Xerox® iGen4® Diamond Edition
It's time to move your business forward.

xerox ®

"I don't have enough sales coverage for digital."

"My customers want the best image quality and they want it when they want it. I'm not convinced that digital can pull it off. It's too inconsistent."

"The money is in offset."

"Digital color is too unstable and unpredictable to make a profit every shift."

"It will take me too long to make money on a digital investment."

"Digital just doesn't fit my business model. I'm doing okay and don't want to risk upsetting everything I've worked so hard for."

"I'm trying to expand my business. How can I do that with applications that are limiting?"

These perceptions may feel true. But are they really?

We understand that you may have some questions and perceptions about the viability of a digital color business. But if you dismiss digital, you are dismissing a huge opportunity—one that is growing every day.

It's time for a different discussion.

Not only has digital changed, but printing has changed as well. In its earliest days, digital run lengths used to be in the thousands. You could basically stick with an offset workflow and make money with only a few digital jobs a day. But the days of printing many thousands of product brochures are dwindling. Now customers want runs of 200. Maybe 100. And they want them fast. And often with variable information to increase the chances it will get noticed.
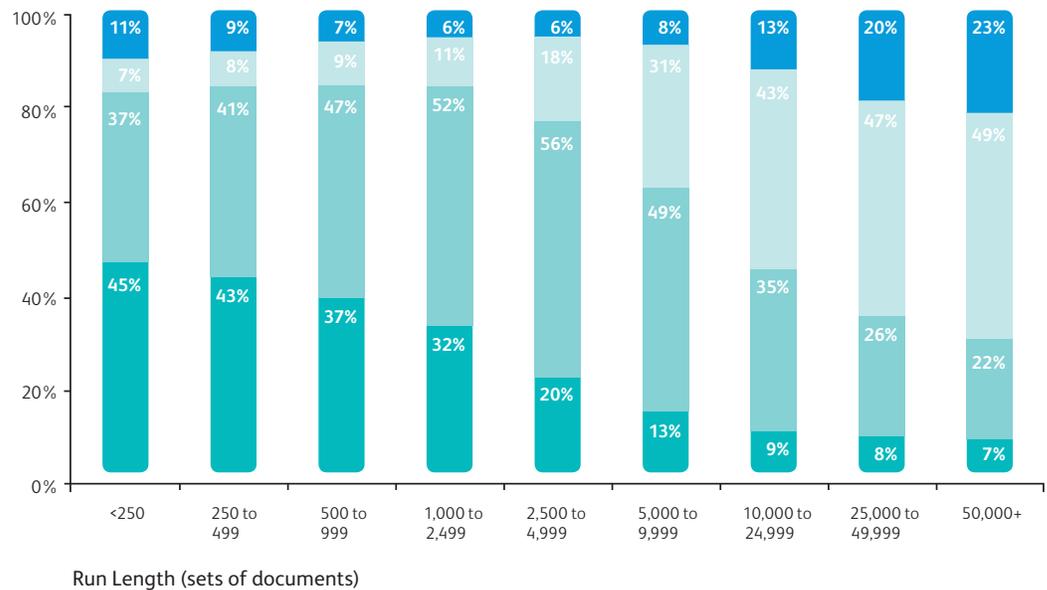
Run Lengths Are Declining

For the following run lengths (set of documents), do you see an increase or decrease in the frequency of printing jobs?

N=417 Print Service Providers and In-plant Printers

Legend:
- Do not offer
- Decrease
- Stay the same
- Increase

Source: InfoTrends' *Emerging Strategies Survey*, Q1 2011.

Run Length (sets of documents)	<250	250 to 499	500 to 999	1,000 to 2,499	2,500 to 4,999	5,000 to 9,999	10,000 to 24,999	25,000 to 49,999	50,000+
Do not offer	11%	9%	7%	6%	6%	8%	13%	20%	23%
Decrease	7%	8%	9%	11%	18%	31%	43%	47%	49%
Stay the same	37%	41%	47%	52%	56%	49%	35%	26%	22%
Increase	45%	43%	37%	32%	20%	13%	9%	8%	7%

That isn't offset.

