color Maintenance Tool—in conjunction with the Inline Spectrophotometer—that takes the manual intervention out of the calibration process and delivers outstanding color the first time. This automated process analyzes a mix of target colors and it notifies the operator the press is ready for production—eliminating unnecessary maintenance procedures and increasing uptime.

And the Auto Density Control System works in tandem, detecting and correcting streaks before they occur. You get consistent quality on every image, every day.

Rethink image quality, right down to the smallest detail.

iGen 150 image quality approaches that of offset and meets your customers' expectations for quality from the first print, delivering on the promise of true graphic communications quality and performance.

iGen 150 uses a new 2400 x 2400 imaging system with Vertical Cavity Surface-Emitting Laser (VCSEL) technology to deliver more information per square inch. That means improved detail, tighter, more uniform rosettes and better sharpness.
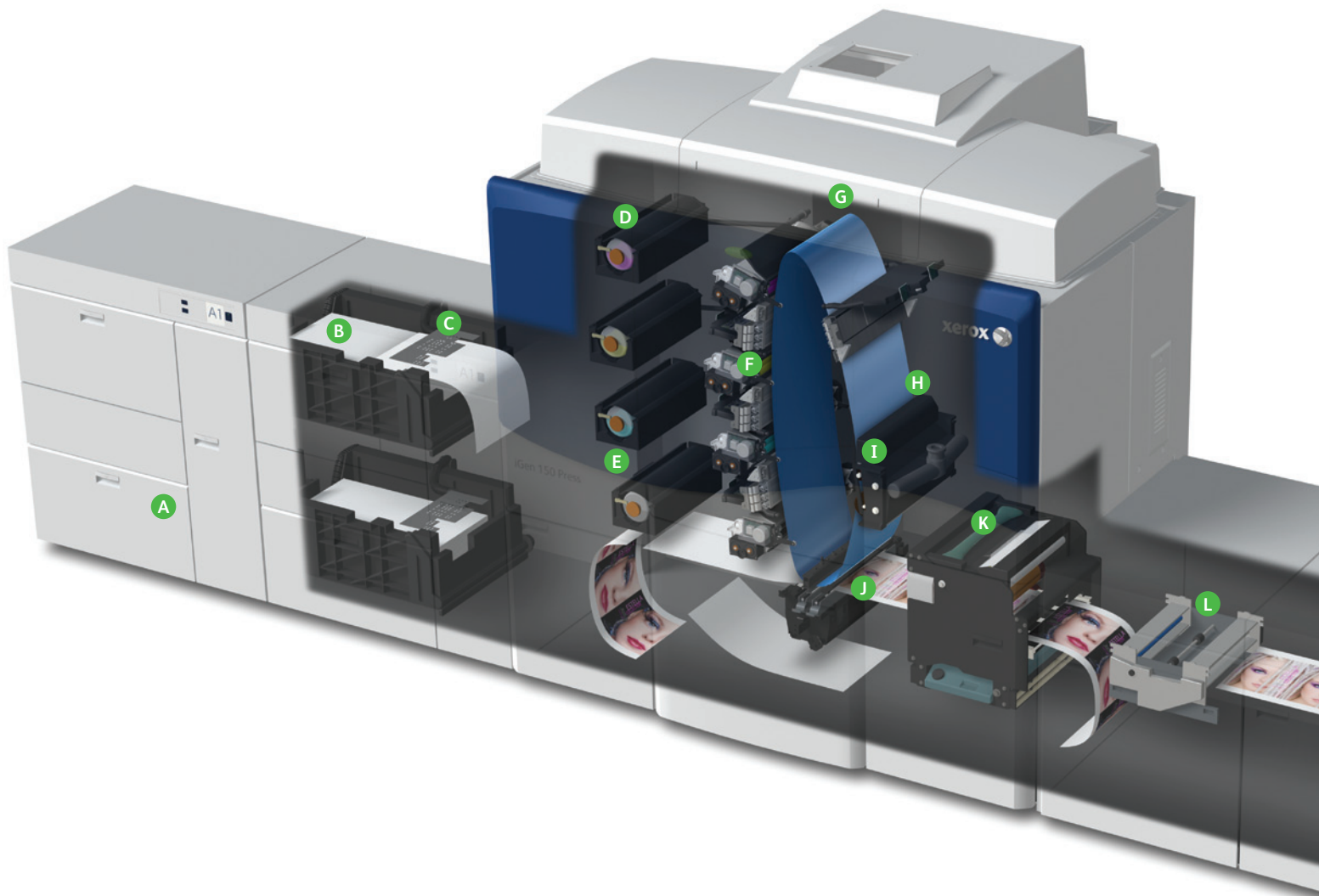
Together with other advancements, the image quality of iGen 150 means more happy customers and more business growth.

