Remarks By:

Quincy Allen
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at the
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Thanks, Anne. I’d like to extend my personal welcome to all of you here.

As Anne said, Xerox is continuing to drive innovation and push the boundaries in digital printing. We have been on this path to help our customers embrace digital and the New Business of Printing for nearly two decades now. Xerox believes the right mix for a graphic communications business comes from three areas: the right technology, the right workflow and the right business model. We’ll discuss some innovations in each of these areas that are available RIGHT NOW, as well as the evolution of our continuing strategy.

Let’s focus on some key words you will hear today…”world’s fastest”…”most productive”…and “profitable applications.” These words set the stage for today’s announcements … those that set Xerox apart as the leader in this industry.

I’d like to start with profitable applications. Applications are the language of our customers. Our New Business of
Printing strategy is centered around helping our customers produce an ever-increasing array of applications. Centered around our advancements in technology, workflow and business development tools.

That’s why we have spent years developing what is now the industry’s broadest portfolio of products and solutions. We give our customers the technology and tools to create high-value applications and maximize their profits.

Hot applications to capture the greatest opportunity and new revenue streams. Like books and manuals. Personalized collateral. Direct Mail. Promotional and transactional. Hybrid offset and digital applications. And emerging digital applications such as packaging and photo specialty products.

Just a few weeks ago, we introduced along with Stora Enso the first-of-its kind digital packaging solution for the pharmaceutical industry. This integrated inline iGen3 solution is perfect for producing on demand, personalized
short-run folding cartons for medication packaging. It is especially ideal for small batches of printed products with specialized consumer information or those requiring multiple languages.

Here at drupa, we are showing the jointly developed Stora Enso packaging solution along with more than 50 other real world applications created by our customers. These are actual proof sources from our customers – showing how they are using digital technology to profitably grow their business.

These applications highlight the customer’s end-to-end solution – from creation to fulfillment. This includes the print engine, workflow and finishing from Xerox and our more than 100 partners.

In your press packs, we have included a collateral piece that provides a sampling of some of the applications we will have on display in our booth. These applications are vast and varied…and open the door to new opportunities. For
example, there is a Paul & Shark Fashion Catalogue. They cost-effectively produced short run and customized books and catalogs that served as an alternative to their traditional offset-printed catalog.

Another great example is how Adobe Systems produced a cross-media marketing campaign using XMPie, and created personalized collaterals to drive high response rates for their Creative Suite 3 product trial program.

And, you’ll see how Marks & Spencers created relevant transactional-promotional documents like their personalized Reward Statement.

I’ve just mentioned three examples, I encourage you to stop by our stand where we will be running these applications and you can talk to some of our customers who developed them.

This is really what our show’s theme “CONNECT WITH OPPORTUNITY” is all about – helping our customers maximize profits from this new world of digital. It’s about
creating more page volume from those high-value applications I mentioned earlier, because more pages equal more profits.

Now, I’d like to spend the rest of my time today talking about our newest technology that further helps enable this broad application set.

Anne talked earlier about the success our flagship product – the iGen3 – has seen in the market since it was first unveiled here at drupa in 2000. Today, the innovation continues. I am pleased to announce that we have three new exciting innovations that will take our iGen family to the next level. More productivity. Greater automation. Highest image quality.

Eight years ago, the iGen3 changed digital printing. Let’s take a quick look back and see how Xerox will change the game again. (iGen4 video)
That was the first look at the new Xerox iGen4 Press. Building on the success of the iGen3, this new color press takes automated production, image quality, color profiling and color matching to unprecedented levels. Using the highly reliable, proven platform of the most productive press in the industry, the iGen4 offers new features and functionality, resulting in increased production capacity of 25-35 percent.

This quantum leap in productivity enables a single operator to produce more pages everyday, resulting in more revenues and profits. As run lengths continue to get shorter and with greater pressure on turnaround times, the iGen4 is the ideal complement to offset printing, giving print providers a more efficient and cost effective way to produce higher volumes. It’s capable of producing hundreds of thousands to millions of pages per month.

The iGen4 is aimed at operations that have the most demanding image quality requirements. With its high-
definition image quality, it is perfect for applications such as high-end collaterals, direct marketing and photo specialty products.

The iGen4 includes more than 400 new parts and subsystems. Don’t worry…I won’t take you through all 400! But, I would like to emphasize a few of the key innovations and breakthroughs that set the iGen4 apart from the competition.

As we all know every printing process has inherent density variations and streaks. This is true for both digital and offset.

The iGen4, has patented technology called Auto Density Control, it uses a full-width array of sensors to automatically detect and eliminate density variations and streaks. This is all happening while the press is in production. As a result, service calls or operator intervention for this problem are no longer needed, keeping the iGen4 printing.
According to Howie Fenton, senior consultant of operations and technology at NAPL, the trade association for excellence in graphic communications management, Xerox’s ability to automatically control density and streaks is a landmark and revolutionary solution.