It is digital. It is Xerox. It is the Xerox® iGen4® Diamond Edition.

It's time for iGen4® Diamond Edition.

The Xerox® iGen4® Diamond Edition combines all of the capabilities you need to succeed with digital. It is the latest advancement in an iGen® family that has revolutionized the industry. But much more important than what iGen has done for the industry is what it can do for your business—and for your time to profit.

Automation from Beginning to End

The iGen4 Diamond Edition is a tightly integrated digital print solution, not merely a press. Automation is everywhere in the iGen4 Diamond Edition solution, radically reducing setup time, improving image quality, reducing labor costs and speeding turnaround times.

Image Quality that Passes Every Test

Improved image quality and image consistency make the iGen4 Diamond Edition quality predictable—to achieve, to maintain, and to match from shift to shift, even from city to city and press to press. Other advancements, like our Matte Dry Ink, provide a level of quality that makes jobs that used to be exclusively offset within reach.

Unmatched Job Flexibility

Extended media options, inline finishing capabilities and a larger 26" sheet size expand the kinds of jobs you can offer to your customers.

It's time to remove bottlenecks.

Everybody's talking about workflow. Is anyone talking about how to make the work flow more profitably through your shop? We are. The answer is end-to-end automation and the transformational power it brings to your business.

For many years, print service providers have been investing in software solutions to automate print production workflows, much of it upstream in acquisition and prepress. But it has often led to "automation silos" where one portion of your workflow is faster and runs independently, but the rest of the solution is ill-equipped to keep up.

So let's consider a printer who has invested in a Web storefront to allow customers to submit jobs online, 24/7. Finding jobs is critical. A continuing stream of them is necessary to turn a profit in digital printing.

But it's only part of the answer. Try to print and finish those jobs on a lot of presses and you'll be facing downtime and bottlenecks. Not so with the iGen4® Diamond Edition. This is a press built specifically to remove the bottlenecks other less-automated digital presses can throw in the way of smooth production.
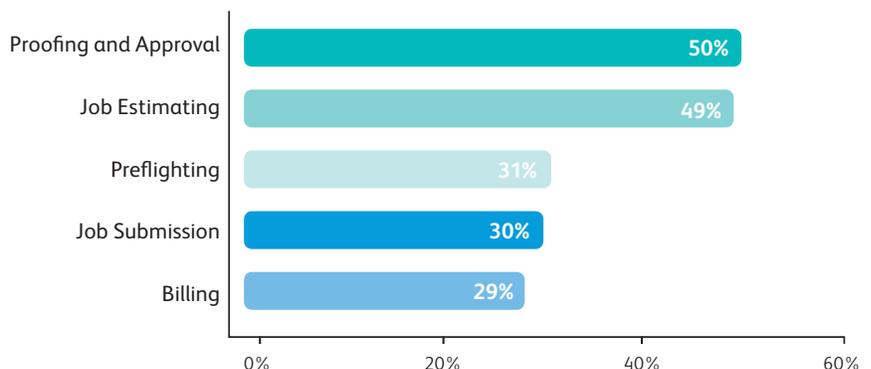
Does digital work? You decide.

What can you learn from looking at another organization's success? That the challenges they face are the same as yours. And that the success they found using the right digital printing solution can be yours as well.

Operating expenses were escalating at Associates International, Inc. (Ai) in Wilmington, Delaware. Payroll alone was consuming 42% of the company's costs on top of the rising price of production materials. It's easy to see why Ai wanted to become more efficient and increase their productivity to maximize their profits.

