

XEROX®

Technology | Document Management | Consulting Services

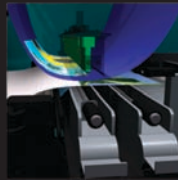
Xerox iGen3® 110 and Xerox iGen3® 90
Digital Production Presses

Overview



Xerox iGen3

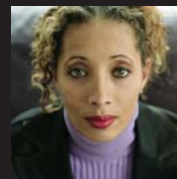
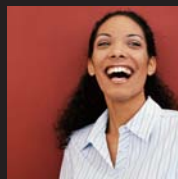
Press  FORWARD





Moving your business >> AHEAD

MORE BUSINESS THROUGH MORE SERVICES. The Xerox iGen3® 110 and iGen3® 90 **Digital Production Presses** and their revolutionary 3rd generation imaging system gives your business an enormous edge through new services that you can offer to your customers. These include high-quality color at a cost that makes sense even for short runs, print jobs—from books to brochures and from statements to sell sheets—that grab their audience and a bigger piece of your customers' printing business, personalized marketing pieces to dramatically increase the effectiveness of and response to printed communications, and new digital services addressing every point along the printing value chain.



Fast turnaround FAST FORWARD

PRINTING THAT COMMUNICATES LIKE YOU DO... IN A HURRY

Digital short-run printing comes close to the way that people actually communicate. It is timely, personal, and effective. iGen3 makes color short runs the economically viable alternative that you and your customers have been waiting for to propel everything you print into fast forward.

Speed

At up to 6,600 (iGen3 110) or 5,400 (iGen3 90) letter-size/A4 impressions per hour, and with no additional time needed for make-ready, drying, or manual collation, you can deliver the rapid turnaround that your customers are demanding.

iGen3's SmartPress Technology™ adjusts ink and imaging for each sheet that passes through the Press. You can do what was previously unthinkable—mix stocks in a single press run without a drop in productivity, even if each page has different graphics, text, or pictures. You can offer the affordable, creative solutions your customers couldn't have imagined before now.

iGen3 connects directly to your networks and the Internet, enabling a streamlined workflow—from remote job submission to proofing to printing on demand.

Quality

iGen3 prints a benchmark gamut of CMYK process colors with excellent color rendering and with extremely accurate registration.

The Press runs a wide array of stocks including coated (60 lb text to 130 lb cover or 90 g/m² to 350 g/m²) or uncoated (16 lb bond to 130 lb cover or 60 g/m² to 350 g/m²), smooth or textured, and specialty stocks and labels—in a sheet as large as 14.33" x 22.5" (364 x 571 mm). Xerox offers coated and uncoated text and cover weight precision cut sheets in a wide range of sizes, eliminating the need to cut down folio sheets and reducing the risk of equipment contamination from paper dust.

The Press measures the color between every single impression, for consistency from sheet to sheet and shift to shift. Resolution is sharp and clear, with 600 x 600 x 8-bit continuous tone input transformed into 600 x 4800 x 1-bit printing.

Finally, iGen3 delivers a sheet with a uniform, low-gloss finish that's dry and ready for bindery. The outcome is accurate, consistent, and predictable quality.

Results

Sophisticated color images, graphics, and personalized text have a remarkable ability to cut through the clutter of generic marketing messages that bombard customers at every turn.

The results are faster and higher response rates, increased sales, and the power to create and maintain the customer relationships that foster brand allegiance.

iGen3 has the capabilities to excel in all of the areas that help printed communications achieve the results that your customers want. With astounding color, and Variable Information options that only digital printing can offer, every printed communication can talk directly to its audience and bring you and your customers the superior results to set you apart from the crowd.



What customers want in their printed communications
...you get with Xerox iGen3

Your best foot FORWARD



with printed communications

QUANTITY VERSUS QUALITY

Does it have to be one or the other?

