

# The power of Xerox FreeFlow:

Workflow solutions to help you build your business.



Xerox FreeFlow solutions enable you to connect with your customers, reduce costs, and enable new applications never before possible. Thousands of companies worldwide depend on FreeFlow to streamline and automate workflow processes—saving time, labor, and waste while shifting quality, productivity, and efficiency into overdrive. Built on industry standards, Xerox FreeFlow integrates and extends your existing workflow to deliver measurable business benefits.

**FreeFlow Web Services**, powered by Press-sense™, provides a Web portal that is available 24/7, enabling customers to securely submit new jobs and reorder existing ones over the Internet (or an intranet) from virtually anywhere.

**FreeFlow Makeready and FreeFlow Scanner 665** serve as a document composition solution providing prepress tools such as scanning, imposition, tab programming, late-stage editing, color management, and integration with Adobe Photoshop® CS, allowing you to maximize overall print quality and efficiencies in prepress.

**FreeFlow Process Manager** automates typical prepress steps so you can prepare, proof, and print jobs with less operator intervention. The result is a touchless workflow, processing more jobs with less time and money—and keeping your printers printing.

**FreeFlow Output Manager** enables automated management of valuable printer resources by acting as a centralized collection point for print jobs that will be distributed across the enterprise. Multiple printers can work as efficiently as one with sophisticated load balancing and job scheduling.

**FreeFlow Print Manager** allows for easy job submission to all of your output devices and provides full Xerox job ticketing as well as JDF job ticket support. Printer activity is continually monitored, simplifying job tracking and shop status. Print Manager also supports job flow from popular offset shop management systems, allowing you to maintain a single workflow that can drive both digital and offset print systems.

**FreeFlow Variable Information Suite** is a collection of tools that produces optimal variable print jobs. The VI Suite contains all of the software components you need to create high-value, personalized documents including the print-optimizing VI Interpreter, which delivers unmatched throughput and print efficiency.

## Open standards, big-picture solutions.

Xerox FreeFlow products and print engines are built on open standards such as JDF, PPML, ICC, PDF, and many others, enabling seamless integration with your existing production workflow including more than 100 business partners specializing in all areas of print and document management.