Working with Xerox, Ai mapped their workflow and value stream from start to finish—integrating a Xerox® iGen4® Digital Press, Xerox® FreeFlow Process Manager® and Xerox® FreeFlow Output Manager® with the partner-provided variable data printing, Web-to-Print and MIS solutions of their existing workflow. This powerful combination virtually eliminated the need for an employee to supervise an overnight shift—and boosted their volume capabilities.
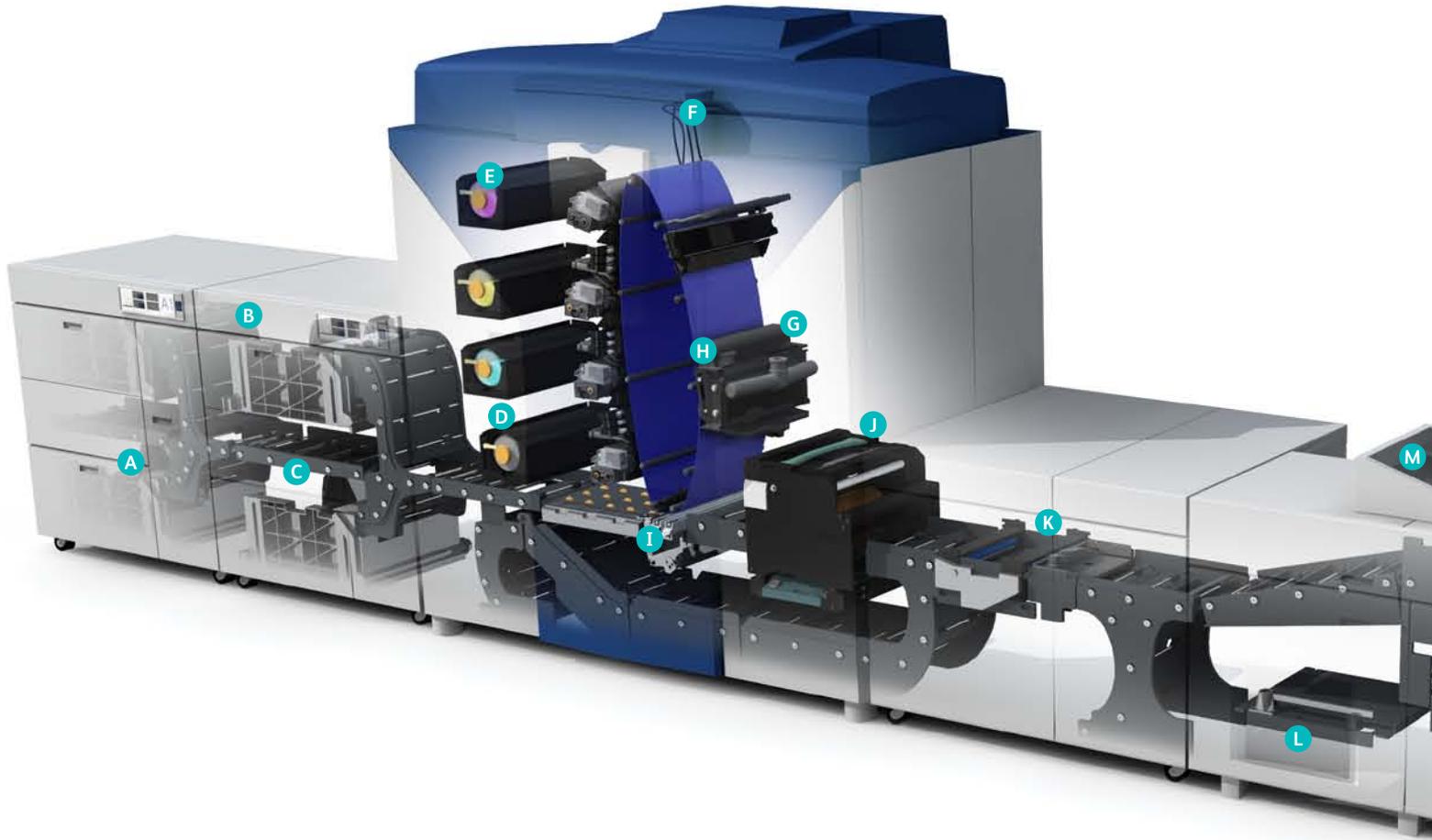
This integrated solution reduced Ai's costs by 35% over three years, increased their productivity 78% percent and reduced labor costs by 36%. Sales increased by nearly 78%, as the wider capabilities of the iGen4 enabled Ai to take on more jobs, including ones they wouldn't have been able to handle previously.

Top Five Major Production Workflow Bottlenecks

Category	Percentage
Proofing and Approval	50%
Job Estimating	49%
Preflighting	31%
Job Submission	30%
Billing	29%

Source: Production Software Investment Outlook, InfoTrends, 2011

It's time to take a closer look.

