For immediate release

Fuji Xerox's New Versant™ 2100 Press Accelerates Digitization of the Printing Industry

With Professional Functions in a Compact Body and Enhanced Digital Image Processing Technologies

TOKYO, May 8, 2014 – To meet rising demands in digital printing, Fuji Xerox announces the Versant™ 2100 Press for the entry-level production color market capable of printing up to 100 prints per minute (ppm). Sales will sequentially begin starting from July 1 in Japan and Asia-Pacific regions.

Strengthening Fuji Xerox's color production printer lineup, the Versant™ 2100 Press carries, in its compact body[Note 1], high-end functions selected from an upper class model targeting the professional printing market.

<Professional functions in a compact body>

Contributing to the size and weight reduction by approximately 50 percent compared to an upper class model, the Color 1000 Press, is the belt roll fuser. The belt roll fuser is a downsize of that used in the Color 1000 Press, while providing sufficient fusing heat for use in the Versant™ 2100 Press. This enables the Versant™ 2100 Press to achieve a maximum printing speed of 100 ppm even when thick paper[Note 2] is used, thereby expanding its applications such as printing on envelopes[Note 3].

<Enhanced digital image processing technologies>

The Versant™ 2100 Press delivers high quality prints because of its enhanced digital image processing technologies. The newly developed high-speed data transmission technology can easily send both large volume and high resolution data from the server to the press, enabling 1,200 dots per inch (dpi) raster image processing (RIP). The combination of that transmission capability and Fuji Xerox's exclusive digital smoothing technologies[Note 4] has improved the printing quality of fonts and line drawings.

Plus, the press offers improved representation of gradations, highlights and shadows now realized with 10-bit tone correction processing enabled mainly by the newly developed GX Print Server.

In addition to these digital image processing technologies, Fuji Xerox's Frequency Modulation (FM) screen[Note 5] with improved granularity helps realize a high image quality close to offset printing.

<Higher productivity>

The new GX Print Server, with its RIP accelerator board, can conduct hardware-based image processing which was done software-based on conventional products, leading to higher productivity when printing high volumes or variable data.

The printer is also standardly equipped with an in-line sensor that automates the printer adjustment processes such as front-to-back registration and color calibration[Note 6], alleviating an operator's work load and improving the printer's up-time.

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Digitization of the printing industry is advancing due to increases in printing personalized items according to individual preferences, as well as small lot printing to suit diverse requirements. These advancements expand the printed material's role in marketing, making it evolve from merely a printed paper medium to becoming a part of a media mix that attracts people's attention.

Fuji Xerox has promoted digitization in printing with the launch of the Color 1000 Press, a high-end professional-use production color press in 2009. The Company aims to accelerate this trend and reinforce the product lineup with the Versant™ 2100 Press, which is positioned as a standard model but has professional functions packed in a compact body, delivers higher quality printing with its enhanced image processing technologies, and better cost performance.

Fuji Xerox will contribute in accelerating the digitization of the printing market and expanding customer's businesses through the Company's broad product lineup, expert sales representatives and extensive maintenance support services.

Note 1: Size and weight reduced by approximately 50 percent compared with the Color 1000 Press.
Note 2: 100 ppm with A4 300g/m^2 paper; 80 ppm with A4 350g/m^2 paper.
Note 3: May not be able to print on all types of envelopes, depending on the envelope type/shape.
Note 4: Edge enhancement technology, and the technology for correcting the sharpness of text and lines.
Note 5: Granularity in the new FM screen has been extensively improved compared with Fuji Xerox's conventional FM screen due to a geometric distribution of dots optimized for xerography.
Note 6: Adjustments made to the printer to output accurate and stable colors by measuring test chart colors.

List Price:

Main Unit

Product Name	List Price (before consumption tax)
Versant™ 2100 Press (GX Print Server model)	19,800,000 yen

Sales target:

1,000 units per year in Japan and Asian-Pacific regions.

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