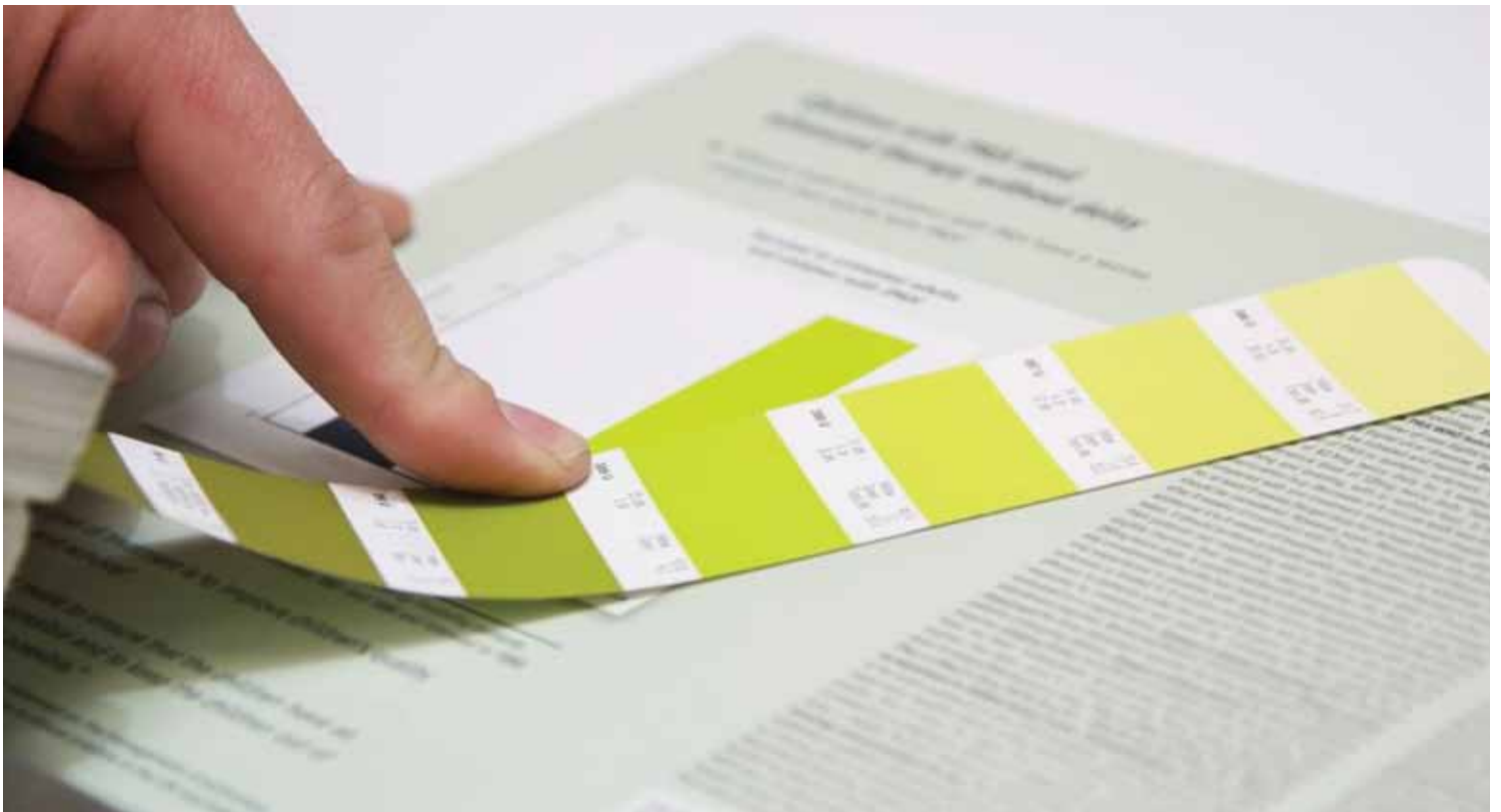


Extend your gamut with an optional 5th color.

Xerox® iGen® 5 Press



“My customers are always asking me to match their colors, but digital can only reach a subset of them. Don't I need offset to offer that kind of accuracy?”

There's an opportunity to match more colors and reach more customers.

iGen® configurability, always a benchmark in the industry, is now extended with the Xerox® iGen® 5 Press' option for a 5th color. The new technology dramatically increases your ability to match a wider variety of PANTONE® colors with no impact on iGen® 5's remarkable press productivity. Using the 5th station, the iGen® 5 lets you add Orange, Green or Blue as a supplement to CMYK, making it easy to extend the press's gamut and match more spot colors, increasing your ability to profitably and accurately hit brand colors without moving short runs to offset. As a result, you can take on more work from more customers than ever before.



Xerox® iGen® 5 makes color more powerful.

iGen® 5 brings new levels of accuracy and consistency to brand colors in digital print jobs, whether you need to match a PANTONE® color you know or a spot color that is unknown.

A look through the loupe at what's possible.

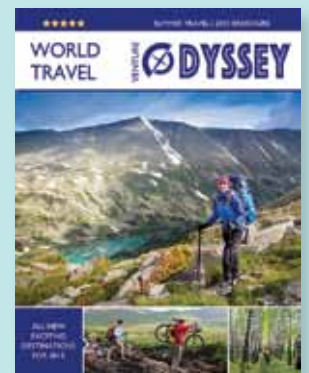
It isn't hard to imagine how the addition of a 5th color — and the increased color gamut it makes possible — can expand your business. iGen® 5's flexibility extends the range of jobs that you can produce at the highest levels of productivity and quality through a choice of three optional 5th colors — Orange, Green or Blue — making it easy to accurately represent your customers' critical brand colors.



Choose Orange



Choose Green



Choose Blue

Taking the guesswork out of excellent color.

Printing an unknown spot color

Consider a circumstance where a customer comes to you knowing they want to match a color but it's not a known PANTONE® color. It's time to prove that you can do it — and do it easily — with iGen® 5.

Using the iGen® 5's powerful print server tools and a spectrophotometer, you can measure a provided color swatch, identify the best way to reproduce it — in CMYK or with a specified 5th color — and see the anticipated Delta E difference between your print and your customer's original target. Eliminate time-consuming trial and error, thrill your customer with this job, and move on to the next.

Precise PANTONE® colors in less time.

Printing a specific spot color

In many cases, you'll be using iGen® 5 to print a spot color in a file supplied by a designer: the exact color in a corporate logo for example. But how do you know which 5th color — Orange, Green or Blue — will help match the color most exactly?

Using tools supplied with the iGen® 5, you can evaluate the PDF to determine which 5th color will be best to get the most accurate match. It's another example of how iGen® 5 views the job of producing digital color — doing it productively, precisely and simply, because that's what your business demands.



Contact your Xerox rep to schedule a demonstration today. See what our new Xerox® iGen® 5 Press 5th color option can mean for your business. Visit www.xerox.com for more information.