(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) Matte Dry Ink
A new dry ink formulation was 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.

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

(F) 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.

(G) Auto Density Control
Every press, be it digital or litho, can be susceptible to density variations and streaks. Xerox® iGen4® Diamond Edition 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.

(H) New Automated Image on Paper Setup
With the new iGen4 Diamond Edition Automated Image-on-Paper technology, manual setups are replaced with a predictable, automated routine—eliminating costly and time-consuming image fit setups.

Xerox® iGen4® Diamond Edition is a comprehensive business solution made up of industry-leading technology from Xerox and our partners.

We've talked about its ability to open up new areas of business growth. Now let's take a look at what makes it all possible.

I

Single-point Transfer
Single-point image transfer to paper with speeds up to 7,200 A4 (120 per minute) 4/0 impressions per hour.

J

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

K

Inline Spectrophotometer
We integrated a spectrophotometer into the iGen4 Diamond Edition paper path and integrated it with the Color Maintenance Tool to tell the operator when the iGen4 is ready to print quality output. It makes some pretty remarkable things automatic—things like High Definition Linearization, Advanced Color Profiling and Spot Color Calibration.

L

New 26" (660mm) 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 Document Finishing Architecture (DFA) compatibility means you can add your choice of automated inline finishing solutions.

Electronic Collation
Electronic collation with offset stack delivery.

M

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

N

New 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 inline finisher. In addition, stack carts from other printers can be fed into the Sheet Feeder to use the inline finisher when the attached printer is not using it. The Sheet Feeder can also be used as input to offline auto-finishers if inline finishing doesn't fit into your business plan.

It's Time. And Money.
And Satisfied Customers.

Let's take a closer look at what the Xerox® iGen4® Diamond Edition automation does for your business. The results can be measured in time—some of our customers have been able to eliminate an entire shift, achieving the same profitability in 16 hours that they used to in 24. They can be measured in money—fewer shifts means lower costs for labor, utilities and a range of other costs of doing business. And they can be measured in satisfied customers. Ours and yours.

Automation makes excellent color predictable.

Some of the questions we hear all the time revolve around image quality. Not only if iGen4 Diamond Edition can achieve the necessary quality to satisfy customers, but how difficult it is to achieve and maintain.

It all starts here.

At the heart of the Xerox® iGen4 Diamond Edition is the Color Maintenance Tool. It's truly the nerve center of the press, enhancing the power of your operator to maintain color stability, accuracy and repeatability. With an Inline Spectrophotometer placed strategically within the paper path, automated processes like color calibration and destination profiling work seamlessly while streamlining workflow. The tool essentially makes decisions for the operator, reporting if the press is ready for production or automatically performing corrections.

The Auto Density Control System works by detecting and correcting streaks before they occur. You get exceptional quality on every image, every day.

It's automation that boosts your productivity —and improves your bottom line.

Automated Calibration for Consistently Outstanding Color

The Color Maintenance Tool automates a critical element of color management—press calibration. It can be set to run automatically on a schedule, eliminating the problem of busy operators forgetting to calibrate—totally "hands free."

Advanced Destination Profiling for Improved Color Accuracy

Advanced Destination Profiling creates a superior, custom ICC-compliant Destination Profile for color critical applications, such as photos and direct mail that require a high degree of color accuracy and detail as well as a pleasing appearance—all at the touch of a button.

Be Confident About Color

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 our 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.

More Work Right, Right from the Start

With Automated Image-on-Paper technology, manual setups are replaced with a predictable, automated routine—eliminating costly and time consuming image fit setups that have always been part of the process of changing paper on every press. Every time you change paper size, you have always had to adjust image-on-paper registration to fix the potential for skew. That used to take between 30 and 60 minutes. With iGen4 Diamond Edition, the adjustments that used to take an hour now happen automatically—giving you that time back for production and profit. The auto density control's full width sensor array adjusts the placement of the image on each sheet as well as the position of the paper within the paper path.

Customers will see outstanding results from the built-in advancements using Matte Dry Ink and Confident Color.

