

# Your posters produced with a single touch.

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

## Conquer the high costs of poster printing.

Posters are popular with all types of businesses—as a vital advertising tool and as a marketing tactic used to localize campaigns. While poster printing may seem fairly straightforward and uncomplicated, the original artwork can come in different sizes, quality and content. Even the slightest mistake in preflight and setup can mean costly rework. The challenge is that their unique size requirements can make posters time-consuming to lay out. You must go through many manual prepress steps to ensure perfect poster 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 poster size?
- What finishing equipment can accommodate the job?
- What color management is required to ensure the absolute finest image quality?
- Is the file received of the highest quality possible?
- Can I accept odd size originals and automatically create print ready poster files?

Typically, highly skilled prepress personnel guide this tedious process.

The FreeFlow One-Touch Poster Productivity App can transform the entire process from a labor-intensive, multi-step process to a single touch. One-Touch Poster Productivity App 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 poster job is received via email, from a web application or on a jump drive, the process goes quickly and accurately. You'll reduce labor costs while producing more posters—all with a touch of a single button.

## Make your Xerox® digital press even more productive.

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

The FreeFlow One-Touch Poster Productivity App enables all of these steps; from receipt of the job, through prepress, and printing, everything is managed by a single touch on a screen. One-Touch poster workflow can also automatically query full job orders and normalize files to be printed in portrait or landscape fashion. And you can apply your automated poster workflow again and again to print more jobs and generate more revenue.

The FreeFlow One-Touch Poster Productivity App, with predesigned poster designs and workflows, delivers the fastest poster preparation technology on the market. It enables you to produce more jobs and maximize the investment you made in your Xerox® digital press.

## With you every step of the way.

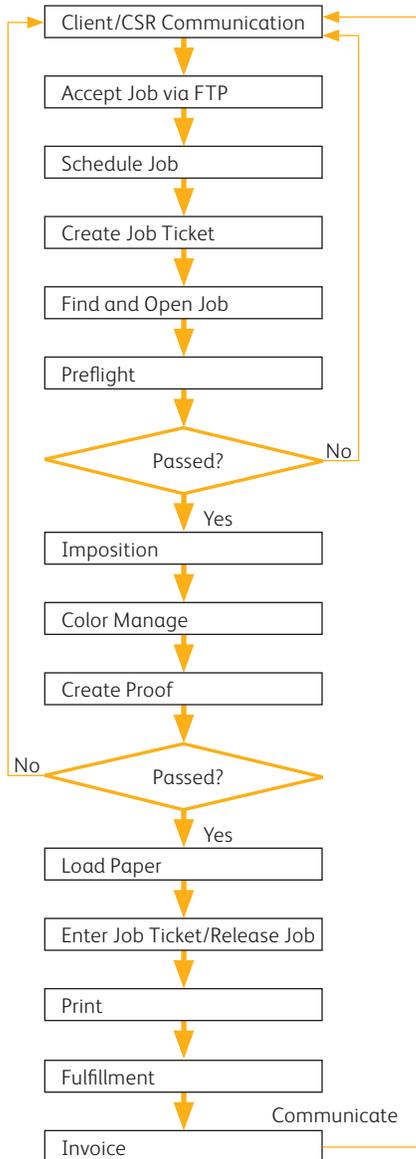
To ensure your business receives every advantage possible, Xerox will provide you guidance from the industry's very best. Xerox-trained technical support will come on-site to work with you side-by-side, delivering a short One-Touch tutorial and a test run of your own poster workflow. You will learn how to maximize your Xerox® digital press productivity, produce business cards 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 poster production and drive increased revenues and profits.

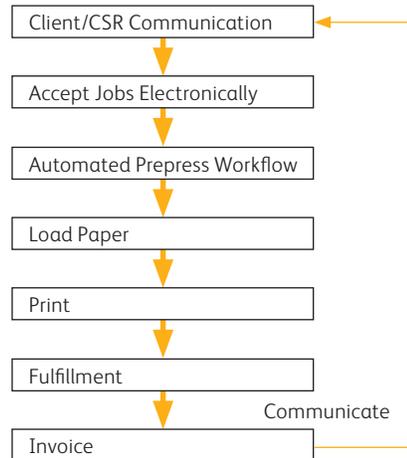


# Results: Nothing Short of Amazing One-Touch Poster Production

## Current State



## Future State



Picture all the savings exhibited in the diagrams above, where a number of poster orders have production time savings of **34 minutes** and production cost savings of **\$72.50**.

Imagine running 20 similar orders a day, which is a savings of **680 minutes** or **11.33 man-hours** per day for a total of **\$1,450.00**.

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 poster jobs will easily give a return of **249.25 man-hours** and **\$31,900.00** every month.

For more information on Xerox® FreeFlow® One-Touch Productivity Apps, call 1-800-ASK-XEROX or visit us at [www.xerox.com](http://www.xerox.com)