"We want to make sure that when we purchase our machine we have quality that's going to be consistent. That when we run one job today, the next time they come in the job will look very, very similar to what we ran last time."

– John Cassidy, President
 Duplicates Ink –
 Print and Communications

Like a Swiss watch.

A
Feeder Module
Feeder module (up to six), two paper trays each; load while run; up to 30,000-sheet capacity.

B
Cut-sheet Format
Largest digital cut-sheet format, up to 14.33" x 26" (364 x 660 mm).

C
Gripperless Transport
Gripperless transport mechanism allows printing to within 1 mm of sheet edge; enhances feeding reliability across a range of coated and uncoated paper stock.

D
Dry Ink Containers
Easy-to-load, high-capacity dry ink containers; replace while run.

E
Matte Dry Ink
A dry ink formulation developed to take advantage of a tremendous opportunity in the photo market by optimizing the uniformity of gloss appearance across highlights, midtones, and shadows. Ideal on any application demanding a pleasing matte finish, particularly those on uncoated or silk stocks.

F
New Image Path
A new 2-D VCSEL (Vertical Cavity Self Emitting Laser) 2400 x 2400 Image System enables more data per inch.

G
Auto Carrier Dispense
This new method of combining dry ink and carrier yields consistent color uniformity from the first print to the last and from job to job. With Auto Carrier Dispense, operators no longer have to stop the machine and change the developer, resulting in greater machine availability and productivity.

H
Auto Density Control
Every press, be it digital or litho, can be susceptible to density variations and streaks. iGen 150 Auto Density Control is patented technology designed to detect streaks in output before they occur and fix them without operator intervention. The system automatically measures the image density for a series of test patches from the top and bottom of the page. If it detects a difference, it digitally compensates for any inconsistencies—ensuring consistent image density across the page.

I
Automated Image on Paper Setup
With the new iGen 150 Automated Image-on-Paper technology, manual setups are replaced with a predictable, automated routine—eliminating costly and time-consuming image fit setups.

J
Single-point Transfer
Single-point image transfer to paper with speeds up to 9,000 (150 prints per minute) 4/0 impressions per hour.

Swiss watches have the reputation for being the finest technology and the best way to accurately measure time. It is an apt metaphor for iGen™ 150. The best technology and design make iGen 150 the standard against which all other digital print solutions will be judged. And it is the standard for measuring productivity and profit. Every hour. Every shift. Every day, as your business grows stronger.

K

Intelligent Fusing
Intelligent fusing adjusts for differences in stock; runs every sheet at rated speed.

L

Inline Spectrophotometer
We integrated a spectrophotometer into the iGen™ 150 paper path and made some pretty remarkable things automatic—things like High Definition Linearization, Advanced Color Profiling, Spot Color Calibration and Color System Check. Those, in turn, give you more accurate color faster, more stable color over time, PANTONE matching and a level of productivity you've never experienced.

M

26" (660 mm) Stacker
A larger stacker module (up to four); two wheeled carts per stacker; allows you to take full advantage of our largest cut sheet. And DFA (Document Finishing Architecture) compatibility means you can add your choice of automated inline finishing solutions.

Electronic Collation
Electronic collation with offset stack delivery.

N

Top Tray
Top tray for interrupt jobs or proofs—delivered effortlessly, even with a concurrent production job underway.

O

Xerox® "Dual Mode" Sheet Feeder by C.P. Bourg
As a standalone device or as part of the Xerox® IntegratedPLUS Finishing Solution for Booklets, the Dual Mode Sheet Feeder provides an efficient means of preparing jobs for finishers, providing automated finisher setup and for sharing a finishing device with multiple printers. A printer that is equipped with the Dual Mode Sheet Feeder in-line can bypass the Sheet Feeder and send sheets directly to the in-line finisher. In addition, stack carts from other printers can be fed into the Sheet Feeder to use the in-line finisher when the attached printer is not using it. The Sheet Feeder can also be used as input to off-line auto-finishers if in-line finishing doesn't fit into your business plan.

P

Optional Interface
Optional document finishing interface enabling various inline finishing devices.