Quality that Leads to Growth

Xerox® iGen4® Diamond Edition delivers on the promise of true Graphic Communications quality and performance. Certainly that is due to the excellence of the technology inside the press. But it is also due to the latest releases of the EFI® Fiery® and Xerox® FreeFlow®

Print Servers, which continually improve color rendering and management and image quality with enhancements to the emulation of the GRACoL®, Fogra, and RGB color spaces.

Together with other advancements such as our innovative Matte Dry Ink—a new formulation that optimizes the uniformity of gloss

appearance across highlights, midtones and shadows, ideal for any application demanding a pleasing finish—the image quality of iGen4 Diamond Edition means more happy customers and more business growth.

It's time to do what others can't.

So where does business growth come from with digital? It certainly comes from automation and doing more in less time—and with less operator intervention. But it also comes from offering more of what your customers are asking for. Xerox® iGen4® Diamond Edition actually expands the jobs you can offer your customers through a unique combination of job capabilities you can't find anywhere else. And if your customers can't find it elsewhere, all the better.

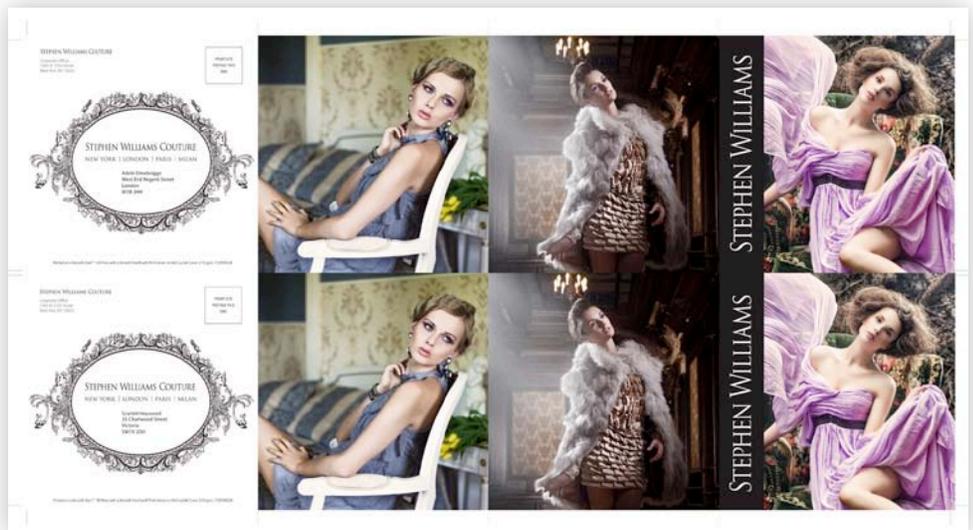## A larger sheet means bigger opportunities.

If the perception that digital printing offers a restricted range of jobs was ever true, the range has expanded with the iGen4 Diamond Edition 26" sheet size.

What does this large sheet size ultimately bring you? The room to grow your business by printing more jobs more economically—unique applications such as 6-panel brochures, gatefold pamphlets and direct mail campaigns that get noticed. More up per hour. Greater efficiency. Fewer sheets. Exclusive capabilities. Our largest sheet means your clients will be able to include more content—on the same sheet.

Xerox® iGen4® Diamond Edition sheet size: 14.33"/364 mm x 26"/660 mm

Make short work of short runs.

The route to digital success is a greater number of jobs of shorter length than with offset. Those jobs are out there—literally millions of them.

With iGen4 Diamond Edition, it's easy to turn those jobs into profit. Speeds of up to 110 A4 pages per minute allow you to produce more work faster. Even better, our 26" sheets run at a rated speed of 2,400 4/0 sheets per hour to yield an effective A4 rate of 120 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, iGen4 Diamond Edition produces more jobs that help you maximize your investment and grow your digital business fast.

Xerox® IntegratedPLUS Finishing

Xerox® IntegratedPLUS Finishing eliminates the need for highly skilled prepress operators to prepare files according to finisher specifications. It does away with manual programming at the finishing device and reduces the risk of error because the necessary parameters—such as page imposition, page ordering and trimming—are set automatically when a job enters your workflow. It extends the convenience and cost effectiveness of automatic finishing to multiple printers—including Xerox® and non-Xerox® printers in the same shop—without the need for multiple, dedicated inline finishing devices. And it maximizes productivity by enabling prints to be output to stacker carts at full rated print speed, while an attached finishing device binds other jobs at its full rated speed.

