XEROX®

Technology | Document Management | Consulting Services

More effective document communication...
Your highlight color opportunity

How can your documents be more effective?

With color. Not color the way you usually think about it but with color used strategically to highlight your message and make your documents more effective. The DocuTech® 128/155/180 HighLight Color System enables opportunity for high speed two-color printing, increased response rates, more complex, variable jobs and new applications.

With nothing to grab the reader's attention, it's hard to differentiate key pieces of information at a glance.

Full color is very appealing but it's hard to focus the reader on a particular item.

Why highlight color?

People are inundated with documents everyday—advertisements, invoices, notices, sale flyers, and much more. All of these documents compete for the reader's eye but only the most compelling are likely to get more than a second glance.

The question is, how are you going to make your messages stand out from the crowd and get the attention they deserve? But that's just part of the challenge—once your documents are getting noticed, you want to make it easy for the reader to focus on key information.

Highlight color has the power to accomplish both of these goals. Just by looking at the examples above, it's obvious that the full color document is very appealing and will draw the reader to the entire document. The monochrome document also delivers the message. But with highlight color you can focus the readers' attention on the key pieces of information you want them to see.

More than just colorful documents
Put highlight color to work for you:

Make sure your key points are clear—highlight sale prices, discounts, and other important consumer information.

Draw attention to critical messages—make expiration dates, warning labels, and critical instructions the focus of the page.

buy • pay •

How can you expand your applications?

The Xerox DocuTech® 128/155/180 HighLight Color System provides you with the power and flexibility to create high value, high impact applications that get results. Whether you're adding highlight color to revitalize existing documents or incorporating it into new ones, the effectiveness of your documents—and your response rates—will increase like never before.

The world's fastest cut sheet highlight color printer

Highlight color printing is printing in black plus one other color. The DocuTech® 128/155/180 HighLight Color System is the world's fastest, cut sheet, highlight color printer, offering production-level speed and productivity so you expand the breadth and depth of your highlight color applications, opportunities, and profits.
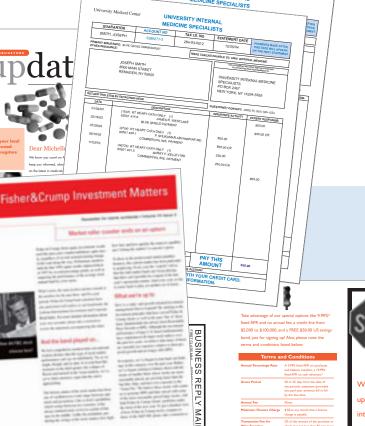
Motivate the reader to take an action:

- **Buy something**—emphasize sale prices or discounts
- **Pay something**—call out the balance on an invoice
- **Do something**—alert the reader to act
- **Understand something**—learn a new skill.

Make a more powerful impact by emphasizing key information.

do • understand

A **Two print technologies—outstanding image quality**

The HighLight Color System relies on two imaging technologies—a xerographic engine with a laser imaging system for black, and a light emitting diode imaging system for color. The black and color images are built on the photoreceptor in a single pass and transferred to the paper at full printer speeds.

Resolution

- 600 x 2400 dpi for black
- 600 x 600 dpi for color

B **Color that's easy to use and easy to change**

Color toner is available in customer-changeable units (CCU) that can be swapped out quickly and easily. Automatic Print Quality Adjustment (PQA) ensures outstanding, consistent image quality.

C **Robust feeding—more jobs and continuous operation**

- Tray 1: 1,100 sheet capacity (20 lb/80 gsm stock)
- Tray 2: 600 sheet capacity (20 lb/80 gsm stock)
- Trays 3 and 4 (high-capacity feeders): 2,600 sheets each (20 lb/80 gsm stock)
- Continuous feed options:
  - Third-party continuous feed options supported via Digital Finishing Architecture (DFA). Please check with your Xerox representative for availability.
  - Roll Systems DocuSheeter

G **Distributed scanning or no scanning—you decide**

Optional, distributed scanning with the FreeFlow™ Scanner 665 makes all of the prepress functions you perform on your digital documents easier. It's the distributed scanning solution that fits into your workflow, offering flexible makeready and outstanding image quality at 600 x 600 dpi for both color and black & white scanning, with output resolution at up to 1200 x 1200 dpi interpolated.