Productivity times 24—hours, that is.

iGen™ 150 multiplies your productivity. By how much? We like to say by 24. Because every hour of every day, iGen 150 makes you more productive and more profitable. If business is a race against time and a race against the competition, iGen 150 just put you in the lead. We addressed productivity from every angle to make it, quite simply, the most productive press in the industry.

More speed. Increased automation. Greater uptime. Less waste. So every hour becomes an opportunity.

Run multiple short run jobs that meet customers' requirements in one shift.

If our years at the forefront of digital printing have taught us anything, it is that sheer speed doesn't equal productivity. But as part of a complete package, it sure does help. And iGen 150 is the complete package.
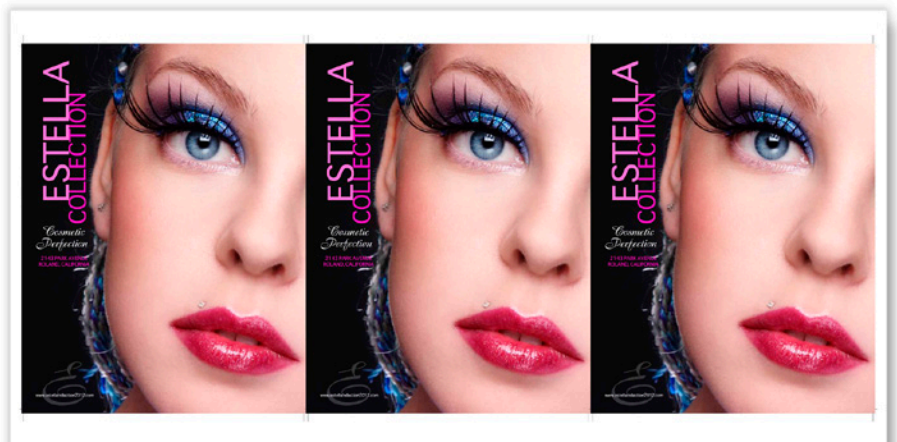
A 25% raw speed increase to iGen's proven productivity allows you to produce more work faster. That means speeds of up to 137 8.5" x 11"/A4 pages per minute. Even better, our 26"/660 mm sheet runs at a rated speed of 3000 4/0 sheets per hour to yield an effective 8.5" x 11"/A4 rate of 150 pages per minute.

In conjunction with the processing power of a choice of print servers, a streamlined workflow, great first-print-out color and the efficiency of a range of inline finishing options, iGen 150 produces more jobs that help you maximize your investment and grow your business faster than ever.

An expanded sheet size to capture expanded opportunities.

More up per hour. Greater efficiency. Fewer sheets. Exclusive capabilities. That's what the iGen 150 26"/660 mm sheet size delivers. Our largest sheet means your clients will be able to include more content—on the same sheet.

But what does this large sheet size ultimately bring you? The room to grow your business by printing more economically—serving your customers more affordably and giving them what others can't.

iGen 150 sheet size: 14.33"/364 mm x 26"/660 mm.

But this 26"/660 mm sheet is only useful if you can run it in production quantities. With the optional 26"/660 mm stacker—which is compatible with downstream inline finishing—your finishing bottlenecks are a thing of the past.

Automation of the most complex tasks.

System-wide automation—including critical color control—eases interaction for operators with a variety of skill levels and makes everyone on your staff as productive as possible.

Xerox® IntegratedPLUS Finishing Solution for Booklets.

Beneficial as it is, automated finishing used to tie up valuable assets on your shop floor. Prepress and postpress processes required skilled personnel to set up files to match finishing devices at the front end and then later to set up the actual finishing device to run the job. And you were forced to dedicate a finishing device to just one printer. If you weren't running booklets, for example, that booklet maker sat idle. Xerox® IntegratedPLUS Finishing Solution for Booklets changes all that. Now prepress setup and finishing setup can be automated, whether or not the finishing device is in-line with a printer or off-line. You get the best of both finishing worlds—the convenience of in-line with the flexibility of off-line, plus unsurpassed labor savings.

"Hey, if we're going to increase our business and look towards the future for our business, we want some kind of new model… That's the reason that we got into digital, because when we did the research, we found that's really where the future of print and marketing is going to be, a lot of digital print."

– Buzzy Castonguay
 Business Development Manager
 Color Web Printers

iGen™ 150 is the result of time.
And experience.

The iGen 150 Press is the next generation of a revolutionary technology family. For more than a decade, Xerox has led the digital printing industry— with ideas that changed the way the world was able to print, innovation that brought remarkable new technologies to market and improvements that continue to make digital printing more productive and more economical every day.

