SPECIFICATIONS
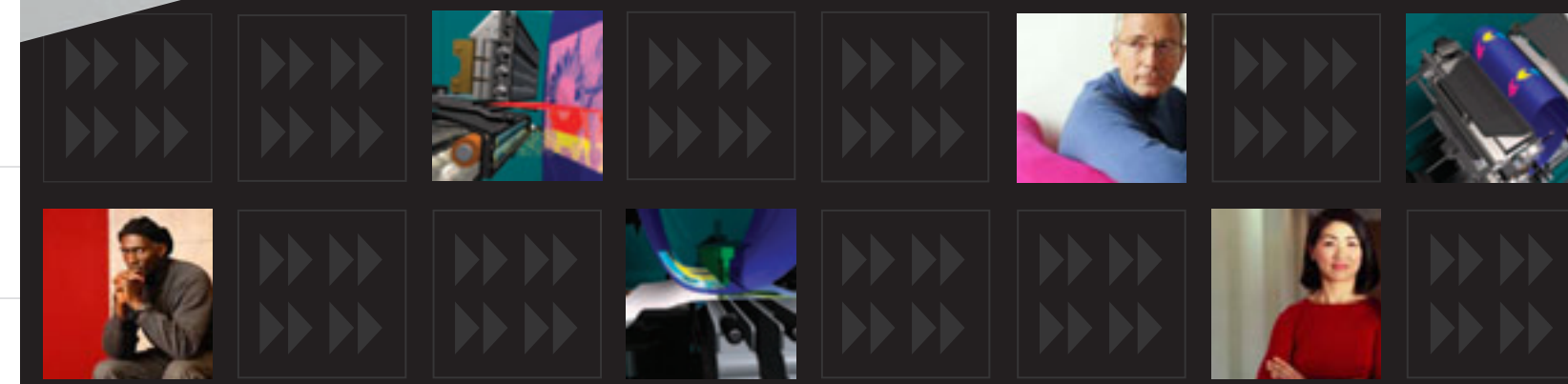
XEROX®

Press ▶▶ **FORWARD**

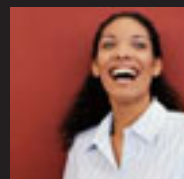|	
Printing Speed	Up to 6,000 full process color A4 (letter) 4/0 impressions per hour (100 impressions per minute); 1,500 A3 (tabloid) 4/4 sheets per hour
Image Quality	**Resolution:** 600 x 4800 dpi
	Line Screens: 150 lpi, 175 lpi, 200 lpi, stochastic; all utilizing 256 gray levels
	Process Colors: Magenta, Yellow, Cyan, Black
Paper Format	Maximum sheet size 14.33" x 20.5" (364 x 521 mm); optional 14.33" x 22.5" (364 x 571 mm); minimum sheet size 7" x 7" (178 x 178 mm)
Image Format	Maximum image area 14.2" x 20.4" (361 x 519 mm)
Paper Weight	16 lb bond/60 g/m² up to 130 lb cover/350 g/m²; all stock weights run at rated speed
Paper Flexibility	Coated (gloss, matte, dull, silk), uncoated, textured, specialty stocks; recycled, perforated, cut tabs, transparencies, labels including crack and peel, synthetics, DocuCard®; NeverTear, DuraPaper™; mixed-stock jobs supported at rated speed; no drying time before coating
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; dual-edge registration; straight paper path; wide-radius inverter for second-side imaging; collated sets; wheeled stacker cart
	SmartPress™ Sentry Built-in intelligence; automatically adjusts to paper characteristics; monitors every print; provides on-line diagnostics and remote support
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
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
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
Inline Finishing	Booklet making with Xerox SquareFold™ Booklet Maker; perfect binding with Xerox Manual+Book Factory; lay flats with GBC® Fusion Punch II™
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
Size	Overall standard press configuration dimensions: 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)
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 from 2-8 CPUs); VIPP®, 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	Fiery® platform; Fiery® workflow; Ethernet support; Adobe® PostScript®, PDF, Adobe® Acrobat® 6, TIFF v6; ColorWise® toolset; DocuColor emulations; Command WorkStation™ support; DocBuilder Pro™ impositioning; Variable data printing with Fiery® FreeForm™, Graphic Arts Package™

Move your business forward. Call 1-800 ASK XEROX (or in Europe contact your local sales representative) or visit **www.xerox.com**. One of our color specialists will help you determine the best solution to meet all your business needs from our full portfolio of color products.