[short runs]

The value of iGen3 begins by being able to print exact quantities instead of thousands extra in an effort to bring down the per unit cost as in the offset world. And with iGen3, if you print too few, it is easy and inexpensive to print additional quantities that match the original run.

iGen3 is the complement to your offset environment. It provides offset quality and a digital workflow, offering the best of both worlds. iGen3 eliminates the manual preparation for offset, which makes color economical only as the quantities reach very high levels. The system's digital front ends enable last-minute color corrections and easy reprints of stored print jobs. And iGen3 renders the exceptional image quality that will advance the perception of superior products and a superior company.

What does that mean? Simply that color is now more affordable than ever... in quantities that make sense for businesses that are moving forward at an increasing pace.

WHAT DOES COLOR BUY YOU?

Things that money can't

[black & white to color]

Why do customers print in black and white? Is it because it's the best solution? Sometimes it is, but sometimes customers print in black and white for one reason... thinking the cost of color is too high.

Everyone knows that color can add impact to printed communications. Now, iGen3 makes color more affordable than ever so your customers can use it in every job to magnify the impact of a range of documents:

- Color captivates in marketing pieces.
- Color clarifies in user manuals.
- Color adds perceived value in financial statements.

iGen3 is the only true on-demand press that can print color *and* black and white pages at a cost practical enough for every print job. Customers get affordable black and white and the incredibly sharp color to provide the edge they need.



THAT REALLY SELL

A COMMON MESSAGE...

Can be too common for its own good

[1 to 1 marketing]

Marketing ideally speaks to the needs and desires of consumers and makes them eager to buy. But potential buyers have different backgrounds, demographics, and needs. How can a common message hope to speak to all of those issues?

It can't.

Consumers may allow a printed marketing message one second to make its mark. If the message is black and white, it may not even be given that amount of time. Color can improve the odds, but if the image quality isn't impressive enough to make an immediate positive impact, printed communications can be far too easily dismissed.

iGen3 is a big leap forward in communications technology because it makes it easy to print marketing messages created specifically for each customer. Xerox FreeFlow™ solutions give you the power to combine unique customer traits and preferences with specific graphics and text to generate a more effective message through marketing pieces that hit home with each individual consumer.

OPPORTUNITY...

Every month with every customer

[promotional transactional]

How much would business pay for a marketing opportunity where every existing customer is guaranteed to see a particular message?

Businesses currently send out millions of potential marketing vehicles every month—credit card bills, investment and financial statements, and utility invoices. They are built-in marketing opportunities because, by nature, they cannot be ignored—consumers are compelled to open the envelopes.

iGen3 has the speed and processing power to excel in promotional transactional printing and make the resulting statements more effective.

On one level, color makes a monthly mailing much more readable. On another level, promotional transactional printing leverages knowledge about each statement's recipient. Individual customer characteristics such as age, income, and past purchases make the communications unique and powerful.

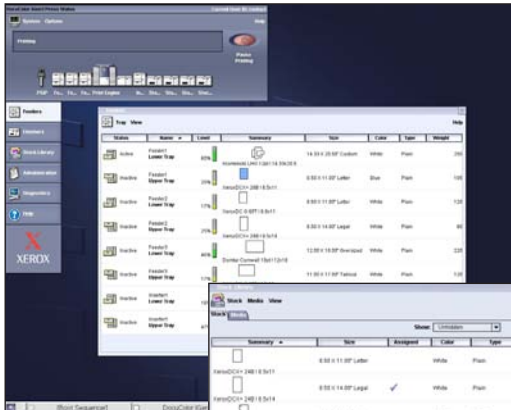
iGen3 combines these to fully exploit the potential of promotional transactional printing through tailored communications and attention-grabbing color graphics and images—helping any business make a statement with statements.



A leap forward with TECHNOLOGY

AS YOUR BUSINESS MOVES FORWARD, YOUR iGen3 GOES WITH YOU

iGen3 is designed to always keep up with your changing business. The modular, extensible design provides the flexibility to add feeding and finishing modules as your needs evolve.