H **The power you need...**

The power of DocuSP® software is built right into the DocuTech® HighLight Color System Sun Blade™ controller.

- A single user workstation for efficient operation.
- Concurrency to RIP, print, and program, all at the same time
- Features a state-of-the-art Sun Blade™ processor with the horsepower for even the most complex jobs and challenging production environments.

I **Flexibility in accepting jobs**

The System can accept jobs via:

- Ethernet: TCP/IP, Netware, Appletalk
- Token Ring: TCP/IP, Netware, AppleTalk
- LCDS: IBM Channel, Ethernet TCP/IP, 36 track tape (3490 Format, available post-launch)
- FreeFlow™ Makeready, FreeFlow™ Web Services, FreeFlow™ Process Manager, FreeFlow™ Print Manager
- Native support for PCL, PPML, VIPP®, PostScript® level 3, PDF, TIFF, RDO
- LCDS/Metacode and IPDS will be customer options, which may be acquired as they become available and will be offered under Xerox standard terms and conditions. Please check with your Xerox representative for availability.

D The stocks you use everyday

Type—Xerox DocuCards®, label stock, tab stock, carbonless paper, pre-perforated stock, safety stock, and other specialized application materials

Size—From 8" x 10" to 14" x 17" (203 x 254 mm to 356 x 432 mm including A4, A3, B4)

Weight—From 16 lb to 110 lb (60 to 200 gsm) cut-sheet paper

E Outstanding, consistent quality

SmartPress™ Imaging technology is responsible for the quality of the highlight color image. This non-contact imaging process exposes a toner cloud to the charged photoreceptor, reducing potential damage to the paper and enhancing image quality.

F Finishing options

The base finishing module includes two high-capacity stackers (standard)—2,500 sheet capacity each (20 lb/80 gsm stock). Up to two additional high-capacity stackers are optional.

Print speed that you choose

The HighLight Color System is available in three speeds—choose 128, 155, or up to 180 ppm. And as your business needs change and grow, you can increase your speed with an easy, on-site upgrade.

World class, production-speed highlight color
New applications, increased opportunity

Combining outstanding monochrome and highlight color with production speeds adds up to new applications and increased opportunity for you—and it's more affordable than you might think!

Production speeds, today and tomorrow

The Xerox DocuTech® HighLight Color System is available in three speeds—128, 155, and 180 ppm. Start with the speed you need today and grow in the future with easy, on-site speed upgrades!

Combining benchmark technologies

The Xerox DocuTech® HighLight Color System is made possible by combining technology from the industry benchmark Xerox monochrome production printers with a completely new color imaging system. Two separate, yet fully integrated imaging systems, combine to deliver up to 180 pages per minute and a duty cycle of up to 6 million impressions per month. This productivity is enabled by a patented process of printing black and color in a single pass. That means production-level productivity for black-only images and for black-plus-one-color images. There is never a slow down for highlight color or for printing on heavier stocks.

Affordable color, greater opportunity

When it comes to color printing, cost has been a barrier for many print providers. But with the Xerox DocuTech® HighLight Color System, the cost of color is closer to the cost of monochrome than you might think.

Consider the opportunities the HighLight Color System can provide for your business:

- **Greater productivity** to handle production-level job volumes
- **More effective documents** with highlight color for more satisfied, loyal customers
- **Broader range of applications** to include personalized, customized content with variable data
- **Production capability for complex documents** that include color integration, color covers, tabs, multiple stocks, and a wide array of finishing.

Color your world

Black plus blue and red toners are available for the DocuTech® HighLight Color System. Green toner will be a customer option as it becomes available, and will be offered under standard Xerox terms and conditions. See your Xerox representative for availability.

Color modules are designed to be customer-changeable in minutes. To change a color module you simply roll a the color cart up to the machine, open the housing and exchange the module. And as more highlight color toner become available, you'll be able to switch colors easily, expanding the applications and jobs you can take in.

And, regardless of whether you're printing in black or highlight color, the HighLight Color System prints at rated speeds.

