

Your booklets produced with a single touch.

Maximize your productivity and increase booklet production rates with the Xerox® FreeFlow® One-Touch Booklet Productivity App.

Conquer the high costs of booklet printing.

Booklets are in high demand, but they can mean high labor costs to print providers. You must go through many manual and time-consuming prepress steps to ensure perfect booklet production. And quick turnaround time is a given.

In the production shop, there are many questions to be worked out:

- What will be the finished size?
- What sheet size does your Xerox® digital press support?
- How can you minimize paper usage while delivering the customer-requested booklet size?
- What finishing equipment can accommodate the job?
- What color management is required to ensure the absolute finest image quality?
- Is the received file of the highest quality possible?

Typically, highly skilled prepress personnel guide this complex process.

The FreeFlow One-Touch Booklet Productivity App can transform the entire process from a labor-intensive, multi-step process to a single touch. One-Touch booklet workflow automates decision-making and completes all prepress steps automatically, without any production shop labor involvement, to accelerate prepress dramatically and maximize print production throughput. Whether the booklet job is received via email, from a web application or on a flash drive, the process goes quickly and accurately. You'll reduce labor costs while producing more booklets—all with a touch of a single button.

Make your Xerox® digital press even more productive.

One-Touch Booklet Productivity App takes advantage of the amazing capabilities of FreeFlow Process Manager®. This award-winning software solution automates prepress decision-making, performs complex prepress steps, forwards files to external software programs and receives them back to complete prepress, and most importantly, communicates with your Xerox® digital press for printing and finishing.

All of these steps – from receipt of the job, through prepress, printing and saddle stitching – are managed by a single touch on a screen. One-Touch Booklet Productivity App can also automatically query full job orders and compile requested jobs into a single print stream custom tailored for unique customer orders. And you can apply your automated booklet workflow again and again to print more jobs with the touch of a button.

The FreeFlow One-Touch Booklet Productivity App delivers the fastest booklet preparation technology on the market. It enables you to produce more jobs and maximize the investment you made in your Xerox® digital press.

We're with you every step of the way.

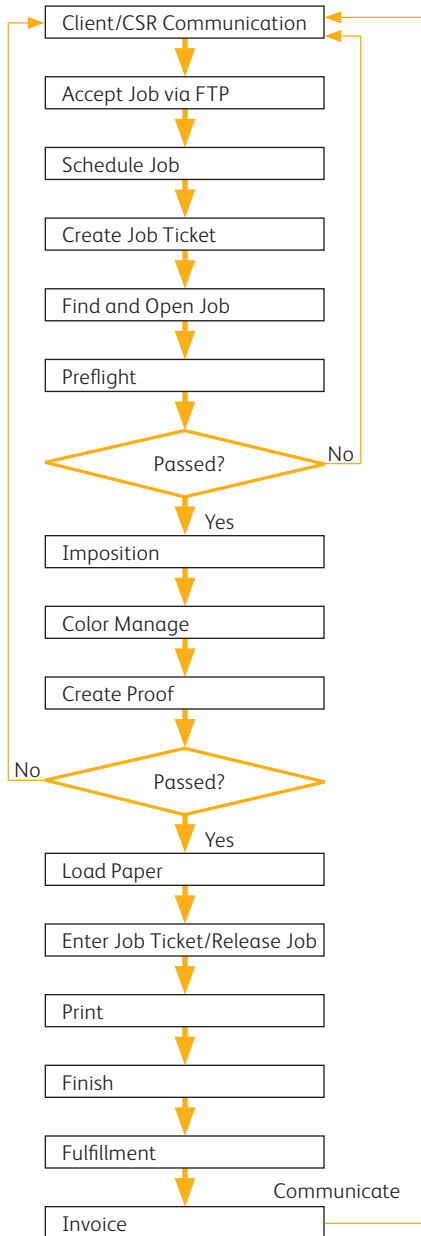
To ensure your business receives every advantage possible, Xerox will provide you guidance from the industry's very best. Xerox-trained technical support will come on-site to work with you side-by-side, delivering a short One-Touch tutorial and a test run of your own booklet workflow. You will learn how to maximize your Xerox® digital press productivity, produce booklets faster than you ever thought possible and free up your valuable resources so they can focus on what matters most: your customers.

It's one more way the Xerox® FreeFlow One-Touch Productivity Apps accelerate your revenues and profits.

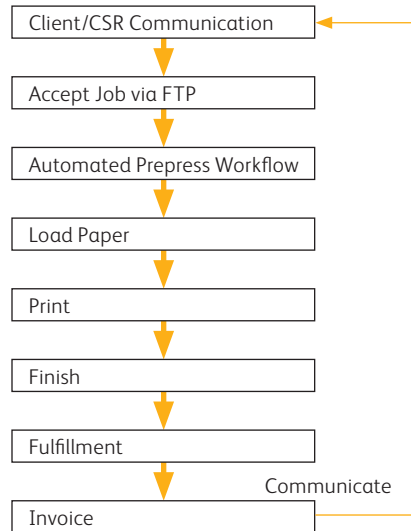


Results: Nothing Short of Amazing One-Touch Booklet Production

Current State



Future State



Picture all the savings exhibited in the diagrams above, where one booklet job, run length of 50, has production time savings of 81 minutes and production cost savings of \$73.50.

Imagine running 20 similar jobs a day, which is a savings of 1,620 minutes or 27 man-hours per day for a total of \$1,470.00. Let us look at it from a total monthly savings by assuming a one-shift operation, Monday through Friday, 8:00 a.m. to 5:00 p.m. and 22 working days per month. The one-touch booklet job will easily give a return of 594 man-hours and \$32,340.00 every month.

For more information on Xerox® FreeFlow® One-Touch Productivity Apps, call 1-800-ASK-XEROX or visit us at www.xerox.com

