XEROX®

Technology | Document Management | Consulting Services
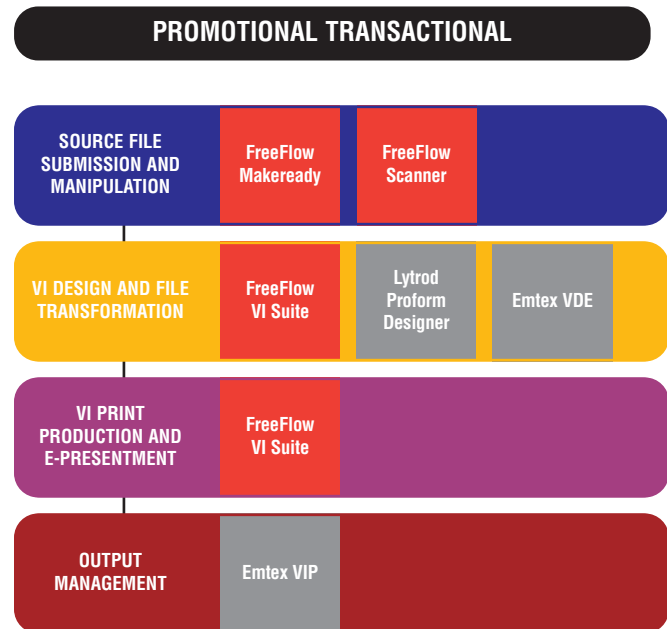
Xerox FreeFlow™

Promotional Transactional:
Lift the value
of every statement.

Never miss a chance
for a **timely**
customer message.

We took a look at today's hottest market opportunities for print professionals and developed complete, targeted solutions that encompass the right business model, the right workflow and the right technologies to ensure your success in The New Business of Printing®. Xerox Production Solutions combine everything you need to stay ahead of the competition.

The Xerox FreeFlow™ Promotional Transactional workflow can help you personalize direct mail and monthly statements with more relevant, more eye-catching content. The workflow is represented by four essential tasks, featured in the flowchart to the right. Here's a look at the components available within each of those tasks, and the Xerox production printers built to handle whatever job comes their way.
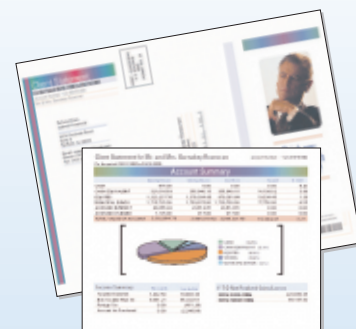
PROMOTIONAL TRANSACTIONAL

SOURCE FILE SUBMISSION AND MANIPULATION	FreeFlow Makeready	FreeFlow Scanner	
VI DESIGN AND FILE TRANSFORMATION	FreeFlow VI Suite	Lytrod Proform Designer	Emtex VDE
VI PRINT PRODUCTION AND E-PRESENTMENT	FreeFlow VI Suite		→
OUTPUT MANAGEMENT	Emtex VIP		→

"They want it in the mail in 48 hours. And it's variable data. Can we do that?"
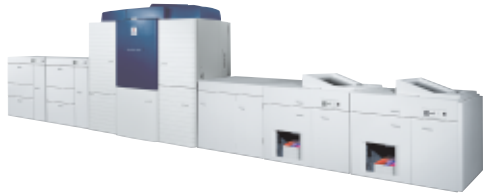
The Xerox FreeFlow Variable Information Suite can help you quickly develop and print successful variable information promotional postcards and mailers in a moment's notice with the Xerox iGen3® Digital Production Press, and store document resources right at the printer. And once printed, the postcards can be trimmed to size using the nearline Duplo DocuCutter DC 545—right on the production floor—and they're out the door yesterday.

Seattle

New York

San Francisco

"Our monthly statements deserves more purpose."

Better workflow. Better business.

The Xerox FreeFlow Digital Workflow Collection is one of the primary aspects of Xerox Production Solutions. It's a suite of workflow software and partner technologies that can help you add greater value to routine customer communications—from monthly statements to direct mail.

Print engines to power your workflow.