The ability—and flexibility—to do more than ever

The DocuTech® HighLight Color System opens the door for opportunity—with highlight color, variable printing, a range of datastreams, finishing options, and with Xerox FreeFlow™, the Digital Workflow Collection. One great system, so many possibilities.
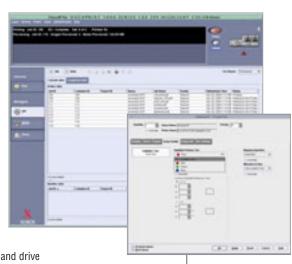
Production processing

With the HighLight Color System, you'll also experience the power and flexibility of FreeFlow™ DocuSP®. DocuSP® runs on the latest Sun Blade™ processor to provide you with the horsepower you need for even the most complex jobs and challenging environments. You can use DocuSP® to create up to 100 virtual printers (queues) to manage jobs more efficiently. You can even assign characteristics to queues to perform powerful, time-saving functions, even overriding job parameters without operator intervention. And you choose the datastreams that you need today, confident that you add capability as you need it.
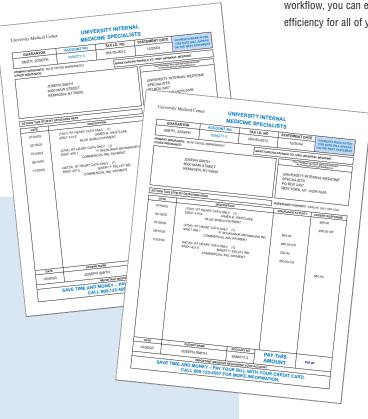
Variable printing

Considering adding variable printing to your offerings? It's easy with the HighLight Color System and the FreeFlow™ Variable Information (VI) Suite. The FreeFlow™ VI Suite and FreeFlow™ partners and services can provide you with all of the resources you need to add variable graphics, images, and data to your documents within an optimized workflow. The end result is high impact, high-value marketing communications that expand your applications and drive revenues. And because of the FreeFlow™ VI Suite workflow, you can expect optimal throughput and efficiency for all of your variable-data applications.

Enabling the way to new opportunity with workflow solutions

The Xerox DocuTech® HighLight Color System works in conjunction with the Xerox FreeFlow™ Digital Workflow Collection—a growing suite of workflow solutions from Xerox—to fit easily into your workflow. Developed to open standards, FreeFlow™ solutions are designed to let you leverage your existing workflows and enable increased productivity and profitability. FreeFlow™ products help build workflow solutions for output, process, and business shop management in environments from in-plant to commercial print. And FreeFlow™ supports the mainstays of the digital production workflows—from familiar Xerox names like DocuTech®, DocuSP®, and VIPP®, to software and finishing devices developed by over 100 Xerox Business Partners.

Protecting you… and the environment

New levels of reliability

To meet the demands of production print environments, your print solutions must ready and reliable, every time you need them.

The new technology behind the HighLight Color System allows it to provide exceptional reliability and maximum uptime to meet the demands of your business.

Remote Services

Remote Services are also available on the HighLight Color System to:

- Diagnose problems
- Assess machine data
- Troubleshoot
- Assure customer security

Remote Services are a collection of network-enabled services. They provide remote control tools that provide you with a "virtual" expert by your side. These services are designed to improve problem diagnosis and proactively assess printer operations. This means more system uptime and reduced technician call time—both critically important to achieving increased productivity.

Xerox paper and specialty media—see the difference quality makes

For over a decade, Xerox digitally optimized papers and specialty media products have been specifically engineering in concert with the Xerox DocuTech® to provide you with exceptional productivity, superior reliability, and unmatched flexibility. That experience and technological know how continue with the Xerox DocuTech® 128/155/180 HighLight Color System. With our broad selection of paper and specialty media, full range of weights and sheet sizes, you will have the flexibility to create a variety of print applications such as customized newsletters, membership cards, shelf talkers, reports and manuals on a wide variety of stocks.

Friendly to business… and to the environment

There is no reason technological excellence has to come at the expense of the environment. Xerox, with our long history of environmental leadership, has learned that what's good for the environment can be good for business and for our customers.

The Xerox DocuTech® HighLight Color System was designed to be kind to our planet:

- Reduces waste through efficient transfer of dry ink to paper.
- Uses replaceable units that are designed for return and recycling.
- Makes efficient use of paper through print-on-demand, scan to electronic file, and reliable performance with recycled papers.