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 6,000 letter-size/A4 impressions per hour, and with no additional time needed for makeready, 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 from 16 lb bond to 130 lb cover (60 g/m^2 to 350 g/m^2)—coated or uncoated, smooth or textured; specialty stocks and labels—in a sheet as large as 14.33" x 22.5" (364 x 571 mm). Xerox Supplies offers coated and uncoated text and cover weight precision cut sheets in this size, 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 pleasing 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.

Moving your business ▷▷ **AHEAD**

MORE BUSINESS THROUGH MORE SERVICES. The **Xerox iGen3® Digital Production Press** and its revolutionary 3rd generation imaging technology 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.

What customers want in their printed communications

...you get with Xerox iGen3

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 batch.

iGen3 is the intersection of offset quality and the 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 business that is 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?

No, customers print in black and white for one reason… cost. Color offset printing only becomes cost effective with large runs—runs that are often more than customers need, given the speed at which printed materials become obsolete.

Everyone knows that color can add to printed communications… if customers can afford it. 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 pages at a cost affordable enough to use it for every print job on a wide variety of media—giving customers incredibly sharp color to provide the edge they need.

Xerox Supplies offers a wide variety of digitally optimized paper and specialty media—from coated text and cover to Xerox DocuCard® to synthetic product—all guaranteed to provide the best image quality and performance on iGen3.

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 craft marketing messages that look like they were created specifically for each customer. It gives 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, at least for a few seconds?

Business currently sends 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.

## 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.

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.
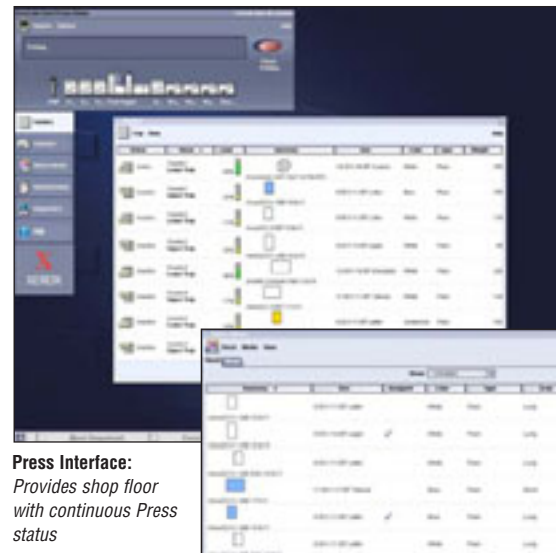
Press Interface:
Provides shop floor with continuous Press status

