Xerox® iGen4® EXP Press

Expand your sheet.
Expand your productivity.
Expand your business opportunity.

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Expanded business opportunity.
With traditional thinking, your ideal print business remains just an idea.

We see a revolutionary new workflow.

One that automates and streamlines while it accepts jobs from an expanded customer base and moves them from order to finish—from Web to loading dock—with virtually no operator intervention.

We see a revolutionary new sheet size. One that increases your flexibility and indispensability while it produces jobs that other printers can't, at levels of efficiency that have a dramatic impact on your bottom line.

We see new technology enabling new opportunity that expands your digital and offset business at the same time.

Now picture your ideal business with the iGen4 EXP Press—expanding the size of your vision…your imagination…your profit.

When you picture your ideal print business, what do you see?

Traditional print providers see business growth as more of the same—more of the same applications that the market asks you to sell at increasingly commoditized pricing. So they give you more of the same. More labor-intensive workflows and more small technology changes that never really make an impact on your business.

When we look at your business and what it could be, we see something more. We see expanded opportunities made possible by expanded capabilities—the expanded capabilities of the Xerox® iGen4® EXP Press.

Expanded productivity.
In traditional workflows, digital and offset are separate. And stay that way.

Why?

Why haven't workflows converged? Why haven't print businesses embraced 24/7 operation? In truth, it's part "know-how" and part "no way." Until now, the concept of satisfying around-the-clock demand was a dream and the right solution didn't exist.

With the automated Web-to-Finish production solution, an option of the iGen4® EXP Press, we solve both. We've assembled software products into an exclusive system that automates much of the process so you can operate at unprecedented levels of efficiency.

Xerox® FreeFlow® Web Services
Highly customizable for a broad set of Web order applications like books, booklets, flyers, calendars, greeting cards, business cards, marketing collaterals, promotional and personalized materials.

FreeFlow Process Manager®
Creates an infinite number of automated workflows for truly touchless operations. Formerly labor-intensive tasks such as imposition, image enhancement, preflighting and document conversion are all now automatic.

FreeFlow Print Server
FreeFlow Print Server offers you the parallel RIP technology that elevates your productivity as part of the exclusive Web-to-Finish solution. When coupled with the automation and touchless workflow of Web-to-Finish, the unique parallel RIP ensures a continuing stream of jobs, a continuing stream of revenue and the highest levels of productivity.

Ultimate Impostrip
A leading prepress imposition package prevalent in offset workflows today, Ultimate Impostrip integrates with existing digital plate setters to bring digital and offset workflows together once and for all.

Ultimate Bindery
Coordinates the communication between the FreeFlow Print Server front end, the iGen4 EXP Press and the finishing equipment, processing various sizes and quantities automatically— and completely removing the need for manual finishing setup adjustments between jobs.

Everyone on the Web is a potential customer. And that's everyone.

Picture your print enterprise after business hours. The doors are closed waiting for tomorrow for business to start flowing in. Right?

Through FreeFlow Web Services, customers find you 24 hours a day. And when they do, they find exceptional image quality and unprecedented turnaround times. Which means they'll come looking for you again.

Expanded operation.
With Web-to-Finish, there's no such thing as closed for business.

Can you expand and streamline at the same time?

Just watch.

If you're looking for ways to improve operational efficiencies to combat increased costs and downward pricing pressures, the Web-to-Finish system streamlines your labor costs and reduces material waste, all while expanding your capabilities.

You can complement your offset business and open a new sales channel by accepting work from anywhere, providing instant quotes, and getting paid first and producing later. Web-to-Finish helps you to build volume, automate the production of pre-defined products with established workflows and increase your ROI.

Touchless. Seamless. Boundless.

1. Xerox® FreeFlow® Web Services
Submits jobs to automated workflow.

2. Xerox® FreeFlow Process Manager®
Automates job preparation and problem correction. Inspects jobs and automatically selects proper imposition.

3. Ultimate Impostrip from Ultimate Technographics OnDemand Automation
Executes imposition and captures job finishing information.

4. Ultimate Bindery
Coordinates communication between FreeFlow Print Server and finisher.

a) Submits jobs to the FreeFlow Print Server.

b) Automates finisher setup based on job finishing information.

c) Instructs Print Server to release job.

Setup is ready

Xerox® FreeFlow Print Server

Xerox® iGen4® EXP Press

Bourg BMEx Booklet Maker

Expanded sheet size.
With traditional digital presses, this sheet wouldn't exist.

Opportunities come in all sizes.

For the Xerox® iGen4® EXP Press—and for you—those opportunities are larger than with other digital production presses. 14.33 x 26 inches/364 x 660 mm to be exact. That's the largest cut sheet in the industry, and it opens up areas of new business and new prosperity that simply aren't possible with a smaller sheet.

Of course, a larger sheet size is a great tool to have. But its full value comes with how the iGen4 EXP Press integrates that sheet into the system as a whole and into your overall workflow.

It starts with a modified feeder tray or optional DocuSheeter iG, which keeps the iGen4 EXP Press fed with the industry's largest sheet. From there, the time-tested image quality of iGen4 takes over to produce materials that are highly saleable and highly profitable. And it finishes either in the external side tray, top tray or in the optional Multigraf Stacker with the removable cart where jobs are stacked, ready for finishing.

Jobs that weren't possible.

We can give you some idea of the new opportunities that the iGen4 EXP Press's 26-inch sheet makes possible.

This brochure is one of them. The page you're reading now simply cannot exist on most digital presses. There's not much doubt or debate that customers want to do six-panel brochures and have always been told that it wasn't possible with digital printing.

Other examples and other applications abound. But we're confident that you'll take this sheet and use it to uncover opportunities that we haven't even thought of yet.

More jobs on a sheet.

Not every job is huge. But every job can have a huge impact on your bottom line if you print it more economically. And that means more up on a sheet—printed quickly. The expanded sheet size printing at 40 sheets per minute translates into an effective print rate of 120 letter/A4 prints per minute.

Expanded photo opportunity.
Outstanding results on every sheet… including your balance sheet!

Are you ready for a photo finish? The photo market represents an enormous opportunity. And it's getting bigger every day. Millions of people take billions of pictures each year. Increasingly, they are looking to turn them into high-value jobs such as memory books, greeting cards, calendars, yearbooks or other specialty photo applications.

Looks like success.

Xerox® Matte Dry Ink is a new ink specifically developed to satisfy this growing opportunity while enabling print providers to leverage all the productivity advantages of the iGen4® platform. Consumers have expressed an increased preference for a smooth matte look and feel of their photo-rich applications. With Xerox® Matte Dry Ink, you can satisfy this demand both productively and profitably.

Integrate new applications, seamlessly.

You can produce new applications that integrate seamlessly into your existing digital and offset workflows, combined with renowned iGen4 image quality innovations. This expands the world of opportunity in printing consumer photos, advertising and other applications that your customers demand.

Excel with every sheet.

Xerox® Matte Dry Ink truly expands the power of iGen4 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—your balance sheet.

New Matte Dry Ink finish with iGen4® productivity

To learn more about achieving the next level of success, contact your Xerox representative today, or call 1-800-ASK-XEROX.

Printed on a Xerox® iGen4® EXP Press with Matte Dry Ink.

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