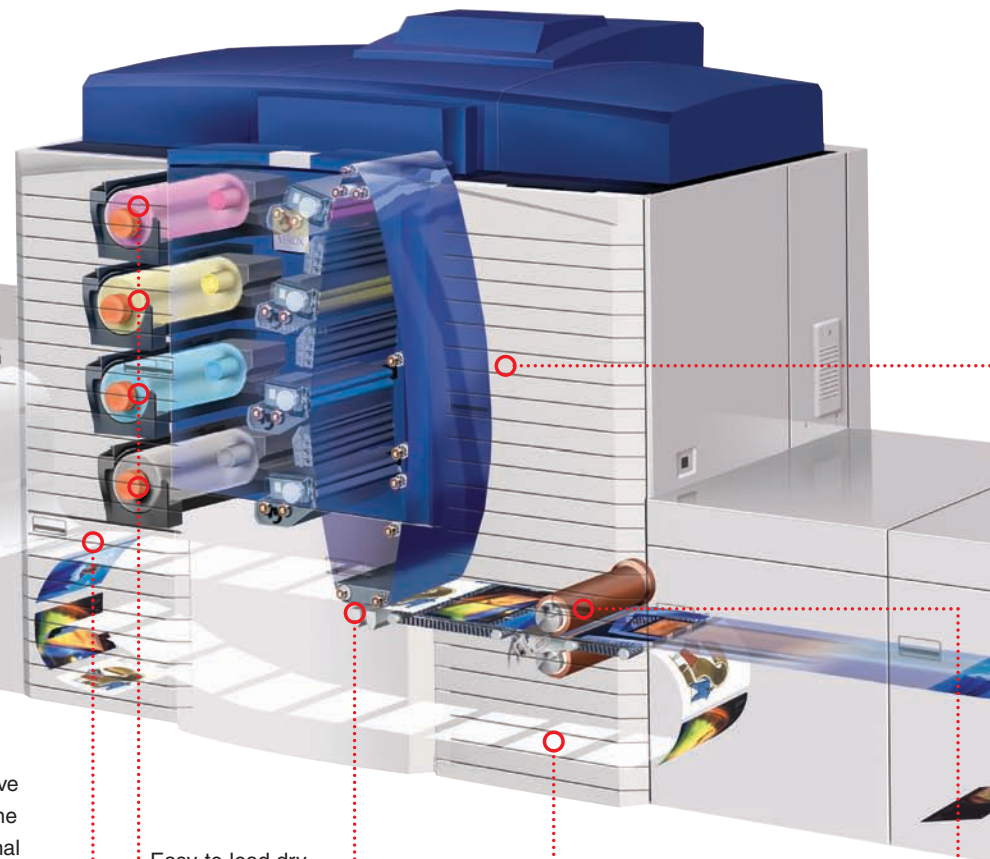
Press Interface:
Provides shop floor with continuous Press status

Stock Library:
Maintains stock attributes to ensure consistent color, productivity, reliability, and print quality

PRESS INTERFACE

The Press Interface console enables Press management:

- Sets up Press parameters and preferences
- Maintains the Stock Library so the Press can adjust for different stocks
- Provides continuous Press status and alerts



Optional Roll Feed

Standard two feeders (up to six optional), two paper trays each; load while running

Up to twelve stocks inline with optional feeder

Gripperless transport mechanism allows printing to within 1mm of sheet edge

Easy-to-load dry ink containers; replace while running

Straight paper path with optical guides

Single-point image transfer to paper with speeds up to 7,200 impressions per hour

Same-edge perfecting registration

Intelligent fusing adjusts for differences in stock and ink coverage

IGEN3 110 DIGITAL PRODUCTION PRESS SHOWN

INLINE FEEDING OPTIONS START EVERY JOB RIGHT

The DocuSheeter™ iG provides a roll-to-sheet feeding option that reduces operator and paper costs and that reliably feeds up to 50,000 sheets of coated or uncoated stock.

YOUR WORKFLOW WILL REMAIN YOUR WORKFLOW

iGen3 is designed to do more than just fit with your existing workflow and processes...

it is designed to improve them, accelerate them, and elevate them to new levels of productivity.