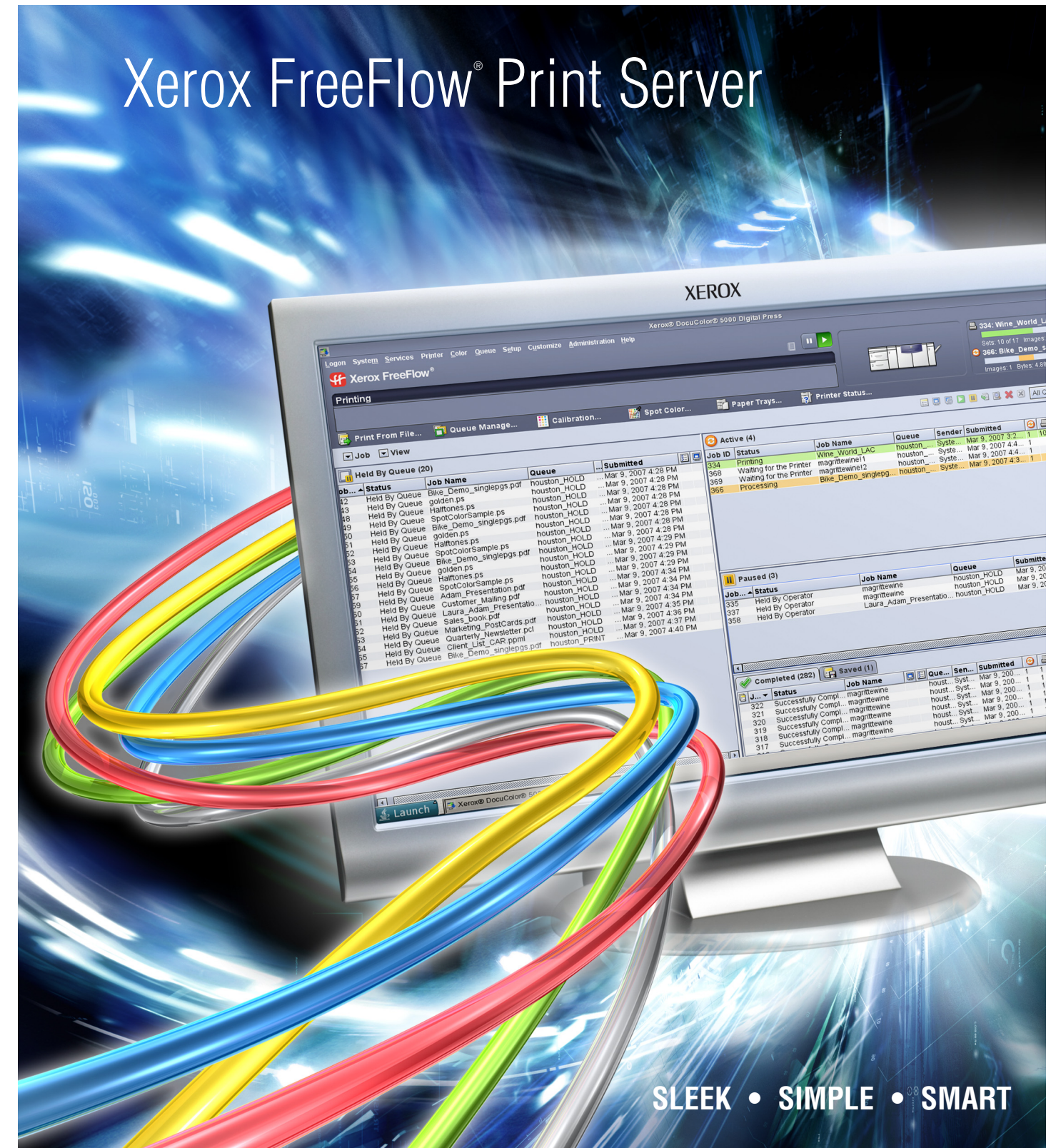
# XEROX®

Technology | Document Management | Consulting Services

# FreeFlow®

Print Server

## Xerox FreeFlow® Print Server



Find out more.

It's your business. Want to step it up? Call 1-800-ASK-XEROX, ext 774, or visit us online at [www.xerox.com/FreeFlow](http://www.xerox.com/FreeFlow).

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SLEEK • SIMPLE • SMART

# It's your business. Step it up.

## With the Xerox FreeFlow® Print Server.

Discover the sleek, simple, and smart way to step up your workflow productivity with greater control over data streams, job queues, output quality, and more.

The Xerox FreeFlow Print Server combines the extensive heritage and outstanding capabilities of Xerox production solutions into one **sleek** and compact print server. Its drag-and-drop user interface makes it **simple** for training and for working. And it's **smart** in the way it streamlines and organizes your workflow to optimize every production printer in your shop. With ConfidentColor Technology for enhanced color management, it's our most advanced print server technology to date.

Built and refined based on experience and feedback from users of more than 35,000 Xerox DocuSP® Servers, the Xerox FreeFlow Print Server retains all the advantages of the DocuSP product line while adding exciting enhancements. Plus, it delivers the benefits of a single workflow with common features on a common platform, providing a familiar process across your production fleet.

The Xerox FreeFlow Print Server will help you automate, reduce costs, and enable new applications, whether you're starting out with simple digital printing or delivering complex variable data jobs.



### Simplicity—to help you get the work done.

An intuitive and fast operator experience translates into a streamlined workflow. The **user-friendly GUI** minimizes job submission to click, drag, and drop, making it simple to manage multiple print jobs from multiple queues.