And no idea is bigger than the one on which iGen™ 150 is built—taking a finite amount of time and making it work harder for you. It's an idea that pays bigger and bigger dividends with every tick of the clock.

What would you do with more production time today?

Right now, you currently spend time on reprinting errors, quality control, job setup and waiting for the press. More than you need to.

With iGen 150, the time you spend on all of those is less, so you have more production time. More time printing jobs that are ready to go from the press straight into the customers' hands. More time achieving the color that meets every quality expectation without trial and error. More time printing and finishing larger, high-value jobs. More time entering and dominating markets that might have been previously out of reach.
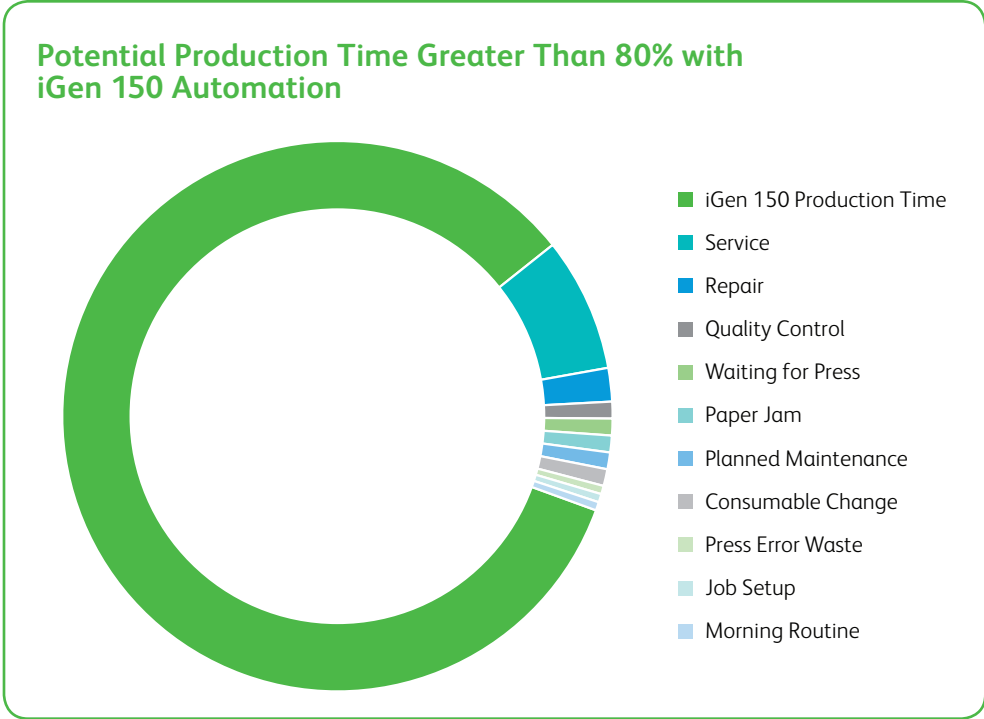
And more time to get paid more often.

What would you do with more production time this year?

Let's expand our thinking beyond an hour and consider a week, a month…a year.

When you multiply the added productivity that iGen 150 makes possible times the number of hours in a year, it adds up to five more months of available production time.

What could you do with that increase in productivity? More jobs. Greater customer satisfaction. A growing business. iGen 150 can truly revolutionize your business by enabling unprecedented efficiency and higher levels of profit.

Think of it this way…your competitors could make 12 months of profit in the next year while you make 17*.

Potential Production Time Greater Than 80% with iGen 150 Automation

- iGen 150 Production Time
- Service
- Repair
- Quality Control
- Waiting for Press
- Paper Jam
- Planned Maintenance
- Consumable Change
- Press Error Waste
- Job Setup
- Morning Routine

*Assumed iGen 150 with 85% uptime compared to device with same rated speed at 60% uptime.

It's time for a more productive business.
Specifications for the Xerox® iGen™ 150 Press

Printing Speed

- 3000 26" 4/0 sheets per hour
  (150 8.5" x 11"/A4 impressions per minute)
- 4500 11" x 17"/A3 4/0 sheets per hour
- 8250 8.5" x 11"/A4 sheets per hour

Image Quality

Resolution
- 2400 x 2400 dpi

Line screens
- 160 lpi, 180 lpi, 210 lpi, 250 lpi

Process colors
- Cyan, Magenta, Yellow, Black

Paper Format

- 14.33" x 26" (364 mm x 660 mm)
  Minimum 7" x 7" (178 mm x 178 mm)