Stock Library:
Maintains stock attributes to ensure consistent color

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
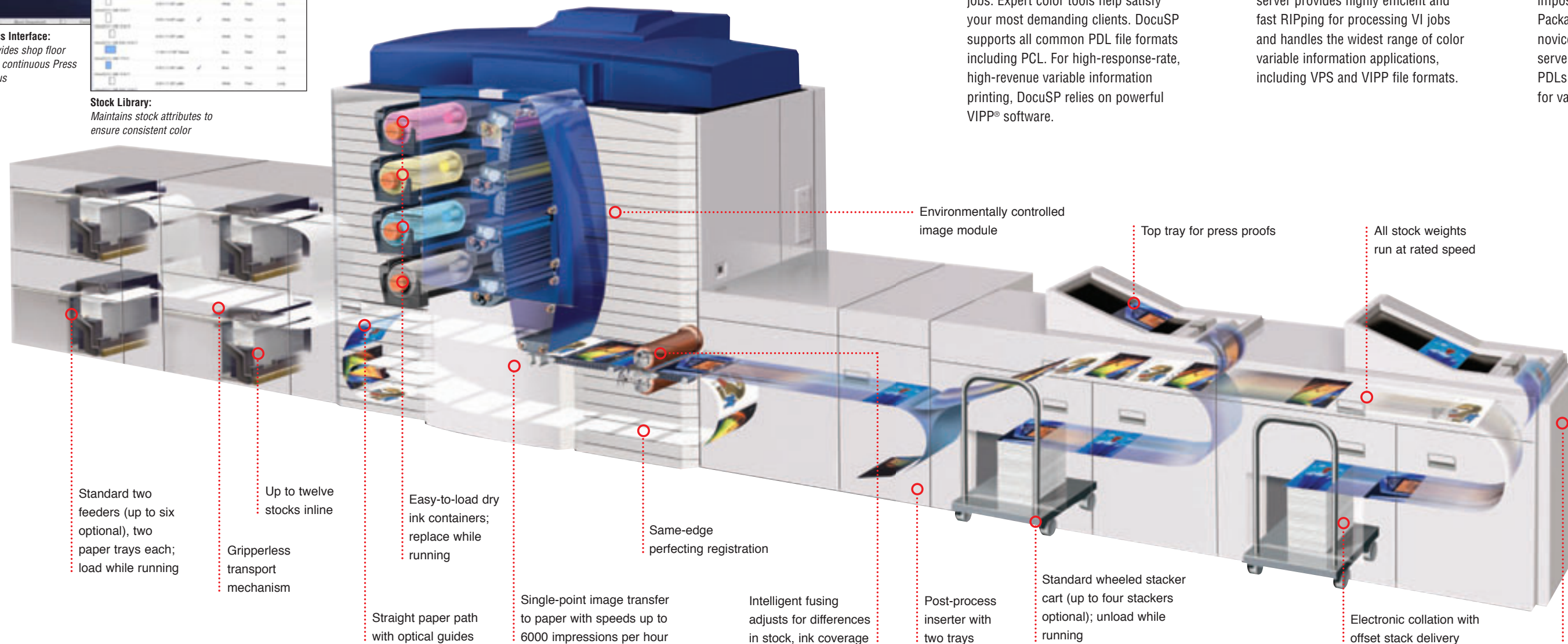
XEROX DocuSP® COLOR CONTROLLER
Based on a DocuTech® workflow with powerful yet easy-to-use color controls, the Xerox DocuSP color controller provides color management and image enhancement technologies and is Pantone® licensed. Most critical tasks are automated for maximum efficiency. The Parallel RIP option drives iGen3 at rated speed for even the most 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. The flexibility to change imposition via multiple, ready-to-use templates—even after RIPping—helps you make the most of your sheets, while on-screen preview speeds the process. The Creo Spire server provides highly efficient and fast RIPping 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™ impositioning, 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.

Environmentally controlled image module

Top tray for press proofs

All stock weights run at rated speed

2004 INTERTECH TECHNOLOGY AWARDS
GATF

Xerox iGen3 Digital Production Press is a proud winner of the 2004 GATF InterTech Technology Award

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

Up to twelve stocks inline

Gripperless transport mechanism

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

Same-edge perfecting registration

Standard wheeled stacker cart (up to four stackers optional); unload while running

Straight paper path with optical guides

Single-point image transfer to paper with speeds up to 6000 impressions per hour

Intelligent fusing adjusts for differences in stock, ink coverage

Post-process inserter with two trays

Electronic collation with offset stack delivery

Optional document finishing interface enabling various inline finishing

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 SquareFold™ Booklet Maker, 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.

We call it **SMART** for a reason…

Innovative SmartPress™ technology runs throughout iGen3 from beginning to end.

The name gives some insight into its unique value. SmartPress is the intelligence that is built into virtually every part of the system to help the operator work smarter and the machine itself to learn the stocks that you commonly run and adapt to them.

SMARTPRESS IMAGING:
The heart of the iGen3 technological revolution

At the heart of iGen3 is the new, third-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—at an unprecedented rate of up to 6,000 impressions per hour.

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 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.

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 makeready 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/m^2).

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. 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/m^2).

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. It also alerts you to service and maintenance issues ahead of time. iGen3 also transmits system information to a Xerox Web site for monitoring and proactive response to potential problem situations.

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 and services and tools for building business… and we integrate it all into your business without diverting you from the path you are already on.

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 and ProfitAccelerator™—Digital Business Resources provide the most comprehensive and indispensable group of offerings that help you to maximize your iGen3 investment.

ff FreeFlow™
Digital Workflow Collection

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 work-flow 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.

SMARTPRESS SERVICES
• A Xerox **SmartPress Production Consultant** will help you grow volume that will build your business and revenues.

• With benchmark **global and local technical support**, your business will have the expertise and highly responsive service team it needs to maximize productivity. Together with our **remote diagnostic capabilities** and our dedicated hotline support, you can be assured that Xerox will be there to help you achieve greater uptime, outflank the competition, increase revenue, and enhance profitability.

• 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.

Xerox ProfitAccelerator™
Digital Business Resources

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 **iGen3 Sample Portfolio** is a collection of high-quality print samples that perfectly capture the vibrant color quality and unique variable information capabilities of iGen3.

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 and Comparison Module* enables you to easily compare digital vs. 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.