To help you realize all the potential your business holds, we've built powerful workflows like Promotional Transactional that'll make our production printers more valuable to you—and make you more valuable to your customers. From crisp, digital color to continuous feed, Xerox offers an impressive range of production printers to take you farther, faster.

Let us help you take the lead.

Faster. Better. More responsive. That's what it takes to stay on top in a world of unprecedented competition. Xerox Production Solutions can take you there.

To get you started, we'll perform a comprehensive workflow assessment, so we can understand your requirements. Next, we'll show you how to introduce a highly efficient Promotional Transactional workflow into your operation. And put the power of personalization at your fingertips—making you more valuable than ever to your customers. Xerox will be there for you tomorrow, too—as your needs change and your business grows.

PRINT CONTROLLER

FreeFlow VI Suite

FreeFlow DocuSP®

CREO Spire

EFI Fiery

PRODUCTION COLOR

PRODUCTION MONOCHROME AND HIGHLIGHT COLOR

CONTINUOUS FEED

don't say much. All that postage

A financial statement presents a unique marketing opportunity. Why not use the occasion to your advantage? With a FreeFlow Promotional Transactional workflow, paired with one of our digital color printers, you can design and produce statements that pull in personal financial data as well as variable marketing messages, and easily incorporate fonts, colors and images not typically used in the bland financial documents the public often receives.

"If we could just personalize the pictures, I know we'd get a bump in response rates."

Now you can. Here's an exciting example of how Xerox Production Solutions can help you reach your audience with a highly relevant message that features multiple variable elements—both text and graphics. Lytrod Software's Proform Designer lets you produce a fully customized direct mail promotion, and it fits hand and glove with your Xerox FreeFlow workflow. In this case, the job's produced on the Xerox DocuTech® 128 HighLight Color printer.

Xerox FreeFlow Digital Workflow Collection

▸ **Performance accelerated.**
Improve the efficiency and profitability
of your digital print operation.

More Printers Use FreeFlow Than Any Other Workflow Product in the Industry.*

As printing professionals continue to discover opportunities and advantages of digital printing, workflow has become an increasingly important component. No one understands your workflow challenges and objectives better than Xerox. Find out how FreeFlow can meet your specific requirements —contact Xerox today for a no-obligation workflow assessment.

The Broadest Range of Digital Printing Systems.

Xerox invented laser printing. And today our lineup of monochrome, highlight-color and full-color production printing systems is unmatched. Whatever applications drive your business, Xerox has the right printer to produce them.

Services and Support to Help You Succeed in The New Business of Printing.

The world of printing is changing fast. As you leverage digital printing capabilities to move into new and profitable market segments, Xerox has the products, business partners, services and solutions to help you make the most of every opportunity.

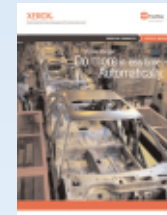* CAPV InfoTrends December 2004: The Global Print Production Workflow Market

FreeFlow is a portfolio of production workflow products that enable you to speed up turnaround time and rev up the value of applications you produce using Xerox digital printing systems.

FreeFlow Web Services
Shorten the distance between you and your customers through online catalogs and job submission from anywhere.

FreeFlow Makeready
Simplify late-stage editing and complex document preparation.

FreeFlow Process Manager
Do more in less time by automating production steps such as PDF normalization, preflighting, imposition, customer notification and more.

FreeFlow Print Manager
Program, submit and status digital printing jobs from anywhere in your existing workflow—even JDF-based, offset workflows.
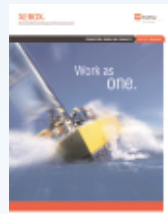
Digital Color Production Presses

Wide Format Printers

Monochrome and Highlight Color Production Printers

Continuous Feed Printers

FreeFlow Output Manager
Improve digital print production capacity, turnaround and productivity by centralizing control of job management across multiple print production systems.

FreeFlow Variable Information Suite
Select from a powerful portfolio of tools enabling Xerox VIPP® for maximum production efficiency of variable data print and presentment.

FreeFlow DocuSP
Realize optimal productivity on Xerox production print engines with this robust, intuitive common print controller.

For more information, call **1-800-ASK-XEROX ext. 774**,
or visit us online at **www.xerox.com/FreeFlow**.