It's time to consider uptime.

A big part of the profit equation in digital printing is the availability of the press. When it's up and running, you are making money. When it isn't, you aren't. It's as simple as that. A lot of factors contribute to the availability of a digital press—including the morning routine, service and repair, planned maintenance, unplanned maintenance, job setup and quality control. And a lot of factors contribute to Xerox® iGen4® Diamond Edition's uptime superiority.
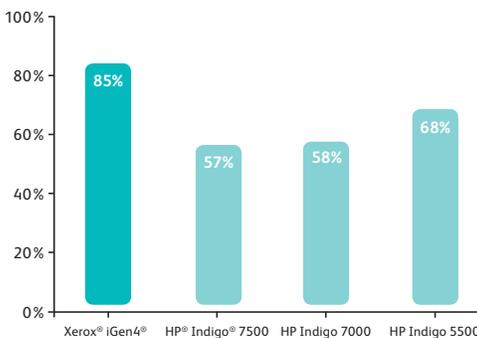
Let's compare.

We know that your concerns about turning a profit with digital are closely tied to productivity which is, in turn, tied to uptime. With iGen4 Diamond Edition, turning that profit is easier than with any other digital color production press.

But don't take our word for it. The *SpencerLab* Digital Color Laboratory, which specializes in the testing and analysis of digital color imaging and printing products, recently issued a comparison of availability and actual production time of iGen4 and several HP® Indigo® production presses.

The results speak volumes. iGen4's superior availability and reliability translate into substantial savings, a shorter time to profit and a stronger business.

Average Machine Availability*

*Source: *SpencerLab* Xerox Availability Whitepaper, 2012

Greetings from Success. Wish you were here.

What's the most compelling reason to take another look at digital color printing and iGen4 Diamond Edition? The new business and the new levels of profit they offer that were never possible before.

Located in West Valley City, Utah, SendOutCards® has turned a simple concept involving online ordering, digital customization and workflow automation into a multimillion-dollar success.

Using an easy online ordering process, customers select a card, upload a photo and type a message. The company prints, stuffs, stamps and mails the resulting personalized greeting card the next day—all for less than the average price of a retail card.

In 2007, SendOutCards began replacing lower-volume Xerox® printers with Xerox® iGen® Presses. Today, they have a total of six presses and four times the output for the same total cost. **"Our iGens run so smoothly that our entire fleet takes just one operator,"** says Steve Diamond, director of production. "Beyond just volume, the iGens have also given us substrate latitude, phenomenal color and great image permanence," says Diamond.

The impact was dramatic. Today, SendOutCards produces about one million cards per month under normal conditions—and nearly 700,000 cards per day during its busiest seasons. **"We can count on our iGens to deliver,"** says Diamond.

Looking to the future, SendOutCards recently added other products that can generate growth while helping to utilize existing capacity during slower periods. **"We see customized photo books, calendars and posters as a natural extension of our customer experience, and a year-round opportunity,"** says Diamond.

It's opportunity that's in reach for your business as well.

It's the right time to move to Xerox® iGen4® Diamond Edition.

Specifications for the iGen4 Diamond Edition

Printing Speed

- 2,400 26" 4/0 sheets per hour
  (120 8.5" x 11"/A4 impressions per minute)
- 3,000 11" x 17"/A3 4/0 sheets per hour
- 6,600 8.5" x 11"/A4 sheets per hour

Image Quality

Resolution
- 600 x 4800 dpi

Line screens
- 150 lpi, 175 lpi, 200 lpi, 300 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, Xerox® DocuCard®,
  Never Tear, Xerox® 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 Setup

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® FusionPunch® 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® iGen4® Diamond Edition Press on Xerox® Digitally Optimized Paper.

**To learn more about the Xerox® iGen4® Diamond Edition Press,
contact your Xerox representative or visit www.xerox.com**

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