XEROX DocuSP® COLOR CONTROLLER

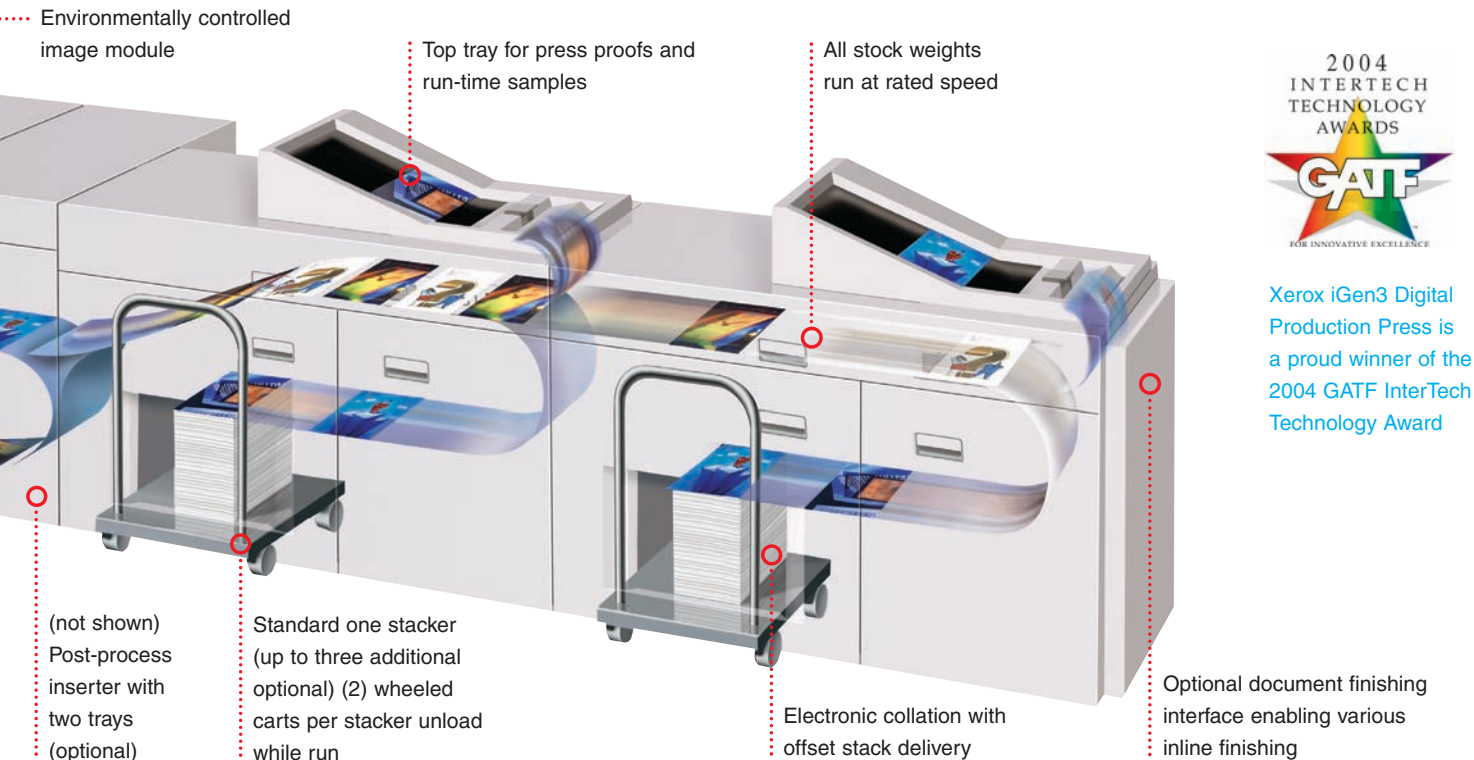
Based on a DocuTech® workflow with powerful yet easy-to-use color controls, the Xerox DocuSP Color Controller provides color management, image-enhancement technologies, and is Pantone® licensed. Most critical tasks are automated for maximum efficiency. The Parallel RIP option drives iGen3 at rated speed for even very complex jobs. Expert color tools help satisfy your most demanding clients. DocuSP supports all common PDL file formats including PCL. For high-response-rate, high-revenue Variable Information printing, DocuSP relies on powerful VIPP® software.