With the power of over 250 **print queues**, which can be integrated with hot folder submission, you can program queue settings and utilize them over and over. Set queues according to job or customer—it's up to you. The FreeFlow Print Server supports open industry standards such as **job definition format (JDF)**. Process JDF job tickets through hot folders and receive feedback on job status and process times so you can efficiently manage your print schedule.

**Preflight** capabilities enable quick checking for common errors before “committing to print.” You'll also benefit from two levels of **preview** capabilities that allow you to preview static and Variable Information (VI) jobs before scheduling. Generate a low-resolution proof to verify job layout, formats, and intended color rendition. Or with Advanced Preview, generate a high-resolution preview that can be reviewed at the pixel level, giving you absolute color control over your job.

### ConfidentColor Technology—prepress through production.

The FreeFlow Print Server is part of the only **PANTONE®-licensed** solution that includes the server and the digital color press. It features ConfidentColor Technology, a comprehensive suite of color-management tools that provides consistent and predictable results with enhanced color matching, including accurate tints and highlights. Additionally, it supports Duotone, Tri-tone, and Quad-tone, as well as “Custom Spot Colors” and “Device N” supported by the Quark®/Adobe® suite.



The dynamic **DeviceLink ICC profile** feature provides the real-time build of custom RGB and CMYK DeviceLink ICC profiles, allowing you to emulate any printing device you choose. In addition, you can preserve the black (K) pathway when moving between printers and color management for superior overall image quality.

**Automatic Image Enhancement (AIE)** gives you “one click” photo enhancements for exposure, sharpening, saturation, and red-eye reduction. This provides for quick and simple modifications to photo applications while maintaining the integrity of the rest of the document.

### Benchmark security.

Get **multiple security levels**, all based on super stable and secure UNIX®. Encrypted job-submission modes provide for public and private key encryption. For security profiles, the FreeFlow Print Server offers custom setups, a secure password, and a print mode that limits duplicate page printing. Rest assured, you are working with a very secure system.

### Overall performance for every workflow.

Efficiently compose **Variable Information (VI)** jobs with sophisticated formats and graphic elements. With its broad range of VI capabilities, FreeFlow Print Server is the logical printing solution for both transactional printers using mainframe data streams such as AFP/IPDS, LCDS, or a VIPP® workflow, and commercial printers using graphic-intensive VI workflows. It securely handles all of the most widely used data streams, so you have the flexibility to print to a variety of print engines based on the application, not the data stream. The ability to accomplish PDF generation with no additional workflow steps makes the FreeFlow Print Server a perfect choice for print and electronic workflows.

**VI imposition** supports common file formats, including VIPP, PPML, PDF, PostScript®, and PCL5c. All data is kept intact using a native format without file conversion.

**Parallel processing**, available for many printers, enables concurrent operation, speeding up the production of hundreds of small jobs or complex VI jobs with thousands of customer database entries. The FreeFlow Print Server will optimize page parallel or job parallel RIPping, delivering peak performance for every print job.

## Xerox FreeFlow Print Server Graphical User Interface (GUI)

**Shortcut buttons allow you quick access to frequently used features**

**Drag-and-drop job management allows you to easily move and prioritize jobs**

Job ID	Status	Job Name	Queue	Sender	Submitted
36	Printing	Bike_Demo_singlepps.pdf	graupeL_HOLD	System Administrator	Mar 16, 2007 2:55 PM
37	Waiting for the Printer	golden.ps	graupeL_HOLD	System Administrator	Mar 16, 2007 2:55 PM
38	Printing	100pg.pdf	graupeL_HOLD	System Administrator	Mar 16, 2007 2:56 PM
39	Waiting for the Printer	2-CastleLong_Is.ps	graupeL_HOLD	System Administrator	Mar 16, 2007 2:56 PM
40	Waiting for the Printer	5-Environment_Is.ps	graupeL_HOLD	System Administrator	Mar 16, 2007 2:56 PM
41	Waiting for the Printer	5-Travel_Is.ps	graupeL_HOLD	System Administrator	Mar 16, 2007 2:56 PM
42	Processing	6-Taurus_Is.ps	graupeL_HOLD	System Administrator	Mar 16, 2007 2:56 PM
43	Waiting for Processor	bureaud.pdf	graupeL_HOLD	System Administrator	Mar 16, 2007 2:56 PM
44	Waiting for Processor	bwcastb.pcl	graupeL_HOLD	System Administrator	Mar 16, 2007 2:56 PM
45	Waiting for Processor	chinarad.pdf	graupeL_HOLD	System Administrator	Mar 16, 2007 2:56 PM
46	Waiting for Processor	fruit.pdf	graupeL_HOLD	System Administrator	Mar 16, 2007 2:56 PM

