FOR IMMEDIATE RELEASE

DRIVES DIGITAL PRINTING IN COMMERCIAL PRINTING MARKET BY HIGHER PRODUCTIVITY, IMAGE QUALITY AND AUTOMATION

LAUNCHES XEROX IGEN 150 PRESS COLOR DIGITAL ON-DEMAND PUBLISHING SYSTEM

TOKYO, February 1, 2013 – Targeting printing companies, service bureaus, data centers and other print service providers, Fuji Xerox Co., Ltd. today launched Xerox iGen 150 Press, a color digital on-demand publishing system, the fastest model among the company's color production systems using xerography.

Positioned as a higher grade model of Xerox iGen4 Press released in 2009, Xerox iGen 150 Press inherits the reliability of the previous model, and delivers **faster print speed** as well as **enhanced print quality**. In addition, the **improved automation of color quality control** and the **Production Remote Service** help streamline an operator's tasks and automate print jobs. With these features, the system will facilitate not only further expansion of applications in the commercial printing market such as catalogs, photo albums, promotional collaterals and transpromotion (combining advertising with transactional material such as invoices), but also digital on-demand printing that can provide a wide variety of prints in small quantities with a shorter lead time.

While the need for on-demand printing is growing with the expansion of personalized marketing, there is an increasing demand for higher quality, shorter lead time, lower cost and improved value added for prints.

Faster printing speed
With 25 percent improvement in productivity for all paper sizes (compared to the previous model), Xerox iGen 150 Press can print 137 sheets per minute (A4 size) for both color and monochrome. When printing three copies of the same image on the maximum paper size (364 x 660 millimeters), it can print 150 sheets per minute (A4 size).

Improved print quality
With the use of the highly reputed VCSEL (Vertical Cavity Surface Emitting Laser)*1 technology implemented in the Fuji Xerox's color production systems, Xerox iGen 150 Press delivers an output resolution of 2,400 x 2,400 dots per inch, as well as repeatable image quality of shades, thin lines and small text. Moreover, the use of matte dry ink has achieved print quality comparable to traditional offset printing, and thus expands possible applications to include prints that require high quality, such as catalogs and photo albums.

Automation of color quality control
The improvement of Auto Density Control*2, Color Maintenance Tool*3 and Inline

Spectrophotometer*4, all of which have been used in the previous model, has enabled to make adjustments to solve irregularities in density, reduce operators' tasks such as calibration and adjusting the position of an image on paper, and automate print jobs.

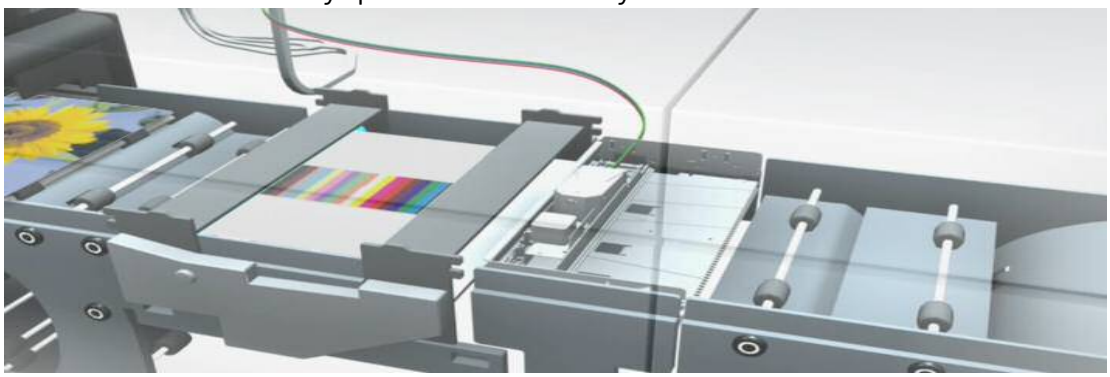
Production Remote Service
Fuji Xerox not only offers the system but also constantly monitors the operation status of customers' devices via the Internet to help them prevent troubles or fix them promptly in case of occurrence.

As a pioneer in color production, Fuji Xerox will continue to enhance its lineup to help customers expand their business.

* 1: Raster Output Scanner (ROS) technology using VCSEL as a light source
http://www.fujixerox.com/eng/company/technology/production/ondemand/image_quality.html#vcsel_ros

* 2: Auto Density Control: This system detects and corrects streaks and smudges on prints before they occur. During the output process, it automatically monitors quality failures, such as irregularities in density and streaks, and digitally corrects such failures when detected.

* 3: Inline Spectrophotometer: This sensor is integrated into the paper path for in-line measurement of color density. It automatically provides feedback on the measured data to the Color Maintenance Tool so that the machine can automatically optimize the color density.



* 4: Color Maintenance Tool: This tool automates calibration and profile creation that require adjustment when the machine is started up as well as for each job or type of paper. Linked with the Inline Spectrophotometer, this tool makes it possible to automate the color management process, which has usually been done manually by operators.

List Price

Product Name	List Price (before tax)
Xerox iGen 150 Press	98,000,000 yen

Above is the price for base configuration which includes the press, 22.5 inch feeder module, 26 inch feeder module and 26 inch stacker module.

Availability: Japan and some countries and regions in Asia Pacific.

###