CREO® SPIRE™ COLOR SERVER

The Creo Spire Color Server offers a full suite of tools for advanced prepress, editing, maximizing image quality, and managing color, and is Pantone licensed. The flexibility to change imposition via multiple, ready-to-use templates—even post-RIP—helps you make the most of your sheets, while on-screen preview speeds up the process. The Creo Spire Server provides highly efficient and fast RIP for processing VI jobs and handles the widest range of color Variable Information applications, including VPS and VIPP file formats.

EFI® FIERY® COLOR SERVER

For print shops already operating with EFI Velocity workflow and Command WorkStation™, the EFI Fiery Color Server offers instant integration with iGen3. Command WorkStation's intuitive user interface makes it easy for a high-turnover work force to program, monitor, and manage print jobs. ColorWise® Pro tools, DocBuilder Pro™ imposition, and Graphic Arts Package™ provide scalable tools for novice to expert users. The Fiery Color Server supports the most common PDLs plus VIPP and EFI FreeForm™ for Variable Information printing.



INLINE FINISHING OPTIONS SPEED EVERY JOB TO DELIVERY

Since iGen3 is designed with Document Finishing Architecture (DFA)—an open interface standard—a variety of finishing devices and solutions can be added to broaden the number of products that you can offer to your customer. Choose booklets with the Xerox Booklet Maker or C. P. Bourg Document Finisher (BDFx) with Square Edge Option (SQE), perfect binding with the Xerox Manual+Book Factory, or lay flats with inline printer punching via the GBC® Fusion Punch II™. iGen3 output is also compatible with many nearline and offline finishing options, including coil binding, booklet making, lamination, and UV coating.



Innovative 3rd Generation SmartPress™ technology is the intelligence that is built into virtually every part of iGen3, resulting in the first digital production press that's totally at home in an in-plant print shop or a commercial print environment. It offers the flexibility, quick turn-around times, and economics that characterize digital printing while producing output with the look and feel of offset printing.

SMARTPRESS IMAGING: The heart of the iGen3's 3rd generation technological revolution

At the heart of iGen3 is the new, 3rd generation imaging process. Four imaging stations layer the CMYK inks on an electrically charged image carrier. Then, the image is transferred all at once to the paper. SmartSize™ Imaging (iGen3 110 exclusive feature) provides maximum throughput automatically, depending on paper size, ranging from 7,200 per hour for 7" x 7" (178 x 178 mm) to 2,400 per hour for 14.33" x 22.5" (364 x 571 mm).

A nested set of closed-loop process controls maintains color consistency and color-to-color registration. Color patches and registration marks placed on the image carrier between every impression are continuously measured and adjustments are made as required—under the hood.

The uniform particles of SmartPress Dry Ink, along with controlled dispensing, contribute to the sheet's uniform finish and low-gloss differential on both coated and uncoated stocks. The pigments provide remarkable color fidelity and image processing ensures smooth edges on text and line art for crisp font reproduction.





We call it **SMART** for a reason...

SMARTPRESS PAPER HANDLING: Productivity, reliability, and higher yields of saleable sheets

The system's SmartPress Stock Library is an electronic repository of critical information for every stock you use. It automates the make-ready process for enormous time-savings, particularly important in a short-run environment.

Up to six paper feeders, each with two trays, allow you to mix stocks within a single run and provide a total capacity of 30,000 sheets (80 lb coated text/120 g/m²). The optional DocuSheeter™ iG reduces operator intervention and cuts paper costs. It delivers up to 50,000 additional coated or uncoated sheets directly into the paper path. And the system's load-while-run capabilities allow operators to load paper while iGen3 continues to produce stunning output.

The system's built-in intelligence takes into account the stock attributes of each sheet that passes through the Press, dynamically adjusting its operation to optimize image quality, even for very different stock types.

SmartPress Feeding combines vacuum technology to protect the paper's surface, double-sheet detection to prevent misfeeds, and paper trays that tilt automatically to compensate for any curl. Each sheet is optically guided to the imaging area, and multiple sensors continuously monitor image placement. Dual-edge perfecting assures precise front-to-back and crossover registration.