Job ID	Status	Job Name	Queue	Sender	Submitted
3	Failed	Bike_Demo_singlepps.pdf	graupeL_PRINT	System Administrator	Mar 16, 2007 11:10 AM
30	Held By Operator	SpotColorSample.ps	graupeL_PRINT	System Administrator	Mar 16, 2007 1:45 PM
31	Held By Operator	APIAGJ_xprf.ps	graupeL_PRINT	System Administrator	Mar 16, 2007 1:45 PM

Job ID	Status	Job Name	Queue	Sender	Submitted	Completed
35	Completed With Warnings	SpotColorSample.ps	graupeL_PRINT	System Administrator	Mar 16, 2007 1:45 PM	32 32 Mar 16, 2007 1:48 PM
34	Successfully Completed	Halfones.ps	graupeL_PRINT	System Administrator	Mar 16, 2007 1:45 PM	7 7 Mar 16, 2007 1:47 PM
33	Successfully Completed	golden.ps	graupeL_PRINT	System Administrator	Mar 16, 2007 1:45 PM	1 1 Mar 16, 2007 1:47 PM
29	Successfully Completed	Halfones.ps	graupeL_PRINT	System Administrator	Mar 16, 2007 1:45 PM	7 7 Mar 16, 2007 1:47 PM
27	Successfully Completed	Bike_Demo_singlepps.pdf	graupeL_PRINT	System Administrator	Mar 16, 2007 1:45 PM	12 12 Mar 16, 2007 1:47 PM
28	Successfully Completed	golden.ps	graupeL_PRINT	System Administrator	Mar 16, 2007 1:45 PM	1 1 Mar 16, 2007 1:47 PM
26	Successfully Completed	APIAGJ_xprf.ps	graupeL_PRINT	System Administrator	Mar 16, 2007 1:45 PM	1 1 Mar 16, 2007 1:47 PM
25	Completed With Warnings	SpotColorSample.ps	graupeL_PRINT	System Administrator	Mar 16, 2007 1:44 PM	32 32 Mar 16, 2007 1:47 PM
22	Successfully Completed	Bike_Demo_singlepps.pdf	graupeL_PRINT	System Administrator	Mar 16, 2007 1:44 PM	12 12 Mar 16, 2007 1:46 PM
24	Successfully Completed	Halfones.ps	graupeL_PRINT	System Administrator	Mar 16, 2007 1:44 PM	7 7 Mar 16, 2007 1:45 PM

Customizable GUI can be set up to match your workflow and queues

## Meeting your daily needs while expanding your opportunities.

It's the sleek, simple, and smart way to connect with what your customers want. The Xerox FreeFlow Print Server helps you automate more job steps, optimize your workflows, and enable new applications. Each and every job will benefit from unprecedented productivity, outstanding color, powerful variable data capabilities, and benchmark security. And it works with more than 40 Xerox production printers including monochrome, highlight color, full color, cut sheet, and continuous feed, as well as the ever-widening family of innovative Xerox FreeFlow workflow solutions. Seamlessly integrate the components of your existing workflows, offset as well as digital, for powerful job control, time-saving efficiencies, and unified operations with the Xerox FreeFlow Print Server.