The next advantaged feature on the iGen4 is a new Carrier Dispensing System. Using a method of combining dry ink and carrier – in place of traditional developer – ensures more consistent color. From the first print to the last print. From day to day and month to month.

Operators no longer have to stop the machine and change the developer! This means more uptime and greater press capacity.

Another new patented process on the iGen4 is High Definition Linearization. This process eliminates time consuming grey-scale calibration and produces better neutral greys and highlight shadows. It also improves photo smoothness, especially in faces – while maintaining sharp
background details. Each color print job is produced quickly and flawlessly – with greater color stability from job to job and machine to machine.

And lastly, **Advanced Color Profiling**. This innovation enables greater color consistency and realism in familiar objects such as faces and skies. It automatically adjusts colors to accurately match offset printing standards in minutes.

On the iGen4 there is a new high-speed In-line Spectrophotomer, right in the paper path. This device automatically generates sample color patches, registers and reads them for accuracy, then processes the data – all at the rated speed of the iGen4 engine. It then takes the appropriate action to adjust the press. The result … offset image quality and spot color accuracy.

Like the successful iGen3, the new iGen4 runs at 110 ppm and features the largest sheet size of any digital color press; the broadest array of inline finishing options; the
widest range of substrate latitude; the greatest number of stocks in a single collated job (up to 12); paper capacity of up to 80,000 sheets and the power of the FreeFlow Print Server as well as those by Creo and EFI.

And, the iGen4 helps print providers reduce their environmental footprint. It uses dry inks that are non-toxic – minimizing waste. And, more than 97 percent of its components are recyclable or remanufacturable.

The new iGen4 will be available for installation in September.

Xerox is also elevating the high performance and high image quality of its flagship iGen3. New enhancements that make the best even better.

With the new **Automated Color Quality Suite (ACQS)** Press Matching System installed on the iGen3® 90 and 110, performance and image quality are boosted. With these new capabilities, the iGen3 is perfectly-suited for production of direct mail, books and manuals, transpromo and packaging.
Higher performance and higher image quality to produce profitable applications. That’s an unbeatable combination!

The new Automated Color Quality Suite enables faster press set up, quicker time to production, greater color stability and automated Pantone-color matching.

iGen3 users will also see increased productivity by automating processes traditionally done manually. Time intensive processes like calibration, color check, and profiling are now automatically done on the press. Operators can expect to gain hours of extra productivity each week, which can translate into increased machine availability. And more jobs out of the door faster.

These enhancements are enabled by integrating an in-line spectrophotometer, similar to the device found on the iGen4, to measure the color of sample prints and make adjustments if needed.

The Automated Color Quality Suite Press Matching System is available immediately. New and current iGen3
users can experience this whole new level of image quality, productivity and profitability.

Xerox makes it easier than ever before to take advantage of digital technology and profit from color printing applications – for print operations of any size. And, when it comes to color, we have the widest range of products to meet your requirements, no matter where you are on the digital journey.

For print providers looking to adopt digital technology or expand their digital printing businesses and who want robust, production-level capabilities and image quality, we are announcing the new Xerox 700 Digital Color Press. This device packs high-end production features such as coated stock paper handling, heavyweight media support, and feeding and finishing options at an entry-level price. As one industry consultant said: “You can’t afford to leave drupa without one!”
The press prints at 70 pages per minute and is a perfect solution for photo books, brochures, direct-mail pieces, catalogs, calendars and postcards.

The color press uses a newly developed low-melt EA toner that enables it to produce excellent matte finishes and takes less energy to manufacture.

From high to low and everything in between, our color portfolio gets even stronger with the introduction of the Xerox DocuColor 5000AP press and the 8254E/8264E color eco-solvent wide format printers.

Xerox is the industry’s innovation leader. Innovation in many different technologies. All to enable more applications, to drive more pages and create more profits for our customers.

In our Innovation Area here at the show, we are showing a demonstration of a concept press that will radically transform the cost / speed / quality equation. Let’s
take a look at the Xerox ConceptColor 220 in action. *(ConceptColor 220 video)*

That’s pretty impressive, isn’t it? 220 pages per minute! I really encourage you to stop by our stand and see this running live!

We recently announced our new continuous feed systems that use our innovative flash-fusing technology. This process does not use heat or pressure or make contact with the paper, allowing the device to print on a wider array of substrates than competitive systems.

The Xerox 650/1300 Continuous Feed Printer provides high-quality, high-volume monochrome printing on a broad range of substrates. It’s ideal for producing transaction documents, books and direct mail.