An intelligent fusing process adjusts its temperature and pressure on the fly for paper and coverage, and decurling stations ensure that sheets emerge from the Press flat and instantly ready for finishing.

Each stacker delivers fully collated, offset-stacked sets on wheeled carts for easy transport to the bindery. With the system's unload-while-run capabilities, there is no need to stop printing to unload the output. iGen3 is currently configured to support from one to four stackers—each with a capacity of 3,000 sheets (80 lb coated text/120 g/m²).

To support inline finishing, Xerox Document Finishing Architecture (DFA) interface can be added to iGen3. This open, intelligent interface provides the logical and physical connections—including document parameters and full job recovery—to inline finishing devices, so each finished piece is complete and correct.

SMARTPRESS SENTRY: Maximum uptime and trouble-free operation

SmartPress Sentry keeps watch over the entire printing process. Its built-in intelligence learns about your stocks and system component status and makes continuous, on-the-fly adjustments to optimize all the system's operations—from feeding to stacking.

Forward THINKING

WHEREVER YOU'LL BE TOMORROW, WE'LL BE THERE TOO

Looking past today to where your business will be down the road? Us too. Not content to let the road come to you? Neither are we.

That's why we back up every iGen3 with software, services, and tools for building business... and we integrate it all into your business without diverting you from the path you are already on.



HOW DO I GET THERE FASTER?

Production printers are under constant pressure to reinvent their processes, operations, and offerings. You've got to be faster, better, and more responsive if you're going to come out on top.

The answer is in your workflow...

The Xerox FreeFlow™ Digital Workflow Collection is specifically designed to help you integrate and connect your workflow processes to improve the way you input, print, and fulfill jobs. It addresses the need to streamline operations to take full advantage of new business opportunities with the iGen3.

FreeFlow™, iGen3®, and You. Performance Accelerated™.

FreeFlow is based on elements critical to every workflow implementation, including integrated products, standards-based architecture, and professional services and support. FreeFlow combines robust workflow products from Xerox and our partners with iGen3 to enable efficient, profitable solutions for supporting these high-value, high-profit business services:

PRINT ON DEMAND

Implement fast, profitable digital printing with Web-to-print offerings.

PERSONALIZED COMMUNICATIONS

Generate simple to complex Variable Information (VI) applications, including cross media, one-to-one publishing using a highly productive VI suite of products.

PROMOTIONAL TRANSACTIONAL

Turn statements into marketing communications with rich VI content and data-driven graphs and produce them on time and on budget using Xerox VIPP enablement.

OFFSET AND DIGITAL

Seamlessly integrate your offset operations with digital for a more diversified offering.

BOOK PRINTING

Take advantage of the growth opportunities of iGen3 short-run book production with inline finishing.



FreeFlow solutions and iGen3... The perfect combination for more jobs, more pages, and more growth for your business.

XEROX STAYS WITH YOU EVERY STEP OF THE WAY

Great results go beyond great technology. The acquisition of iGen3 is only the first step in your journey with Xerox toward a brighter future for your business. SmartPress Services, Proactive Service Support, and ProfitAccelerator™—Digital Business Resources provide the most comprehensive and indispensable group of offerings that help you to maximize your iGen3 investment and improve your productivity.

SMARTPRESS SERVICES

- A Xerox **SmartPress Production Consultant** will help you grow volume that will build your business and revenues.
- iGen3 continues Xerox's **environmental leadership** by using non-toxic, dry inks, no hazardous materials and generating no hazardous waste (according to applicable waste regulations worldwide).
- Xerox **paper and specialty media** have been specifically engineered in concert with iGen3 and SmartPress Dry Ink to improve your document quality and your bottom line. Xerox offers a wide array of Digitally Optimized paper and specialty media in a full range of weights, shades, and sheet sizes. Xerox also offers custom solutions and stocks that are pre-scored, perforated, and pre-punched to maximize your productivity. And we will work with you to develop custom application solutions to help grow your business.