Image Format

- Maximum image area is 2 mm less than sheet
  size (1 mm border on all sides)

Paper Weight (all trays)

- Uncoated: 16 lb Bond to 130 lb Cover
  (60 gsm to 350 gsm)
- Coated: 60 lb Text to 130 lb Cover
  (90 gsm to 350 gsm)

Paper Flexibility

- Coated, uncoated, textured, specialty stocks
- Recycled, perforated, tabs, transparencies, a wide
  variety of labels, synthetics, DocuCard®, NeverTear,
  DuraPaper®, UltraMagnet, DocuMagnet
- Mixed-stock jobs supported at rated speed
- No drying time
- Transfer overdrive (optional)

Technology Features

Imaging
- ICC Source and Destination and
  Fast Path Profiling
- Color check for color monitoring
- Single-point transfer printing
- Confident Color Technology
- Color Maintenance Tool
- Closed-loop controls with Inline
  Spectrophotometer
- Benchmark gamut of CMYK dry inks
- Load dry inks while running
- Automated Image on Paper Set-up

Paper Handling

- Mixed stocks in a single run (up to 12)
- Straight paper path
- Wide-radius inverter for second-side imaging
- Collated sets
- Wheeled stacker cart
- Load-while-run paper capability and unload

Input Capacity

- Up to six feeder modules/12 trays
- Up to 12 trays
- Each tray holds 10"/254 mm
  (2,500 sheets 80 lb Coated Text/120 gsm)
- Any supported stock in any tray
- Up to 30,000-sheet capacity or more

Delivery

- Up to four stackers
- Two carts per stacker
- Stacker cart holds 12"/305 mm
  (3,000 sheets 80 lb Coated Text/120 gsm)
- Stacker top tray
- Collated offset stack delivery
- Up to 12,000-sheet capacity

Optional

Roll Input
- SheetFeeder iG provides up to 50,000 additional
  sheets per roll (based on 8.5" x 11"/A4; 20 lb
  Bond/75 gsm)
- Delivered directly into the paper path
- Sheets per roll varies based on core size, cut
  size and paper type (coated/uncoated, caliper
  weight, etc.)

Inserter
- One inserter module, two trays
- Enables the addition of specialty sheets to a job
  after the fusing process (embossed stocks)

Inline Finishing
- Booklet making with C.P. Bourg Document
  Finisher (BDFEx), C.P. Bourg Booklet Maker (BMEx),
  or Duplo DBM-5001 Inline Booklet Maker
- Multigraf Stacker
- Perfect binding with Xerox® Book Factory
- Lay flats with GBC Fusion Punch II
- UV Coater
- Scoring, cutting, slitting and perforating with
  Rollem JetSlit System

Variable Information Solutions
- FreeFlow® Variable Information Suite, XMPie and
  other industry partners

Dimensions

**Overall standard press dimensions iGen4® (image
tower, two feeders, one stacker)**
- 24' 2" x 6' x 8' (L x W x H)
  7,366 x 1,829 x 2,438 mm (L x W x H)
- 7,892 lb (3,580 kg)

Xerox® FreeFlow® Print Server

- Integrated Parallel RIP technology
- ICC Device Link Capability
- Seamless interoperability with FreeFlow
  Product Suite
- Adobe PostScript, PDF 1.8, PCL5, TIFF, FRF
- Adobe Acrobat 9
- Adobe PDF Print Engine 2.0
- Job and production management GUI
- Concurrent receive, RIP, print
- AFP/IPDS
- VDP: VIPP®, PPML, Optimized PostScript,
  Optimized PDF for VDP

Xerox® EX Print Server, Powered by Fiery®

Features
- Fiery Graphic Arts Package Premium Edition
- Fiery Color Profiler Suite v3.1
- EFI SeeQuence Suite
- Fogra Media Wedge

Network Standard Interfaces
- TCP/IP, PAP, FTP Printing, IPP, LPR/LPD
- SMB print sharing (over TCP/IP)

File Support
- Adobe PostScript, PDF 1.9
- PCL, TIFF, JPEG
- Adobe Acrobat 10
- Adobe PDF Print Engine 2.0
- Adobe PDF/VT 1.0
- VDP: VIPP, VPS, PPML v2.2, EFI FreeForm 1 & 2
- Fiery JDF v1.1

> Printed on a Xerox® iGen 150 Press on
> Xerox® Digitally Optimized Paper.

xerox®

**To learn more about the Xerox® iGen™ 150 Press,
contact your Xerox representative or visit www.xerox.com**