

For Immediate Release

Xerox Corporation
45 Glover Avenue
P.O. Box 4505
Norwalk, CT 06856-4505
tel +1-203-968-3000

New Web-Based Tool for Xerox iGen4 Platform Gives Printers Bird's-Eye View of Operations, Productivity Analysis

Xerox iGen4 EXP press continues to give printers competitive edge

ROCHESTER, N.Y., Jan. 12, 2012 – To keep print operations productive, managers need access to on-the-spot information about the condition of their presses. Enter [Xerox Corporation's](#) (NYSE: XRX) new web-based tool that gives owners of Xerox [iGen4® Presses](#) real-time intelligence for maximum productivity – information that's available anywhere, anytime via a PC, Mac or tablet.

Xerox's Production Information Management System (PIMS) lets printers know instantly the production performance of all iGen4 presses in their shop. PIMS tracks information, such as machine status and productivity metrics, from any number of iGen4 presses regardless of physical location, giving printers access to information from a central location.

Using PIMS, operators can better balance printer loads to move projects smoothly through the shop. PIMS also helps identify bottlenecks and production issues to improve workflow, and provides historical data that can be used for trend analysis.

PIMS is the latest addition to the iGen4 platform, which continues to gain industry attention with the [iGen4 EXP Press](#). Users report immediate productivity spikes fueled by the press' color management capabilities and largest sheet size in its class. Here are a few examples:

- For Calif.-based [Phoenix Marketing](#), offset color quality is essential for its color-intense applications and sophisticated variable-data pieces. With the iGen4 EXP press' color management function, Phoenix can produce the finished look its customers demand, with ease and speed.

"We've seen better results across the entire color range with the iGen4 EXP," said David Bynum, president, Phoenix Marketing. "The increased sheet size provides for substantial gains in productivity with our [cross-media](#) and [variable data print](#) projects." The company uses the entire suite of solutions from [XMPie®](#), A Xerox Company, for its cross-media offerings.

- [The HF Group](#), a national book binding and information services company based in Ohio, installed the iGen4 EXP to support the expansion of its short-run digital book manufacturing division, [Book Partners](#). The press' extra capacity is being used to handle the additional workload.

“With the iGen4 EXP, we have the ability to print nearly all the book covers manufactured in our Book Partners division,” said Jim Heckman, vice president, The HF Group/Book Partners. “With the press’ 26-inch sheet size, we can print applications in larger numbers, which increases our productivity and moves more work through the shop faster.”

To further bolster the printing capacity of its shop, Book Partners uses Xerox’s [FreeFlow Process Manager](#)® to increase automation throughout its operations.

- [RIGG](#) credits the large sheet size and color capabilities of the iGen4 EXP with expanding its offerings and capturing new business. With the addition of the iGen4 EXP, this full-service marketing firm now houses four iGen presses in its New York City facility.

“As we evolved from a print company to offer multi-channel communications, the iGen4 EXP strengthens the quality and breadth of our applications,” said Christopher DeSantis, president, RIGG. “The thing that separates us from our competition is that we can execute relevant and engaging marketing programs. The iGen4 EXP allows us to create customized, 1:1 marketing programs with the highest level of image quality and reliability.”

RIGG also uses software from XMPie to drive and integrate data-driven print, customized landing sites, email and mobile messaging.

Pricing and Availability

For pricing and availability information about PIMS, contact a Xerox sales representative.

About Xerox

Xerox Corporation is a \$22.5 billion leading global enterprise for business process and [document management](#). Through its broad portfolio of technology and [services](#), Xerox provides the essential back-office support that clears the way for clients to focus on what they do best: their [real business](#). Headquartered in Norwalk, Conn., Xerox provides leading-edge [document technology](#), services, [software](#) and [genuine Xerox supplies](#) for [graphic communication](#) and [office printing environments](#) of any size. Through ACS, A Xerox Company, which Xerox acquired in February 2010, Xerox also offers extensive [business process outsourcing](#) and [IT outsourcing services](#), including data processing, [healthcare solutions](#), HR benefits management, finance support, and customer relationship management services for commercial and government organizations worldwide. The 134,000 people of Xerox serve clients in more than 160 countries. For more information, visit <http://www.xerox.com>, <http://news.xerox.com>, <http://www.realbusiness.com> or <http://www.acs-inc.com>. For investor information, visit <http://www.xerox.com/investor>.

Customer Contacts:

For more information about Xerox production systems and services, visit <http://www.xerox.com/tr/products> or call 800-ASK-XEROX.

Media Contacts:

Patti Quinn, Xerox Corporation, +1-585-264-2842, patti.quinn@xerox.com

Nicole Pavlas, Text 100 for Xerox, +1-585-697-2620, nicole.pavlas@text100.com

Note: To receive RSS news feeds, visit <http://news.xerox.com/pr/xerox/rss.aspx>.

For open commentary, industry perspectives and views from events visit

<http://www.facebook.com/XeroxCorp>, <http://twitter.com/xerocorp>,

<http://twitter.com/xeroxoffice>, <http://twitter.com/xeroxproduction>,

<http://twitter.com/servicesatxerox>, <http://twitter.com/xeroxevents>,

<http://www.xerox.com/blogs>, <http://www.xerox.com/podcasts>.

XEROX[®], XEROX and Design[®], iGen4[®] and FreeFlow[®] are trademarks of Xerox Corporation in the United States and/or other countries. XMPie[®] is a trademark of XMPie, A Xerox Company.

Prices, features, specifications, capabilities, appearance and availability of Xerox products and services are subject to change without notice.