PROACTIVE SERVICE SUPPORT

Using tightly integrated systems for analysis, Xerox monitors your machine on an ongoing basis as it transmits performance information to a secure server. Real-time machine data translates to proactive responses and quicker and more accurate problem diagnosis. Xerox local service teams, hotline support specialists, and subsystem engineers all work to achieve maximum uptime, performance, and productivity on your system. The right resources are engaged—no matter where they may be—to ensure optimum machine performance.



PROFITACCELERATOR™— DIGITAL BUSINESS RESOURCES

ProfitAccelerator™ provides a full range of world-class resources and support to all print professionals—executives, sales and marketing personnel, and operators. The tools, programs, and services provide you with an opportunity to grow your business.

- The **Marketing Accelerator Kit** helps customers successfully promote and sell digital printing.
- The **Business Development Resource Guide** includes development strategies and resources for both you and your customers.
- The **Vertical Market Industry Kit** provides industry-specific templates and sample documents that you can customize.
- The **Open House/PR Binder** includes a checklist and timetable to promote your iGen3 through the use of an open house, seminars, and public relations tools.
- The **iGen3 CD Samples Kit** is a collection of source and PDF files that you can use to promote the capabilities of iGen3 to your customer base.

**TO LEARN MORE ABOUT OUR
COMPREHENSIVE PORTFOLIO,
PLEASE GO TO**

www.xerox.com/driveprofit

FINANCIAL RESOURCES

ProfitQuick™ is a financial modeling tool used to evaluate the purchase of digital production equipment. The *Business Planner Module* allows you to develop a five-year customized profit and cash flow analysis, and the *Workflow Cost Estimation Module* enables you to easily compare digital versus offset printing costs and profits.

CREATIVE AND DESIGN RESOURCES

A number of tools help you increase sales to advertising agencies and graphic design firms who influence the buying of printing, drive pages to your iGen3, and provide new avenues for growth.

APPLICATION DEVELOPMENT RESOURCES

The **uPublisher™ Digital Learning Simulator** provides the knowledge and skills you need to thrive in the lucrative digital book publishing marketplace. We also offer tips and tools on **Designing for Digital, Profiting Through Personalization, and PrePress for Digital**.

TRAINING RESOURCES

Our experienced consultants teach you tools, tips, and techniques to improve your digital workflow. We also offer the **Marketing Partnership Program** to help sell and market digital and Variable Information printing.



For more information on the Xerox iGen3 110 and iGen3 90 Digital Production Presses, call **1-800 ASK XEROX** or visit us on the Web at: www.xerox.com.

Xerox iGen3 110 and iGen3 90 Digital Production Presses

Printing Speed – iGen3 110

- 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

Printing Speed – iGen3 90

- Up to 5,400 full process color A4 (letter) 4/0 impressions per hour (90 impressions per minute)
- 1,200 A3 (tabloid) 4/4 sheets per hour

Image Quality

Resolution

- 600 x 4800 dpi

Line screens

- 150 lpi, 175 lpi, 200 lpi, stochastic
- All utilizing 256 gray levels

Process colors

- Magenta, Yellow, Cyan, Black

Paper Format

- Maximum sheet size: 14.33" x 20.5" (364 x 521 mm); 14.33" x 22.5" (364 x 571 mm) (optional)
- Minimum sheet size: 7" x 7" (178 x 178 mm)

Image Format

- Maximum image area is 2 mm less than sheet size (1 mm border on all sides). Default image area is 3 mm less on all sides.

Paper Weight

- **Uncoated:** 16 lb bond to 130 lb cover, 60 g/m² to 350 g/m²
- **Coated:** 60 lb text to 130 lb cover, 90 g/m² to 350 g/m²

Paper Flexibility

- Coated (gloss, matte, dull, silk), uncoated, textured, specialty stocks
- Recycled, perforated, tabs, transparencies, a wide variety of labels, synthetics, DocuCard®, Never Tear, DuraPaper™
- Mixed-stock jobs supported at rated speed
- No drying time before coating
- Transfer overdrive for highly textured stock (optional)