The Xerox 490/980 Color Continuous Feed Printer operates at 226 feet per minute (or 69 meters per minute) – making it the world’s fastest xerographic based full color digital web press. With its unprecedented combination of
quality, speed, flexibility and low cost, it propels new application opportunities for transpromo and direct mail.

These two presses, along with our smaller footprint Continuous Feed device, are on display here at drupa. Seeing is believing! We invite you to come and see this spectacular new image quality found on our Continuous Feed presses.

As Anne mentioned earlier, at drupa 2004, Xerox announced our FreeFlow Workflow Collection. For the past four plus years, we've made significant investments in our offerings that are built on open industry standards.

Together with our partners, the FreeFlow Digital Workflow Collection makes it easy for customers to complement traditional offset printing and integrate digital printing into their existing workflows.

We’re showing examples of that here at drupa. On display are several integrated digital / offset workflows combining FreeFlow and the industry’s leading pre-press
and offset technologies. For example, we will run over 15 hybrid applications using a Heidelberg SpeedMaster press and several Xerox digital presses.

Another integrated workflow on display is FUJIFILM’s Workflow, XMF. As you know, FUJIFILM and Xerox also enjoy a collaborative reseller partnership. FUJIFILM provides our Xerox technology in North America and several parts in Europe to their offset customers who are looking to enter or expand into digital printing.

I would like to introduce and welcome INOUE - SAN, general manager of the Graphic Systems Division of FUJIFILM Corporation and thank him and his colleagues at FUJIFILM for their strong partnership with Xerox.

In our adjacent booths here at the show, Xerox and FUJIFILM will demonstrate how digital complements offset. We are producing a brochure using an integrated workflow and a combination of technology. Starting with the same file, offset plates will be created on the FUJIFILM platesetter for
longer print runs. Shorter runs requiring faster turnarounds will be printed on a Xerox DocuColor® 5000AP Digital Press.

These examples of digital and offset working together show how print providers can leverage their existing offset workflows to serve as a single familiar point of control for both digital and offset print jobs with precise color matching.

In addition, we have a number of new Workflow offerings such as our FreeFlow Express to Print which offers greater automation at an affordable price, making it perfect for entry level production environments. Also, integration with the new Adobe PDF Print Engine and Xerox’s FreeFlow Print Server will enable processing native PDF files – the format most widely used in graphic communications environments.

Running in the Xerox booth will be numerous VDP applications, utilizing the power of XMPie, the leader in one-to-one publishing solutions.
In addition to technology and workflow solutions, Xerox has the right business development tools to help our customers succeed in digital. In this competitive market, it is important for print providers to differentiate themselves from their competitors. That’s why Xerox has assembled the most comprehensive collection of knowledge, tools, training and support to help prepare customers for the transition to digital.

One of the new tools being demonstrated at drupa is the Value-Based Pricing Tool. This helps print providers appropriately price their value-added digital services to realize higher margins and profits.

With the industry’s largest array of more than 75 tools, Xerox is the leader in Business Development resources and support. We have been at this since we launched the iGen, and have been the pioneer in helping customers to profitably grow their digital business. These tools and services help print providers, whether experienced or those just getting
started in digital – maximize their investments and be successful in this lucrative marketplace.

Let’s wrap up the here and now with a recap of our key words……”world’s fastest”… ”most productive”…and “profitable applications.”

We talked through some of the hot applications that are helping customers today take their share of the 54B Euro digital printing market. We talked about what will set new benchmarks in image quality and productivity…the iGen4 Press, enhancements to the industry-leading iGen3, and our new continuous feed systems. And, we’ve shown you the world’s fastest full color, cut sheet perfecting press…the ConceptColor 220.

You likely have heard many announcements already here at drupa. And, I assume you will hear a lot more news throughout the show. Many of those announcements are built on aspiration. Of course, if you don’t have anything to
offer today, you must talk about the promise of things to come.

We are seeing many companies becoming very interested in this market and trying to follow Xerox’s lead. As Anne said earlier, this imitation is very flattering; but don’t mistake this imitation for parity. As the industry leader, we’re able to present an incredible breadth of offerings for the marketplace TODAY! We will build on that technology and bring more to the market next year. And, the following year.

Xerox will continue to expand its lead and bring innovation that surely will define this market for years to come. We know this market, know what our customers need now, and know what they want to invest in for the future.

You can count on Xerox to further push the boundaries in digital printing. However, when we talk about printing, we are talking about the way people will print. And, market-changing technology that will change how they will print.
I’d like to welcome Steve Hoover, Vice President, Xerox Research Center, on stage to talk about how we will expand upon our heritage of printing innovation and bring new technologies that will change printing in the future.

Steve…. 

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