Technology Features

SmartPress™ Imaging

- Third-generation technology
- Single-point transfer printing
- Closed-loop controls
- Benchmark gamut of CMYK dry inks
- Replace dry inks while running

SmartPress™ Paper Handling

- Mixed stocks in a single run
- Same-edge perfecting registration
- Straight paper path
- Wide-radius inverter for second-side imaging
- Collated sets
- Wheeled stacker cart
- Load-while-run capability

SmartPress™ Sentry

- Built-in intelligence
- Automatically adjusts to paper characteristics
- Monitors every print
- Provides online diagnostics and remote support

SmartSize™ Technology (iGen3 110 exclusive)

- Throughput from 40 to 120 ipm based on image/paper size

Input Capacity

- Up to six feeder modules
- Up to twelve trays
- Each tray holds 10"/254 mm (2,500 sheets 80 lb coated text/120 g/m²)
- Any supported stock in any tray

Delivery

- Up to four stackers
- Two carts per stacker
- Stacker cart holds 12"/305 mm (3,000 sheets 80 lb coated text/120 g/m²)
- Stacker top tray
- Collated offset stack delivery

Environmental Control Unit

- Built-in air conditioning unit
- Maintains system interior at optimum temperature and humidity
- Controlled by closed-loop control system
- Recycles air to eliminate emissions
- Conserves energy and reduces electrical costs

Optional

Roll Input

- DocuSheeter™ iG provides up to 50,000 additional sheets per roll (based on 8.5" x 11"/A4; 20 lb bond/75 g/m²)
- 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 material to a job after the fusing process
- Good for coated covers and specialty substrates

Inline Finishing

- Booklet making with Xerox SquareFold™ Booklet Maker or C. P. Bourg Document Finisher (BDFx) with Square Edge Option (SQE)
- Perfect binding with Xerox Manual+Book Factory
- Lay flats with GBC® Fusion Punch II™

Feeders and Stackers

- Up to six feeders
- Up to four stackers

Size

Overall standard press configuration dimensions iGen3 110 (image tower, two feeders, one stacker)

- 23' 8" x 6' x 8' (L x W x H)
- 7210 x 1829 x 2438 mm (L x W x H)

Weight

- 7,892 lb (3580 kg)

iGen3 90 (image tower, one feeder, one stacker)

- 20' x 6' x 8' (L x W x H)
- 6096 x 1829 x 2438 mm (L x W x H)

Weight

- 7,051 lb (3198 kg)

Xerox DocuSP® Controller

- Sun Fire™ hardware/software platform
- DocuSP®/DocuTech® workflow
- Ethernet support
- Adobe® PostScript®, PDF 1.5, PCL5, TIFF, FRF, Adobe® Acrobat® 6
- Color-management features
- Job and production management GUI
- Concurrent receive, RIP, print
- Parallel RIP (scalable up to 16 CPUs)
- AFP/IPDS
- VIPP®, Personalized Print Markup Language (PPML), caching support for variable data printing

Creo® Spire™ Color Server

- Intel®/Microsoft®-based platform
- Creo® Spire™ workflow
- Ethernet support
- Adobe® PostScript®, PDF 1.5, PDFX3, TIFF, TIFF. IT, EPS, RTP, Adobe® Acrobat® 6
- Color-management features
- Job management GUI
- Concurrent receive, RIP, print
- VPS, VIPP®, PPML, caching support for variable data printing

EFI® Fiery® Color Server

- Intel®/Microsoft®-based platform
- Fiery® workflow
- Ethernet support
- Adobe® PostScript®, PDF, Adobe® Acrobat® 6, TIFF v6, EPS, DCS
- ColorWise® toolset
- DocuColor® emulations
- Command WorkStation™ support
- DocBuilder Pro™ impositioning
- Variable data printing with Fiery® FreeForm™
- Graphic Arts Package™



Digital Workflow Collection

Xerox FreeFlow™ is a roadmap to success in digital printing, built on open architectures and standards that allow integration into your existing workflow. We bring together the industry's most comprehensive collection of Xerox and partner workflow solutions, beginning with our RIP choices, delivering more flexibility and value to you.